

(i)

LOCAL PARTICIPATION IN TOURISM IN ISEMBE  
AREA, MERU DISTRICT

BY:

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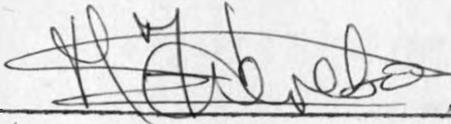
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UNIVERSITY OF NAIROBI,  
NAIROBI, KENYA.

DECLARATION

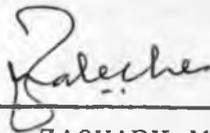
This Thesis is my original work and has not been submitted for a degree in any other University.



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This Thesis has been submitted for examination with my approval as University Supervisor.



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ZACHARY MALECHE (SUPERVISOR)

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ABSTRACT

The study examines the nature and level of participation in tourism in Igembe area of Meru District. It is based on the realization that effective tourism would be founded on greater participation of people and organizations of tourist attraction resource areas in tourism, especially in the sharing of benefits from the industry and in conservation and management of the resources.

The organizations, communities and personalities in the study area are examined in relation to their contribution to tourism in the area. It has been observed that the organizations, communities and persons of the study area have very little participation in tourism although it is an area that has been important for tourism for almost a century. Most gains from tourism are appropriated mainly by organizations from outside the study area. The area receives little indirect benefits from the sale of commodities to the Game lodges and Meru National Park staff. It is indeed a case of marginalization of tourist attraction area in sharing of benefits arising from touristic activities within it.

The study has found also that although the area has great potential diversification of tourist attraction resources only wildgame resource is currently effectively used for tourism. Even then the resource is compromised by several activities, such as poaching and pastoralism of the local communities. That has been due to failure to incorporate

development of tourism in study area's development endeavours and also put non-touristic uses of wildgame resource to an end.

Landscape and socio-cultural resources in the area have not been exploited for tourism although their touristic potential is very high. They are not conserved and managed for the purpose of diversification of tourism in the area.

The experiences are however not unique to the study area. They are observable in tourism industry in the whole of Kenya. They are traced mainly on the limited scope of tourism development policy that the country has pursued for about 90 years. The policy and practices have not only limited tourism development on wildgame resources but have marginalised areas where tourism is practised both in the sharing of benefits of tourism and in conservation and management of tourist attraction resources.

The consequence has been apathy among communities and organizations towards tourism in their areas. Infact that would greatly explain conflict between tourist attraction resources and alternative land/resource uses in study area and elsewhere. It is a great threat to tourism and has to be checked to have higher present and future benefits from tourism in the study area and elsewhere.

Remedies to the present and future problems in tourism are

seen to come along through greater involvement of communities and organizations of the study area in tourism. Indeed it is through local participation in tourism that the experiences that compromise tourism in the area and in the whole of Kenya can effectively be combatted.

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# C H A P T E R   O N E

## INTRODUCTION

### PROBLEM STATEMENT:

The importance of tourism to an economy practising it has no doubt been put into proper perspectives. Several studies and other literature have highly emphasized and articulated the importance of tourism to national development. It has not been an exception in Kenya. Tourism has been highly placed as an important national development factor. Kisongo (1969), for example, successfully articulated the high potential of tourism in Kenya and the whole of East Africa. Several other authors among them Mwanjule (1985), Chomba (1973), Sale (1981) and K'Odera (1982) have successfully shown that tourism is a sector of great economic importance to the country. The Government of Kenya has recognized the economic importance of the sector to the economy. It has assessed and publicised the sector's foreign exchange earning potential and its capacity to create more employment, generate more income and make it a strategy for regional development. The Government has consequently undertaken to develop the potential of the sector for more gains to the country.

However, tourism sector in Kenya is laden with several problems that would inhibit the country's sound objectives in its development. Several forms of adverse trends have been observed in the management and conservation of the resources on which tourism is dependent in Kenya. For

example, Casebeer (1975) observed that hunting and poaching greatly decimated wildgame (major tourist attraction) in the country. Redmond (1987) observed a similar situation in Mount Elgon National Park where poaching has almost eradicated elephants. Poaching has also been reported to threaten the Mount Kenya National Park (Rep. 1983b), the Maasai Mara National Park (Ottaway, 1987; Turner 1987) and Meru National Park (Steinhart, 1987).

Encroachment of National Parks, National Reserves, Game Reserves and other tourist attractions by alternative land uses has also been observed to pose unfavourable competition with the tourism resources and pose great management and conservation problems to them. Ottaway (opp. cit) and Turner (opp. cit) have, for example, observed that "over-development" of the Maasai Mara National Park (through indiscriminate building of game lodges, camps and other tourist service infrastructural facilities such as roads and airstrips within the Park) has greatly disrupted the grazing, mating, sleeping and migration of wildgame in the Park. Poaching has also greatly reduced wildgame populations in the Park, and the heavy pastoral activity encroachment into the Park by the local indigenous communities is adversely affecting its ecology. They observe that the Park is likely to be reduced to a desert by the trends.

The Maasai Mara National Park case is not isolated. In the Nairobi National Park, Jari (1982) found out that encroachment

of the Park by pastoral activities of the outlying communities, the pollution from the Athi River Town industrial plants and the various service facility developments within and around the National Park are really a great management and conservation threat to the Park. Similar experiences are reported in the Meru National Park where pastoral activities, poaching for various purposes and cultivation practices would shortly reduce the National Park into a desert unless they are immediately checked (Miller, 1988). Indeed the problems are countrywide although they are not adequately covered in the literature.

Several factors have been advanced to explain the management and conservation trends observed. One of the arguments is that communities of the tourism resource areas derive some socio-economic benefits other than those from touristic use of the resources. By coincidence the reaping of the benefits happen to be in conflict with conservation and management of the resources. Indeed the argument has been used to explain poaching in the National Parks and Reserves' by local communities in pursuit of wildgame meat, wildhoney, building materials, fuelwood, medicinal and food herbs and roots.

The second argument has been that there has been failure to change the local traditional uses of the resources used for tourism so that there is no competition between them (the traditional uses) and the touristic uses of the resources. Were et. al. (edits, 1986) and Steinhart (opp. cit.) have argued that poaching in Meru National Park would

partly be explained by the long established hunting and gathering traditions of the Igembe and Tharaka communities that border the Park and the failure to locally substitute the traditional uses with the tourism uses among the communities and educate them into the latter.

The argument is not far from the third one which explains the problems of the tourists attraction resources in terms of failure to cultivate local popular support for tourist attraction resource conservation and management through active involvement of the local communities in tourism industry. The argument goes on further that the level of local popular support for the industry is commensurate with the gains the local communities and organizations may derive from tourism in their regions (Dasman et. al. 1974; Belfast, 1980 and Turner, opp. cit.). That has been used as the basis for justification of inept local attitudes towards tourism resources where local communities do not benefit from tourism.

The fourth argument has been that there is dishonesty, corruption and inefficiency in the management and conservation of tourist attraction resources. Due to the mentioned vices, the managements of various tourist attraction resources, particularly those responsible for National Parks and Reserves, have engaged in and condoned poaching and are generally lax and inefficient in the management and conservation of the tourism resources (Daily Nation, Jan. 8, 1988).

The fifth argument has been that there is very little research so far done in the fields of tourist attraction resource management and conservation. That has been because past research in tourism has concentrated on articulation of economic importance of tourism in almost complete disregard of the industry's management and conservation issues. There has, consequently, been little research into identification of appropriate management and conservation programmes, standards and techniques. Currently there are enormous uncertainties in techniques and standards of management and conservation of tourism to secure high returns from the industry while safeguarding its resources against impairment (Rep. 1975).

The study examines local participation in tourism in Igembe area of Meru District in Kenya. The study first establishes the current roles the local communities and organizations play in tourism. It then identifies and searches for explanations of the observed forms of local participation/non-participation in the industry. Using that basis the study then suggests a regional tourism development strategy based on the need to draw local popular support for tourism as a strong basis for development of the industry and the area.

In the study local participation in management of tourist attraction resources is taken to be commensurate with benefits local communities and organizations derive from them. Consequently, the tourism development model/strategy

proposed caters for higher local benefit generation from tourism and how that would be made sound basis for participation of the local communities and organizations in conservation and management of tourist attraction resources in the study area.

OBJECTIVES OF THE STUDY:

The objectives of the study are therefore to:-

1. Examine the nature and level of participation of local communities and organizations in tourism in Igembe area.
2. Identify and explain the factors responsible for the various forms of local participation and non-participation in tourism in the area.
3. Suggest forms of local participation suitable for more local benefit generation to draw local popular support for tourism, particularly the management and conservation of tourism resources of the area.

STUDY ASSUMPTIONS:

The following are the assumptions adapted for the purpose of the study:-

1. The Igembe area will remain an important tourist attraction area particularly if tourism in the area is properly managed;
2. There is a positive relationship between benefits derived from tourism by an area and the level of local support for tourism;

3. All aspects of participation in tourism are achievable in Igembe area if properly conceived and implemented.

SCOPE FO THE STUDY:

As already mentioned the study covers local participation in tourism industry in Igembe area. The area forms the immediate neighbourhood of the Meru National Park. To effectively and successfully conduct the study, all actors in tourism in the area are covered. All private individuals, private and public organisations and institutions operating in the study area are covered in the study to establish their relationship with tourism in the area. The communities of the area are covered mainly through their organizations and the Provincial Administration in the area.

Aspects sought from each of the actors identified and covered in the study include how they relate with tourism in the study area, the benefits they derive from it, whether they view that tourism is effectively managed in the area and what would be done to make tourism more beneficial to them and the study area.

At the same time all factors responsible for any of the experiences of the actors in the area are identified and related to observed phenomena regarding tourism.

Tourism resource endowment in the area is also covered in the study. The extent to which they are developed for tourism is also evaluated. That has been done alongside

the availability of infrastructure for doing so.

Against the mentioned tourism development strategy (model) for the area is suggested. It is based on the rationale of tourism development through more participation of the communities and organizations of the study area. All aspects that need to be considered and done, how and where they should take place are considered in the study.

The thesis is organized in five chapters. Chapter one introduces the subject matter of the study. That is done against the background of the importance of tourism both in Kenya and the world, and the trends (both negative and positive trends) the industry faces. Thus the chapter states the problem investigated in the study, the study objectives, assumptions, scope, the literature related with the study subject matter that is reviewed, the conceptual/theoretical model on which the study is based, and the methodology of the research conducted.

Chapter two examines participation in tourism in Kenya against the country's tourism development policy and its historical development. Against the background, the active and potential tourist attraction resources in the country are evaluated. Attention given to each category of resources by the various actors in tourism in the country is also assessed. Participation in the development of tourism service function is also examined in the chapter. Thus the chapter gives a general overview of participation in tourism in Kenya.

Chapter three introduces the study area. It covers the geographic background of the area (location, size, climate, vegetation, geology and soils, drainage etc), its demographic and socio-cultural statuses, economic basis and assesses its active and potential tourist attraction resources.

Chapter four given a detailed case study of participation in tourism in the study area. It examines the roles individual persons, organizations and communities from within and outside the area play in tourism in the area. The part taken by each actor in tourism in the study area and the benefits derived from it are assessed.

Chapter five and six concludes the study by giving a summary of findings of the study and recommends on how the observed low level of participation in tourism in the study area can be improved. It recommends the various steps to be taken to make tourism more beneficial to the study area and what further research need to be carried out in relation to tourism in the area.

#### REVIEW OF LITERATURE:

Definition of Important Terms:

#### TOURISM:

For the purpose of the study tourism is taken to be the conservation and management of tourist attraction resources that draw visitors (tourists) into an area and the provision of efficient and well-managed visitor (tourist) travel,

accommodation, entertainment and other services and facilities to attain highest possible economic returns from the endeavours.

TOURIST:

A tourist is basically a visitor to a place. Such a place has attractions of recreational and/or scientific-cum-educational interest to the visitor. Whatever other motivations, the element of leisure and undergoing of new experiences, attractions that makes one choose to visit a certain place and not any other remain very central in the definition of a tourist. A tourist tours places to quench his/her urge to experience or learn about things that he/she does not experience where one lives or merely to break the monotony of one's resident environment. A tourist can, however, do other things alongside the recreational or educational motivations. A soldier on some assignment in a foreign country can, for example, find some time to recreate and/or learn about the country's experiences. So is a businessman. He will do his business in new places and at the same time participate in tourism in such places. That is the broad sense of a tourist that is used in the study.

TOURIST ATTRACTION RESOURCES:

As used in the study tourist attraction resources are those attributes that make an area different from others (and unique to itself) so that residents of other areas feel obliged or the urge to visit, experience and learn about

the unique attributes. That is the theme that is adopted in the use of the phrase tourist attraction resources in the study.

#### WILDLIFE

The term wildlife is all embracing in respect of natural phenomena. It transcends the shallow and practical limitation of the term to wildgame. It ideally means uninterfered with wilderness. It connotes flora, fauna and landscape and other natural phenomena and processes in a natural state. In practice, it is relative. That is because human influence has in practice interfered with all universe. It is in the relative sense that the term is used in the study.

#### WILDGAME:

In the study the term wildgame is used to mean animals and birds of wilderness, whether in aquatic or in terrestrial (relative) natural environment. It is basically all fauna of the wilderness.

#### CONSERVATION AND MANAGEMENT OF TOURISM ATTRACTION RESOURCES:

Conservation of tourist attraction resources means preservation from destruction of natural resources by careful control and management for present and future touristic uses. It therefore means taking of special steps to prevent depletion or impairment mainly of natural resources (Monkhouse and Smails, 1979; Whitby, 1974). The term is used in the study as such.

Management of tourist attraction resources on the other hand means institution of effective use and preservation methods of the resources so as to reap highest gains from them without impairing them. Tourist attraction resource management should ensure wise use of the resources so that they do not degenerate due to excessive use through such activities as overbuilding, excessive density of visitors, hunting and poaching. It also entails wise use of the resources. In the study the term is used as explained above.

#### MANAGEMENT OF TOURISM:

Management of tourism as used in the study embraces the management of tourist attraction resources and the provision of appropriate services and service infrastructural facilities like hotels, resorts, transportation networks, conference facilities, banking and communications, in manners and by means that best preserve resources and lead to highest possible gains from tourism industry.

#### HUNTING AND POACHING:

Hunting involves all that pertains in pursuit of wildgame and their products, whether birds or animals of both terrestrial and aquatic environments. It therefore includes chasing, trapping, capturing and killing of wildgame and the search of their products. In cases where such activities are prohibited by law and the pursuits are not authorised, they (the pursuits) become poaching.

In the laws of Kenya, hunting is defined as any act of killing, wounding, injuring, molesting or capturing of wildgame, whether birds or animals of terrestrial or aquatic environments and all their products (Rep. 1985b : 7). Hunting is illegal and therefore poaching when it is not dully authorised and licence for doing so obtained. It is a legal activity when done within the provisions of the Chapter 376 of the Laws of Kenya. The terms used in the study as defined above.

#### DOMESTIC TOURISM:

Domestic tourism is a phrase used in the study to mean two things. One, it means travel to learn and enjoy one's home country or region. Secondly, it is the provision of services and facilities for local tourists within their affordability. The aspect has involved the operation of relatively lower rates of charges for services and facilities to enable majority residents of an area, country or region to have access to opportunities to enjoy and learn about their country within their economic means. That is the manner in which the phrase is used in Kenya and in the study.

#### LOCAL PARTICIPATION IN TOURISM:

Local participation in tourism is the involvement of communities, organizations and resources of an area in tourist activities in the area. That should therefore entail involvement of local communities, organizations and resources in:

- (i) Development of service infrastructure for and offering of direct services to tourists;
- (ii) Enjoyment of tourist attraction resources, services and facilities in their areas;
- (iii) Equitable sharing of benefits accruing from tourism activities in their areas and;
- (iv) Enabling participation of potential tourist attraction resources in tourism.

Review of Literature:

There is much literature on local participation in matters that affect or have some bearing with local parties, whether organizational, individuals or communities. In the literature local participation has been articulated as an important development strategy. This has particularly been so in Less Developed Countries whose stage of development is so low that significant improvement would require energies of everybody in such countries. They have, consequently, adopted the strategy of local popular participation that takes the form of mobilisation, encouragement, support and consolidation of local productive capacities. Guinea-Bissau has, for example adapted it as:

".....a new approach (which) means more than just greater involvement of the private sector in the economic life of the nation in general. It also means.....greater effectiveness.....and inertia and the involvement of all the leaders and the population in general"

(The Courier, No. 104 : 23-24).

Local popular participation is quickly picking up in most Less Developed Countries from the rapidly growing egalitarian principles and practices of making everybody involved in determining their destiny. The now popular participation notions are indeed a result of moral recognition that there should be involvement of the greatest possible section of the society in determination of what happens to them, how it happens, and at what costs and benefits.

At the more functional level it has been realised that local popular participation would lead to greater development inertia and greater success of purpose. Local popular participation has, for instance, been found to bring about greater success in development programmes and projects. That has been because people identify themselves with programmes and projects they have taken part in deciding on and undertaken to bring into being.

In Kenya, for example, Ellman (1969), Hyden and Karanja (1969), Bolnick (1974) and Mbithi (1974) have associated the success of community initiated projects to effective local popular participation which makes the people take pride in and identify themselves with the projects materially and in terms of moral support. They have realized that the success is because local communities and organizations are involved in the decisions of what to undertake, its formulation and implementation, and have equitably shared in the benefits that accrue from the projects.

Water projects in the rural areas of Kenya have been very successful where the beneficiary communities have, for example, contributed in ideas and financial and manpower resources. The harambee projects in Kenya that are initiated at the grassroot level and of direct benefit to the areas where they are found are usually very successful. That has been found in health, nutrition, education and grid water supply. The co-operative movement in Kenya has grown to generate about 45 percent of the Gross Domestic Product (G.D.P.) because of the initiatives of the very local levels in raising and management of financial resources in the spirit of pulling together resources for greatest returns. In the rangelands of Kenya, for example, ranches developed at the very local level either at kinship or village levels have been very successful.

Indeed the spectrum of local participation in Kenya has become very wide. It has, however, depended on the amount of benefits the local communities derive from the efforts. Environmental conservation is currently being undertaken even at household level because everybody knows it benefits them.

Such experiences are not only peculiar to Kenya. In Cameroon, for example, Langley (1986) has observed that there is greater success in endeavours which draw from the inertia of everybody especially at the very local levels. In Tanzania more success has been observed in projects that draw from the local development endeavours and aspirations. In the Latin America and the Caribbean

the now deeply entrenched mass movements popularly known as "power houses" seek greater popular participation in development endeavours. Indeed much development in Third World especially in agriculture has been attributed to their ability to draw from the initiatives of the local communities and organizations. Women in these countries have been very much associated with such successes.

It is therefore clear from the foregoing that a new dimension of development endeavour which associates success in development with the ability to draw local popular participation is rapidly picking up. The benefits of the approach are high in terms of gross community gains and also gains to the participant sections of the society and organizations. That has been responsible for the growing emphasis on local participation in all development endeavours.

Like in other aspects of development, lack of local participation in tourism has been advanced to explain the high rate of destruction of natural environmental attributes that are indeed the basis for tourism. The argument is that there is failure to downward vary the opportunity cost to communities of the resource areas in forgoing alternative uses of the (tourism) resources through making them (communities) gain from the benefits from tourism. Such communities have consequently not been made to identify with the touristic use of the resources and the continuity of the alternative uses has greatly compromised the conservation and management of the resources. It has then

hypothesized that the best formula for conservation and management of tourism resources is by making resource area communities and other actors to participate effectively in tourism. It has also been argued that the amount of participation of the communities and other actors is proportional to the amount of gains they derive from tourism in their regions.

Several authors have expressed such and similar views. Dasman et.al (opp. cit.) argues that tourism requires distinct and well contemplated planning that preserves and enhances environment. That, according to him, can successfully be achieved mainly through making the various actors in tourism practising areas identify with the endeavours. However, the identification will depend on the benefits the actors derive from tourism practised in their areas. He viewed that concentration of tourists in a small number of large hotels that are owned and managed by foreign entities results in leakage of earnings from tourism out of tourism practising area and inhibits such areas to benefit from the industry. He held that to be one of the major causes of the failure of several tourism practising areas to take part in efforts aimed at management and conservation of tourism attraction resources. The author does not, however, guide on how the local popular support for management and conservation fo tourism attraction resource can effectively be drawn to form a sound basis for development of tourism.

Belfast (opp. cit.) expressed views similar to the aforementioned. According to him where regional planning has not been able to promote domestic tourism and made tourist attraction resources and benefits from tourism within the reach of the population of the tourism practising areas the planning has failed. It has not integrated the regional development potentials and possible local gains. It cannot therefore draw local support for development of tourism particularly in conservation and management of tourist attraction resources. He argues that planning for the development of tourism should evaluate, articulate and develop tourism potential with a clear definite role that the tourism attraction resource areas should play in the process. The planning should therefore analyse the existing and anticipated tourist demand and competition, and survey the awareness of the importance of tourism in the tourism potential or practising region.

Turner (opp. cit.) views that tourism should be a solution rather than a cause of environmental degradation and economic problems of a tourism practising region. According to him, creation of local awareness, working closely with communities of tourism attraction resource areas and exploration of ways in which such communities can derive direct benefits from tourism would develop local popular support for conservation and management of tourism resources. He observed that dissemination of conservation education to communities of tourism practising areas through appropriately designed extension education programme, making the communities

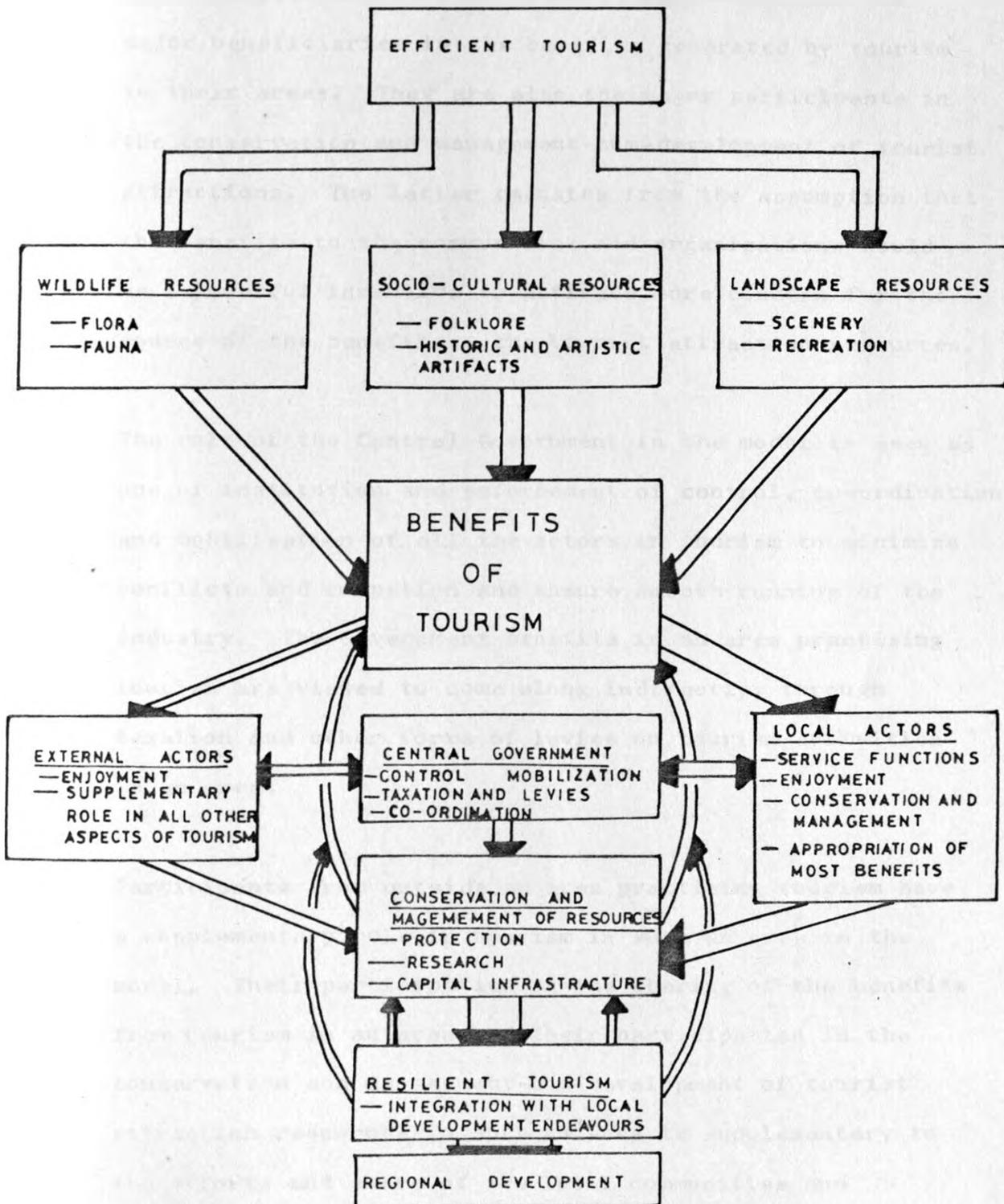
participate more effectively in benefits from tourism, controlled tourism, anti-poaching and other environmental surveillance measures would go a long way to check ecological deterioration, protect wildgame against eradication, minimize conflicts arising from competing uses for resources used to attract tourists, and boost the economic bases of areas practising tourism. The author does not, however, show how the communities of the areas practising tourism can be made to benefit directly from the tourism activity in their regions.

CONCEPTUAL MODEL:

The study is conceived within an input-output relationship model in which the utilization of tourist attraction resources is reciprocated by beneficiaries through their participation in the conservation and management-cum-development of the resources. In the model highest benefits from tourism cannot be achieved merely by conservation and management of only a few tourist attraction resources but through diversification of the industry by employment of all potential tourist attraction resources and their development in a more integrated regional development model. In the model, communities and organizations of tourism practising areas have greater control and influence both in the benefits accruing from tourism in their areas and in the conservation and management-cum-development of tourist attraction resources. It is therefore a regional integrative strategy that establishes an output-input relationship between tourist attraction resources, and communities and organizations in an area that is active in

or has potential for development of tourism. The model is diagrammatically illustrated in figure 1 below.

FIGURE I : TOURISM DEVELOPMENT MODEL



As figure 1 shows efficient tourist is founded on involvement of a country's wider spectrum of tourist attraction resources in the industry. The communities and organizations of areas practising tourism are the major beneficiaries in the benefits generated by tourism in their areas. They are also the major participants in the conservation and management-cum-development of tourist attractions. The latter emanates from the assumption that the benefits to the communities and organizations would be a powerful incentive to activate more concern for the source of the benefits - the tourist attraction resources.

The role of the Central Government in the model is seen as one of institution and enforcement of control, co-ordination and mobilisation of all the actors in tourism to minimize conflicts and competition and ensure smooth running of the industry. The Government benefits in an area practising tourism are viewed to come along indirectly, through taxation and other forms of levies on tourism activities in an area.

Participants from outside an area practising tourism have a supplementary role in tourism in such an area in the model. Their participation in the sharing of the benefits from tourism in an area and their participation in the conservation and management-cum-development of tourist attraction resources in such an area is supplementary to the efforts and share of the local communities and organizations.

The model views resilience in tourism in an area comes along through ploughback of some of the benefits generated by tourism in an area. Such is in the endeavours geared at conservation and management-cum-development of tourism resources, both the tourist attraction resources and tourism infrastructure.

The mentioned input-output relationships in the model lead to regional development. They integrate an area's resource endowment with utilization and gains. Development in the relationships is taken to be greater benefits (to an area) from tourism, derived against the background of greater future gains through wise use and development of the resources on which tourism and other aspects of regional development are based.

#### RESEARCH METHODOLOGY

The Study Design:

There were several stages involved in the study. First the author identified the research topic. This was followed by extensive review of literature related to the topic. Through the reviews the author was able to identify, define and articulate the problem investigated. It also enabled him to write a research proposal for supervisor's guidance and application for grant of permit to conduct the research.

The author then identified the various actors in the field of the research. This was a necessary step to formulate

the field study in the case study area. It is at this and the literature review stages that the author identified the various organizations, personalities and facilities and other aspects that would be covered in the field survey.

The last pre-survey stage involved preparation of a structured questionnaire for use in gathering primary data in the field. Initially a questionnaire with sections A to F was formulated but while in the field it was observed that there were some aspects of tourism industry not adequately covered by the original questionnaire. This made it necessary to formulate supplementary questionnaire to cover the aspects left out in the original one.

The Methods of Data Gathering and Analysis:

Open-headed reactive questionnaire interviewing method was widely employed in collection of primary data for the study. The questionnaire had several sections, each dealing with specific aspects of tourism industry investigated from every source of data. Management of tourist lodges and hotels in the Meru National Park and outlying region, the administration of the County Council of Meru which is actively involved in tourism industry in Meru District, the District Warden Officer as the custodian of tourism resources in the region and the various other governmental and non governmental organizations operating in or with interests in Igembe area had their management interviewed for the purpose of the study. The business community at Maua Town were also covered by the questionnaire. Foreign tourists into the Meru National Park regions were also covered by

the interviews. However, unlike in other interviewing that one was orally conducted. A total of 60 tourists were covered by the oral interviews, 27 of them at the County Hotel in Meru Municipality, 18 of them at the junction of the Meru-Maua and Maua-Mulika roads where they stop on their way to or from the Meru National Park, and 15 of them at Maua Town. Picking of the tourists for coverage was random : it depended on who of them was easily accessible at the three points.

The business persons covered by the questionnaire interviewing at Maua Town were selected by use of systematic simple random technique. Sampling was found necessary because it would have been unnecessarily demanding to cover the entire universe of the business persons to establish their participation in tourism activities within their locality, something that would effectively be achieved by use of a sample to represent the whole business community in the town and region. Business community in the town was selected for the survey because the town is the major central place of significant service function in the study area.

The entire business firms in the town were taken to be the universe. A sample of 35 percent of the business firms was aimed at for questionnaire administration. To effectively pick unbiased sample the author divided the commercial part of the town into six clusters, A to F, using a land use map of the town provided by the Physical Planning Office, Meru. The business firms in each cluster were physically enumerated and recorded down. This enabled prior calculation of the

business firms that were expected to be covered in every cluster. Table I below shows how samples from each cluster were selected.

TABLE I : SAMPLING CLUSTERS - MAUA TOWN

BUSINESS CLUSTER	TOTAL BUSINESS FIRMS	FIRMS EXPECTED TO COVER	FIRMS COVERED	NON-RESPONSE	
				FIRMS	PER-CENTAGE
A	50	17	15	2	11.8
B	67	23	20	3	13.0
C	68	23	21	2	8.7
D	17	6	5	1	16.7
E	27	9	7	2	22.2
F	21	7	6	1	14.3
TOTALS	250	85	74	11	12.9

Data Sources : Physical survey by author

Selection of the firm whose owner/operator would be interviewed was selected using simple systematic random sampling technique. Starting from one end of the cluster the first and every third business firm was selected for questionnaire interviewing. Where such firms were non-operational<sup>1</sup> or the business operator would not respond to the questionnaire for whatever reason the next third firm was picked for the interview.

Due to high level of non-response (which was 12.9 percent) only 22.1 per cent sample coverage was achieved. It had

1. Five cases were encountered.

been planned that the survey would have a sample size of 35 percent of all business firms in the town.

The organizations and personalities interviewed/covered for the purpose of the study in the study area are as shown in table 17 in the appendices. 15 Government organizations and 10 non Governmental organizations were covered in the survey.

The data available from each were recorded and secondary data were sought from respondents where it was necessary.

A physical survey on Maua Town was intensively done (manually) to establish the service function of the town in the study area. That was done by enumeration of the various services and facilities the centre offers its hinterland which extends outside the study area. Table 18 in the appendices shows the service/facilities offered by the town to its visitor, catchment and resident populations.

Tourists into the study area and neighbourhood were also covered in the study surveys. Oral interviews regarding various aspects of tourism in the area were conducted on tourists at three places, the Country Hotel-Maua and Meru-Mulika roads junction and at Maua Town, as already shown above.

Oral interviewing and observation methods of data gathering were also used over much of the study area. In the zone in contact with the Meru National Park, for example, oral

interviews and observations were combined to establish the relationship between the National Park and the outlying settlement areas. The survey covered persons with properties bordering the park. The criterion for selection of who was covered in the interviews involved any mature somebody who was found within his property or thereabout at the time the survey was conducted at the place where he has the property.

It is through observation technique that the area's socio-cultural and landscape potential tourist attraction resources were assessed/evaluated.

The study does, however, draw data also from secondary sources. The current Meru District Development Plan (1984-88), the Meru District Socio-Cultural Profile report of the Ministry of Planning and National Development, Press feature stories, statistical abstracts and the files of the County Council of Meru that deal with the management of the game lodges in the study area are the major secondary data sources. Most of the data obtained from such sources have, however, been supplemented by surveys in the study area. That is mainly so with the socio-cultural attributes on which the author had to attend several school festivals in which the area's folklore are usually adequately displayed. That is shown in plates 2 to 4 below which were taken by the author during various primary school traditional dance/song festivals in the area.

Due to the fact that much of the data from the various sources were qualitative (descriptive) it is neither possible nor desirable to employ any rigorous techniques of data analysis. The analysis and presentation of the data are done by use of percentages and tables where possible and necessarily. Otherwise much of the analysis is qualitative as seen in the text.

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C H A P T E R   T W O

PARTICIPATION IN TOURISM IN KENYA

NATIONAL TOURISM POLICY IN HISTORIC CONTEXT

The importance of tourism in Kenya was realised by both the colonial and independent Kenya Governments. It was felt right from the onset that there was need to protect and guide the industry so that it could earn the country greater current and future benefits.

The earliest traits of the country's tourism development policy are traced to the early period of the colonial rule. It is seen, for example, that in 1894, Sir Harry Johnstone, the British Commissioner for British East Africa Protectorate (that later became Kenya) drew the attention of the British Foreign Secretary on the destruction of wildgame through uncontrolled hunting and the need to curb it in the protectorate. It is on the basis that reservation of land for wildgame use and where hunting would be controlled was introduced in Kenya in 1896. The Southern Game Reserve comprising the area occupied by the present Narok, Kajiado, Kiambu and Nairobi Districts was the first wildgame protection area established by the colonial administration in Kenya.

Several ordinances were also enacted for the purpose of protection of wildgame. That began with East Africa Game Regulations of 1900. Between 1900 and 1937 more than 5

ordinances for protection of wildgame and a similar number of amendments of the ordinances were enacted in the country.

However, the major highlight of the policy was in 1930 when the British Government appointed Major R.W.C. Hingston to investigate the wildgame situation in Kenya. The recommendations of the appointee culminated into the establishment of National Park and Reserve System in Kenya for protection of wildgame so that they came to be used for tourism. The first National Park to be set up in the country became Nairobi National Park in 1946, under the Provisions of the Ordinance Number 9 of the same year. Several other National Parks and Reserves were also proposed for establishment later.

Much of the wildgame protection in the country were also done on the recommendations of the 1900 and 1933 International Conventions on Parks held at London. They meticulously articulated the importance of conservation of Africa's spectacular fauna and flora for development of tourism.

The implementation of the various wildgame protection policy recommendations did, however, lead to ambitious alienation of land from local communities for the wildgame use. Communities of the affected areas resisted the moves and in 1950s the colonial government set up Game Policy Committee to study the conflicts and recommend appropriately.

The Committee recommended the abolition of some of the proposed and gazetted National Parks and Reserves as a solution to the conflicts, especially where a lot of resistance had ensued. Based on the recommendations, the Marshabit National Reserve was degazetted in 1961.

The experiences of the time has a great bearing to the present study in two ways. One, they articulate the historic context of the continuing conflicts between wildgame and alternative land uses in Kenya. Secondly, there was failure to integrate the wildgame Land use with other landuses in an amicable, mutual and lasting manner through evolution of an integrated land use policy.

At the time of attainment of independence in Kenya, tourism development policy was merely the protection and management of wildgame for touristic use. There were neither efforts to involve other resources with touristic potential in tourism through their conservation and management for the purpose nor attempts to promote integrated land use management so that the management of wildgame for tourist purposes would be done alongside other land uses where it existed. Indeed there was total failure to draw popular support for the conservation and management of wildgame tourist attraction resource in areas where it was found.

After attainment of independence in the country much of the colonial tourism development aspects were retained. The 1945 National Park Ordinance was, for example, merely

adapted to become the National Parks of Kenya Act of 1962. It was merely change of the administration of the legislation from colonial authorities to the independent Kenya authorities.

The Sessional Paper Number 10 of 1965 did propose an integrated resource use in the country. It hinted on the importance of creation of a national land use policy. It did also emphasize that wildgame should be conserved and managed for tourists uses. The latter aspect shows that the policy document maintained the established tradition of basing tourism only on wildgame resource.

That was repeated in the following policy spelt-out in the country. The 1966-1970 Development Plan did, for example, emphasize sound conservation and management of wildgame resource as the basis for development of tourism in the country. It proposed the provision of wildlife conservation education through cheap dormitory accommodation in the National Parks from where the public visitors into the Park would be educated into the aspect. The education programme execution did mistake the target group for the programme. The danger posed to the wildgame resource was mainly through various encroachments of the wildgame protection areas by poaching, pastoralism and cultivation practices. The provision of the education within the Parks meant little because tourists into the Parks were actually not the rootcourse of the problems facing wildgame. It was a missed target.

The 1970-74 Development Plan adapted the previous policy packages but added an important dimension in the conservation and management of wildgame resource. It proposed the making of National Parks and Reserves self-contained ecological units through the development of tourist and conservation and management service facilities within the Parks/Reserves. It also proposed more intensive anti-poaching patrols in National Park/Reserves, establishment of firebreaks along National Parks/Reserves to check incidences of fire into them from the outlying settlement areas, and the construction of ditches and gameproof fences to protect lives and property in the areas adjacent to parks/reserves against destruction by wildgame. It also proposed the takeover of all National Parks National Reserves and Game Reserves for conservation and management of wildgame by the Central Government.

The Plan period saw the development of three things in the tourism development policy: One, the authorization of development of service facilities in National Park and Reserves which are actually meant to be as close to their natural state as possible; and two; further marginalization of the possibilities of ever evolving a tourism development policy that draws support from the wildgame resource areas for more success in the conservation and management of the resource. The third phenomenon is that tourist attraction resources other than wildgame continued to be neglected by the policy.

The 1974-78 Development Plan laid emphasis on efficiency in utilization of wildgame resource through tourism, ironing out of the conflicts between the resource and alternative land uses through a compensation scheme for damages caused to life and property by wildgame, establishment of Wildlife Training Institute to train wildgame conservation and management personnel, , and identification of viable conservation and management programme for wildgame. It also defined the distribution of tourism benefits, making all direct proceeds from the Park/Reserve entrance fees, camping, photography and hunting fees and sale of wildgame products (trophies) Central Government revenue paid to the Consolidated Fund. The rest of actors in tourism would benefit from investment in tourist service function and other trade created by tourist activities.

Indeed the last two National Development Plans (1979-83 and 1984-88) have not added anything more than mere proposal to boost efficiency in the utilization of the wildgame resource for greater tourism.

Thus, in short, the country's tourism policy would be summed as conservation and management of wildgame tourist attraction resource by the Central Government for development of tourism. The Government not only conserves and manages the resource but provides and maintains road and air transportation network, conference facilities and participates in the development of hotels and lodges through the Kenya Tourist Development Corporation.

As already shown, the private sector participation in the industry is expected to be through development and management of tourist hotels and lodges and other direct services to tourists. The policy does not require them to participate in other aspects of tourism, for example, in the conservation and management of wildgame except when they contribute to such purpose on clarity basis. That has also applied to the communities and organizations of the area where the resources occur.

The policy does, however, call for the participation of the citizens of Kenya in the enjoyment of tourist attractions. The Government is bent on promoting domestic tourism. The aim is to encourage Kenyans to travel around their country and learn and enjoy the attractions found in the country. It is hoped that would help bridge the tourist gap that is created by the down-turn of the foreign tourists into the country.-- It is an attempt to diversify the sources of tourists so that the off-season of foreign tourists does not adversely affect tourism industry in the country.

There are two things related with the study that distinctively come out in the policy. One, the policy pegs the development of tourism in the country on wildgame in great disregard of other country's attributes with some potential for participation in tourism. Secondly, the policy greatly underplay the contribution of tourist attraction resources areas to the development of tourism. There is neither provision

for the conservation and management of alternative attributes for touristic use nor the involvement of communities and organizations of tourist attraction resources areas in the conservation and management of tourist attraction resources and in direct benefits from tourism in their areas. The evaluation of the country's potential for participation in tourism below shows that the skewed national tourism development policy has led to practice of undiversified tourism and would greatly account for the continuing conflicts between wildgame and alternative land uses.

PARTICIPATION OF KENYA'S TOURIST ATTRACTION  
RESOURCES

WILDGAME RESOURCE:

Kenya has got one of the richest wildgame in the world. The country has got almost every known beast and bird represented in its diverse special and high populations of the wildgame stock. The white rhinoceri and kangaroo that had become extinct in the country have resurfaced, with the importation of the former from South Africa and natural resurface of the latter at the Aberdares National Park. The Kangaroo is particularly so important to tourists that its reappearance in Kenya may resort in some significant diversion of tourist traffic that was previously destined for Australia to the country.

Wildgame for tourism in Kenya are conserved and managed within a National Park and Reserve system that runs through

all the major ecological zones of the country. At present there is 34 National Parks and Reserves occupying an area of between 25,000 to 36,000 square kilometres, or between 4 percent and 6 percent of the area of the country.

Wildgame has continued to be an important tourist attraction resource in the country. In the period 1979 to 1984, for example, the tourist traffic into 19 National Parks and Reserves in the country averaged 917,572 tourists per annum. In the period the volume of tourist traffic into the Parks and Reserves grew at an average annual growth rate of 4.1 percent, from 834,770 in 1979 to 1,024,268 tourists in 1984.

The Ministry of Tourism and Wildlife is charged with the conservation and management of wildgame in Kenya as already seen in the policy. Non-Governmental Organizations, foreign Governments and individuals have, however, a long history of participation in the conservation of the resource. The Governments of Switzerland, Australia and Australia have, for example, for a long time assisted Kenya in training wildgame conservation and management personnel both locally and in their countries. Several local and foreign organizations and individuals have participated either directly in financing or management of wildgame projects in the country or have indirectly donated to the efforts through the Wildlife Fund Trustees, an organization formed for the purpose of soliciting funds for the purpose.

The Wildlife Clubs of Kenya, the East African Wildlife Society, the World Wildlife Fund and the Friends of Maasai Mara (FOMM) have been of great contribution to the conservation and management of wildgame in the country. The Wildlife Clubs of Kenya do, for example assist in dissemination of wildlife education through publications, extension education to schools, organized tours and film shows. The World Wildlife Fund did, for example, donate £132000 to the rehabilitation of the Lake Nakuru National Park after aquatic and terrestrial wildgame of the Park were threatened by pollution of the sewage of the Nakuru Municipality and the neighbouring farmland. It is also the main financier of the on-going projects to rehabilitate the Maasai Mara National Reserve. The New York Zoological Society donated £49000 in 1973 towards the rehabilitation of the Amboseli National Reserve. It is through the donation that bore holes in the area around the Reserve were sunk to keep off the Maasai and their livestock from the Reserve in search of water and pasture.

The Save-the-rhino Project initiated in the country by a private individual, Michael Warikhe (who is currently on his third walk in Europe to raise funds towards the project), drew support of both individuals and organizations to the extent that it raised about KShs. 7 million towards establishment of sanctuaries for intensive protection of rhinoceri to conserve them for tourism.

One very successful case of non-governmental participation in the conservation and management of wildgame resource is the rehabilitation of the Maasai Mara National Reserve, a project that is currently being undertaken. An organization called the Friends of Maasai Mara (FOMM) was born out of the publicity the encroachment of the Reserve got abroad especially through the film "Out of Africa". The organization, formed by sympathisers of the situation abroad, has procured moral and material support for the rehabilitation of the Park since 1982 and results are very encouraging. The project consist of a Reserve Conservation and Management Package that has adequately covered all aspects related with the unfavourable situation of the Park. It includes a network of wildgame viewing roads, fire policy, research into potential effects of increases of tourism, and wildlife conservation education whose target is the local Maasai community.

The organization has conducted day to day surveillance against poaching and Reserve encroachment by the Maasai pastoral activities. The rehabilitation project has led to increased numbers of the rare and endangered wildgame since it started. The rhinoceri population has, for example, increased from 13 in 1985 to 19 in 1987, and elephant population from 600 to 1200 elephants over the same period.

The organization's education policy is based on extension education to the Maasai community to draw popular support

for the conservation of wildgame in the area. It works closely with the community in exploring ways the latter can participate in the conservation and management of the Reserve and ways in which they can derive direct touristic benefits from it.

Personalities like the late Joy Adamson, George Adamson, David Shepherd and John Huston and late David Sheldrick participated very effectively in the conservation and management of wildgame in Kenya. Sheldrick was, for example, a renowned warden who initiated and conserved/managed the Tsavo East National Park for a period of 25 years. With a self-trained ranger staff of about 200 persons he guarded the Park against poaching and developed and maintained wildgame viewing tracks in the Park.

The Adamsons rehabilitated lion and cheetah at the Meru National Park, opened the Shaba National Park (where Joy met her death on the 3rd of January 1980) and the Kora Game Reserve which was gazetted as such in 1976 out of George's "Big Cat Programme" to rehabilitate lion.

Shepherd and Huston publicised the Marshabit Game Reserve both to tourists and authorities in Kenya. It is through their efforts that, for example, Ahmed the bull elephant was identified and offered Presidential Protection degree in 1970. Ahmed, described as "a living National Monument" was painted by Shepherd and filmed by Huston,

and appeared in the New York Times and was given an obituary in News Week when it died in 1974. It was through the efforts of the gentlemen that the Marshabit National Park was regazetted a National Park and world wide got known as an important wildgame area.

#### SOCIO-CULTURAL ATTRACTIONS

Kenya has got several socio-cultural attributes of high touristic potential. However, as previously mentioned, the national tourism development policy has not been in favour of utilization of socio-cultural attributes for the development of tourism. The country's material culture, traditional folklore (the songs, dances, and costumes) historic sites and monuments have been accorded very low priority in the development of the industry.

The touristic potential of socio-cultural attributes would be evidenced by the fact that the number of tourists visiting some two museums (the National Museum, Nairobi, and Lamu Museum) and six historic sites (Gedi, Olorgesailie, Kariandusi, Hyrax Hill, Jumba la Mtwana and Port Jesus) have increased at an average rate of 6.8 percent per annum in the period 1979 to 1984, from 321278 to 452917 tourists or a total of 2,310,988 tourists that visited the attraction resources within the period of 6 years. That compares very favourably with the 4,615,212 tourists who visited the 19 (of the 34) National Parks and Reserves in the country over the same period. Table 2 (below) shows a comparative

analysis of the number of visitors to the 19 National Parks and Reserves and 8 socio-cultural (2 museums and 6 historic sites) tourist attraction resources.

TABLE 2 : VISITORS BY ATTRACTION, 1979 TO 1984

ATTRACTION	AVERAGE VISITORS PER ATTRACTION PER YEAR	ANNUAL GROWTH %
National Parks/ Reserves	48,293	4.1
Museums	138,175	6.7
Historic Sites	94,398	7.0

Data Sources: Calculations by author from Abstract, 1986, Page 30, tables 31-35.

As would be seen from the table 2 (above), on average each historic site and museum attracts more tourists than a single National Park or Reserve does in a year. Indeed, no doubt that socio-cultural attributes, although greatly ignored in national tourism development policy, have great potential for development of tourism. The growing importance of the resources to tourists is further evidenced by the higher tourist growth rate enjoyed by the tourist attraction resources when compared with the growth of tourists visiting the National Parks and Reserves. In fact the growth rate of the number of tourists into the socio-cultural tourist attraction resources is 165.9 percent more than the growth

rate in the number of visitors to the National Parks and Reserves over the period of 6 years considered.

The country's socio-cultural attributes are diverse and virgin for development of tourism. The country's material culture (pottery, ornaments, armaments and tools) of diverse artistic acumen, folklore rich in traditional dances, songs and costumes and prehistoric and historic sites of great entertainment and educational value are widespread phenomena in all parts of the country. Table 19 in the appendices shows some of the socio-cultural attractions by region in the country.

The country's rich traditional folklore includes, for example, the highly entertaining arts such as Akamba and Chuka drummer-dancers, the Giriama and the Luhya Singer-dancers, and the school artistic festivals that are held at all levels of school system in the country and have great touristic potential that is not yet developed. The development of such arts would not only be of great touristic value as recreational possibilities, it would also make more resources and communities participate more in tourism. Such entertainment opportunities, if developed, would not only be a source of income to actors and other participants but also an alternative to participation in tourism through immoral acts like prostitution that is a major landmark in tourism in Kenya.

The Giriama at the Coast have realised the potential for participation in tourism and gain some income by performing paid traditional dances and other arts. However, that has been at a very informal level and has been blamed for inducing school-going age children to leave school to earn the easy money and it also drags girls into prostitution. If well organized and controlled it would be a good way of self-employment for the many unemployed youth many of who have artistic talents.

There has been no policy or institution for development of the artistic attributes for touristic or any other use. The non-material artistic attributes have therefore not effectively participated in tourism in Kenya. The Kenya Museum Services (in the Ministry of Home Affairs and National Heritage) researches into and preserves the material culture of the country in Museums and on protected prehistoric and other artifact sites. There are currently 14 museums in the country and 9 archaeological and historic sites that are under the protection of the Kenya Museum Services. They are the only socio-cultural resources engaged in tourism in the country at the moment.

The local artistic non-material culture that have become great tourist attractions at the Bomas of Kenya, the Kenya National Theatre, and at school festivals every year have got no opportunities for further development, protection and use in tourism industry. Every year the national

artistic festivals culminate into a national festival culminate into a national festival competition where the best actors and actresses from the educational institutions are identified and rewarded. The issue, however, ends at the close of the festivals. The country does not have institutions for the further training of such talented persons although a proposal for the establishment of such a facility was put forward in mid-1960s. It does appear that the attributes have been left for use only at the shortlived national ceremonial occasions.

#### LANDSCAPE ATTRACTIONS

At present very little of the geomorphological/landscape attractions of Kenya are utilised for tourism. The countries contrasting landscape representative of almost all forms of geomorphological-cum-landscape features and processes has not been protected and put into effective touristic use. The country's landscape characteristic of volcanicity and associated landscape features such as snow caped Mount Kenya, the extinct and active volcanic craters and other volcanic landforms, inland lakes, erosional plains and inselburgs and the coral coast with lagoons, creeks and excellent beaches have great educational and recreative potentials that are actually the basis of tourism.

At the Coast, for example, excellent combination of landscape, antiquities and other socio-cultural attributes and climate have made the region the most famous tourist

region in Kenya and worldwide recognized holiday place. The continuous sandy beaches interrupted with remnants of coral reef, the clear warm shallow water of the shore of the Indian Ocean, the distinctive creeks and lagoons and the sunny climate have been the factors responsible for the high touristic activity in the region. Table 3(below) is enough evidenc that the beach and one kilometre inland along the shoreline in the Coast of Kenya challenges any other tourist region in Kenya in terms of tourist traffic.

TABLE 3 TOURIST TRAFFIC BY REGION, 1981-85

YEAR	PERCENTAGE OF TOURIST BY REGION			TOTAL
	NAIROBI	BEACH AND 1 KM INLAND	OTHER REGIONS	
1981	31.60	50.80	17.60	100.00
1982	30.30	14.70	55.00	100.00
1983	29.70	52.20	18.10	100.00
1984	28.60	34.30	37.10	100.00
1985	29.20	52.40	18.40	100.00
AVERAGE	29.90	40.90	29.20	100.00

Data Sources: Calculations by author from data in Statistical Abstract, 1986, pg. 28, Table 29.

The table 3 shows that the beaches and the one kilometre inland attracts about 40.90 percent of the total number of tourists in Kenya. That has been because of the beach landscape and the ocean. The beaches are very popular to both local and foreign tourists. The beaches, running all

the way from Malindi (in the north) to Kwale (in the South) are usually areas of intense touristic activities. Sailing, goggling, sport fishing, wind-surfing and sand bathing are very popular in the region. The strip contains also about 50 percent of tourist hotels in Kenya. The latter has, however, infringed on the beaches. The proliferation of tourist hotels along and on the beaches is threatening them. In fact, development control outside the normal package of development planning and control tools to safeguard the beaches and indeed other landscape of touristic potential against encroachment by alternative land uses is already very necessary.

The rest of the country is also endowed with other landscapes of great touristic potential. The country does have, for example, several inland lakes - Turkana, Baringo, Bogoria, Nakuru, Elmentaita, Naivasha and Magadi on the floor of the Rift Valley, the Lake Victoria in the West of the country, and several depositional lakes like the lake Shakabobo on the lower part of the River Tana, the several lakes (32) on the Mount Kenya and the Crater lakes such as Lake Paradise in Marshabit and Sacred Lake in Meru District. The lakes have high sporting potential (sailing, wind-surfing, fishing, swimming) that is currently not developed. If facilities and services to the effect are provided in the lakes and they (lakes) are protected from pollution and the threatened drying up especially for the lakes on the floor of the Rift Valley they would offer great touristic opportunities to locals and foreigners, alongside

other touristic attraction resources that are currently developed.

The Mount Kenya, described as the 'world's most perfect model of an equatorial mountain' is of great but undeveloped touristic potential. The mountain is surrounded by tropical forest and bamboo, deep and steep valleys (Canyons or gorges) and moors with Afro-Alpine Leather. It is endowed with 32 lakes and tarns, 15 glaciers and snow-capped peaks (main ones are two, Nelion and Mbatian). The activities such as mountaineering snow/glacier sporting and viewing would form great recreational and sporting opportunities combined with the wildgame in the Mount Kenya National Park. The opportunities have not, however, been developed. Infact due to lack of the necessary infrastructure even the mountain climbing is very dangerous. There are no developed trails and resting resorts and poorly equipped mountain climbers have always had fatal eventualities. . There have, however, been less casualties in the mountain since 1970 when the Government of Austria offered to train local rangers into a team of mountain-rescue team.

Other landscape features of touristic value include the rift valley and associated features. The escarpments, the volcanic craters and domes (Longonot, Menengai and several active and dormant volcanoes) and the geysers (hot water springs) all along the rift valley and related areas are some of the landscape features with great touristic potential that is neither developed nor protected.

In fact the country's geomorphological (landscape) touristic potential is high. It will need to be identified, evaluated and appropriate steps taken to protect it, and develop it for more diversified tourism. That would be done along-side that of other potential tourist attractions. At the moment the country heavily relies only on wildgame and beaches at the Coast for tourism. That has denied other potential tourist attraction resources an opportunity to participate more effectively in tourism. The resources have also not been offered opportunities for protection and development. That has been mainly because of the highly skewed tourism development policy; it favours mainly wildgame as the basis for tourism development in the country.

#### PARTICIPATION IN THE DEVELOPMENT OF TOURIST SERVICE FUNCTION

Tourism is an industry that requires elaborate and efficient service infrastructure. As a service intensive industry it requires sufficient investment in service facilities. In Kenya, the development of tourist service infrastructure has been undertaken both by the public and private sectors.

#### THE PUBLIC SECTOR:

The public sector is the major investor in non-profit generating capital infrastructure that are required for development of tourism in the country. That has been out of the realization that much as the industry requires efficient service infrastructure the private sector would

be very unwilling to invest in facilities and services that have no direct bearing with profit generation. The public sector has consequently marshalled large amounts of resources in the development of standard infrastructural facilities and utilities to enable the private sector to deliver direct services to tourists effectively.

The development of transportation network has been one of the areas of public sector concern in tourism industry. Transportation is very important in tourism. It enables tourists to easily and conveniently get to and out of the tourist attraction areas and centres in the various parts of the country. Roads leading to and from various National Parks and Reserves have been graded to provide efficient tourist mobility. At present all the major tourist attraction regions of Kenya are accessible by the major national road axis. The Government has had, however, to invest in special tourist roads to open up areas of tourist attraction resources that are outside the major national road axis. It was for the purpose that, for example, the Athi River - Namanga road was graded (as a tourist road), to link Nairobi (an important tourist service centre) with the National Park and Reserve system in the Southern Kenya and Northern Tanzania. The Maralal - Loiyangalani (on Lake Turkana) road was graded to develop the touristic potential of the Lake Turkana and the Sibiloi National Park. The Isiolo - Marsabit road was graded to develop the touristic potential of the National Park and Reserve system between the two towns. The Meru-Mulika road

was graded to develop the touristic potential of the Meru National Park. The Malindi-Garsen-Witu-Lamu tourist road was graded to develop the touristic potential of the Coast region. The Malindi-Voi tourist road was graded to link the Malindi's archaeological tourist attraction resources with the Tsavo National Park system. The Amboseli National Reserve is linked with the Tsavo and Kilimanjaro National Park system with elaborate network of tourist roads. In fact examples of public sector endeavours to provide transportation networks outside the major national road axis are many. Otherwise the tourist traffic in the country uses the ordinary (multipurpose ) graded road network in the country.

The public sector has invested heavily also in air transport system. There are several airports and airstrips all over the country. The country has two international airports at Nairobi (Jomo Kenyatta International Airport) and Mombasa (Moi International Airport). The two airports of international standing cater for air traffic destined for Kenya and on transit to other parts of the world.

There are also airports at Nairobi (Wilson airport which is the busiest in Africa), at Malindi, Kisumu and plans are finalised for upgrading the Eldoret airstrip to airport status. The airports are very important in ushering in and dispersing tourists to the various regions of the country.

The public sector runs also several airstrips all over the country. All important regional centres and tourist attraction resources such as National Parks and Reserves have the services of either an airport or an airstrip at close quarters.

The public sector has also been responsible for the development of several other capital infrastructural facilities that have assisted the development of tourism industry in the country greatly. It does, for example, through various parastatals and Government Ministries, provide electricity, post and telephone services, water supply and sewage, conference facilities (example in the Kenyatta International Conference Centre in Nairobi), health and security services alongside its protection and management of the tourist attraction resources in the country.

The sector does, however, participate also in the provision of direct services to tourists. It does, for example, engage in commercial tourist transportation services through the Kenya Airways (air transportation), the Kenya National Transport Company (KENATCO) (road transportation) and the Kenya Ports Authority steamship services. Through the Kenya Tourist Development Corporation the public sector participates in the development of hotels and lodges and offers assistance to local investors wishing to venture in tourism business. The corporation develops hotels and lodges

individually or in joint venture with private sector and local authorities. It does not, however, run the facilities but contracts or leaves them to private sector for management.

The public sector has also effectively participated in the development of the manpower required to manage tourism industry in the country. To train the required manpower for the service to tourists the Government of Kenya established the Kenya Utalii College in 1973 with the assistance of the Government of Switzerland. The College was to train hotel/lodge management personnel locally, especially in the wake of kenyanization of hotel and other sectors of tourism industry in Kenya. Before its establishment only a handful of Kenyans were qualified in hotel management, trained at the Hotel Management Section of the Kenya Polytechnic (Nairobi), abroad and in-the-job. The hotel industry was dominated by foreigners at all management positions, at the time of establishment of the College. In 1963, for example, there was not a single Kenyan at the senior management position in hotel industry in Kenya. However, by 1984, about 60 percent of the manager and 90 percent of the assistant manager cadre personnel in hotel industry in Kenya were dully qualified Kenyans Most of who were trained at the college. The college is financed mainly by the 2 percent Hotel Training Levy imposed on food and accommodation service charges in all registered hotels and lodges in Kenya.

THE PRIVATE SECTOR

The Private Sector is the major investor in the provision of direct services to tourists. It is, for example, the major developer of tourist hotels and lodges in the country. In 1985 the sector (both companies and individuals, local and foreign) owned about 90 percent of the 419 registered hotels and lodges in Kenya. The sector is also responsible for management of about 96 percent of all hotels and lodges in the country, 6.4 percent of which the sector manages on contract with the Kenya Tourist Development Corporation and the Local Authorities for management of the hotels and lodges they own. Most of the hotels and lodges owned by the corporation and the Local Authorities are in fact managed by the African Tours and Hotels Limited, a private company on profit sharing or lease contract basis.

The sector is also the major tour organizer and operator. There are several tour organising and operation companies in the country who operate on an intricate syndicate arrangements among themselves and with their appointed agents. The major tour organiser and operator companies in Kenya include the African Safaris Limited, the African Tours and Hotels Limited, the Universal Safari Tours Limited, the Serena Lodges and Hotels Limited, the Signet Hotels Limited, the Alliance Hotels Limited, the Block Hotels Limited and the Sarova Group Limited. The companies operate tour packages to all parts of the country, which include transportation, catering and accommodation services

either in each companies facilities or with syndicate arrangement with other companies for the supply of certain services.

Infact most of the transporation services for tourists are offered by private transport companies. The Leo Travel Serivces Limited, for example, operates privately chartered air and car hire transportation services for individuals or groups of tourists to any part of the country. Canoe/dhow services are also provided on commercial basis (especially at the Coast for tourists wishing to undertake water sporting) by the sector.

The private sector provides also entertainment services to tourists. As already mentioned the sector provides water sports (diving, wind surfing, swimming, and fishing) facilities. It also provides conference facilities, other sporting facilities like squash courts, gymnasias and mountaineering equipment. Musical live bands and traditional dancer services are also provided by the private sector. Infact, most of the tourist hotels especially at the Coast of Kenya hire the services of contemporary and traditional music groups for entertainment of tourists. The Serena Lodges and Hotels Limited dows, for example, engage the ervices of the Samburu traditional dancers and Live music band at their Samburu Serena Lodge at the Samburu National Reserve and Giriama dances for the various tourist hotels they manage along the Coast of Kenya.

CONCLUSION:

In Kenya, very few tourist attractions have been given an opportunity to effectively participate in tourism. As already discussed in the chapter the country has relied heavily on wildgame as the basis for tourism industry. That has meant that the socio-cultural and landscape potential tourist attraction resources have been given little and in most cases not a chance at all to participate in tourism. They have also not been conserved and managed for the purpose. Although the Kenya Museum services have researched into and protected some material culture and historical sites, much regarding those and the whole spectrum of non-material cultural and landscape potential tourist attraction resources have not been given a fair chance to participate in tourism. They have been marginalised and neglected in as far as tourism is concerned. Much as their potential is evident there have not been developed institutions for their protection and development.

Moreover, the chapter has shown that conservation and management of tourist attraction resources has equally been skewed. The Government has taken on to itself the noble but difficult task of conservation and management of the resources used for tourism and development of non-profit generating tourist service infrastructure. The role of other participants particularly in the conservation and management of tourist attraction resources and development of non-profit generating infrastructure has been supplementary and voluntary, mainly indirect and on charity. Even individuals and organizations most benefiting from tourism have not taken commensurate position in the conservation and management of tourist attraction resources and develop-

ment of tourist service non-profit generating infrastructure. There have not been efforts also to incorporate the areas of tourist attraction resources in effective participation in the management and conservation of tourist attraction resources. That has been amid various forms of encroachment of the resources by the local regions, most of which have threatened the resources greatly. Both the public and private sectors have actively participated in the conservation and management of tourist attraction resources, particularly wildgame. That has not, however, averted the crises in the conservation and management of the resources.

The observed have been mainly because the country's tourism development policy is narrow and highly skewed. It has been responsible for narrow base of tourism industry in the country by giving only a few potential tourist attraction resources opportunity to participate in tourism. It has therefore marginalised and neglected other potential tourism attraction resources, particularly the country's non-material artistic and handscape attributes.

The policy has also failed to integrate the region of tourist attraction resources with tourism, the use and conservation and management of the resources. That has been at the level of policy statement and at the level of functional tourism, as evidenced in the proceeding sections of the text.

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C H A P T E R   T H R E E

THE STUDY AREA

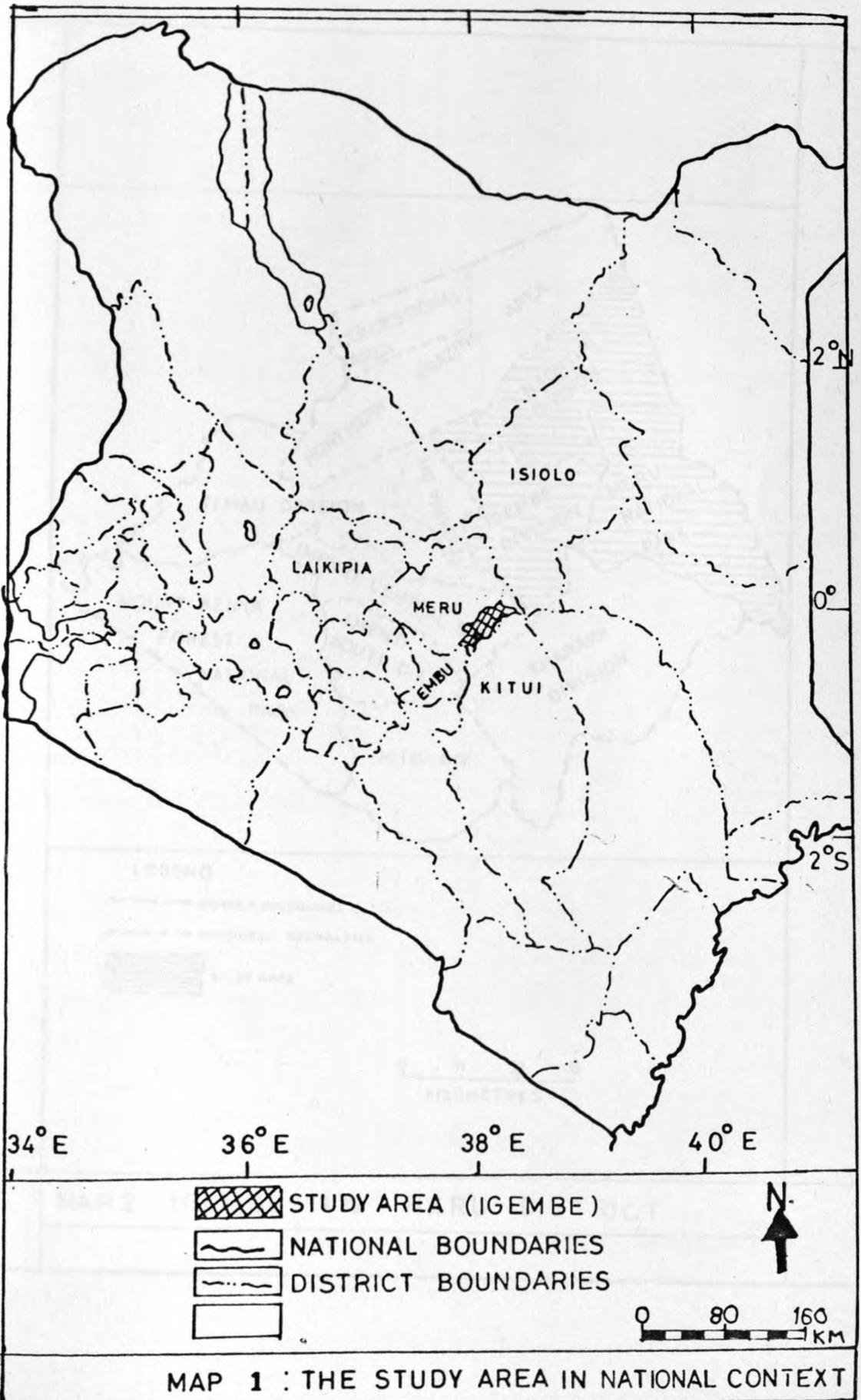
INTRODUCTION:

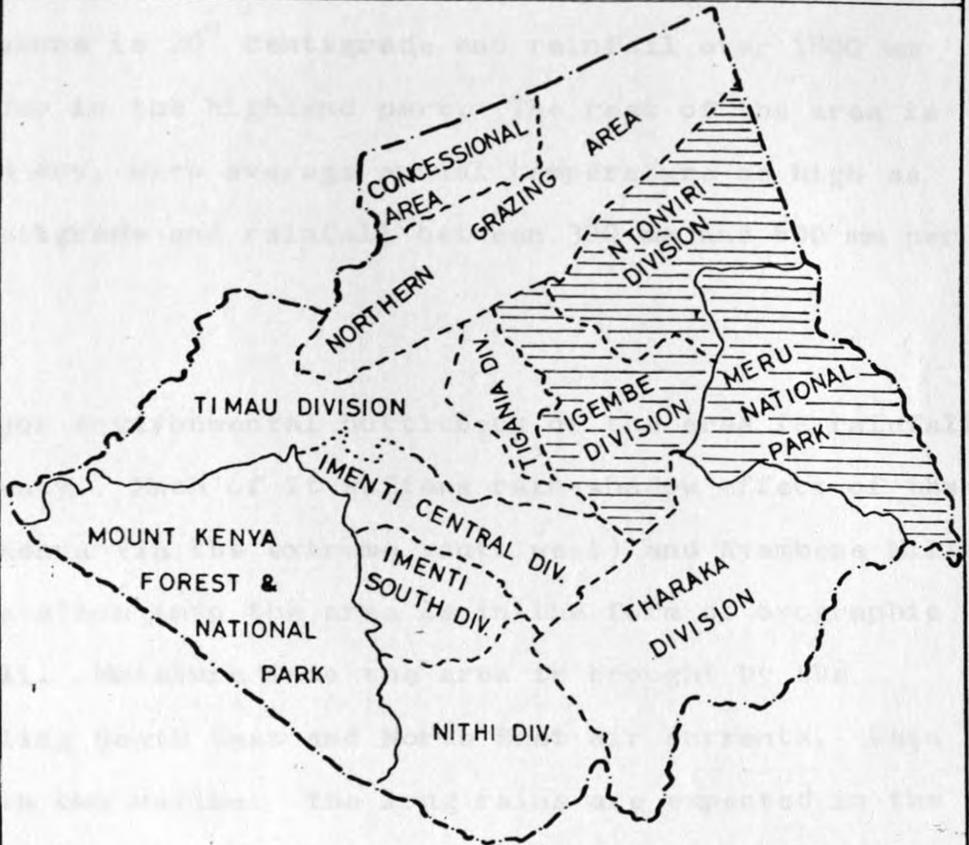
The Igembe area is made up of the Igembe and Ntonyiri administrative divisions of Meru District. It borders Kitui District in the east, Isiolo District in the north, and the administrative divisions of Tigania (west) and Tharaka (south) of Meru District, as shown in maps I and 2 below.

The eastern part of the area is covered by Meru National Park. It has total land area of 2572 square kilometres, or 25.9 percent of the area of Meru District.

The area is generally of low-lying surface configuration. However, Nyambene Hills in the western part of the area rises to an attitude of 2500 metres above the sea (mean) level. The Hills are volcanic plateau surface responsible for the high agricultural potential especially in Igembe Division.

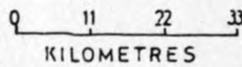
The Nyambene plateau surface opens into the low lying upper parts of the Basement Rock system plateau of eastern Kenya. To the north the area ends at an attitude of 850 metres above the (mean) sea level. To the east it ends at an attitude of 300 metres above the (mean) sea level. The amplitude of relief is therefore quite remarkable, in fact 2200 metres.





LEGEND

- - - DISTRICT BOUNDARIES
- DIVISIONAL BOUNDARIES
-  STUDY AREA



MAP 2: IGEMBE IN MERU DISTRICT

CLIMATE:

The area experiences contrasting climate experiences. The Nyambene Hills region to the west experiences cooler and wetter climate than the rest of the area. The average temperature is 20° centigrade and rainfall over 1800 mm per annum in the highland part. The rest of the area is hot and dry, with average annual temperature as high as 35° centigrade and rainfall between 300 mm and 600 mm per annum.

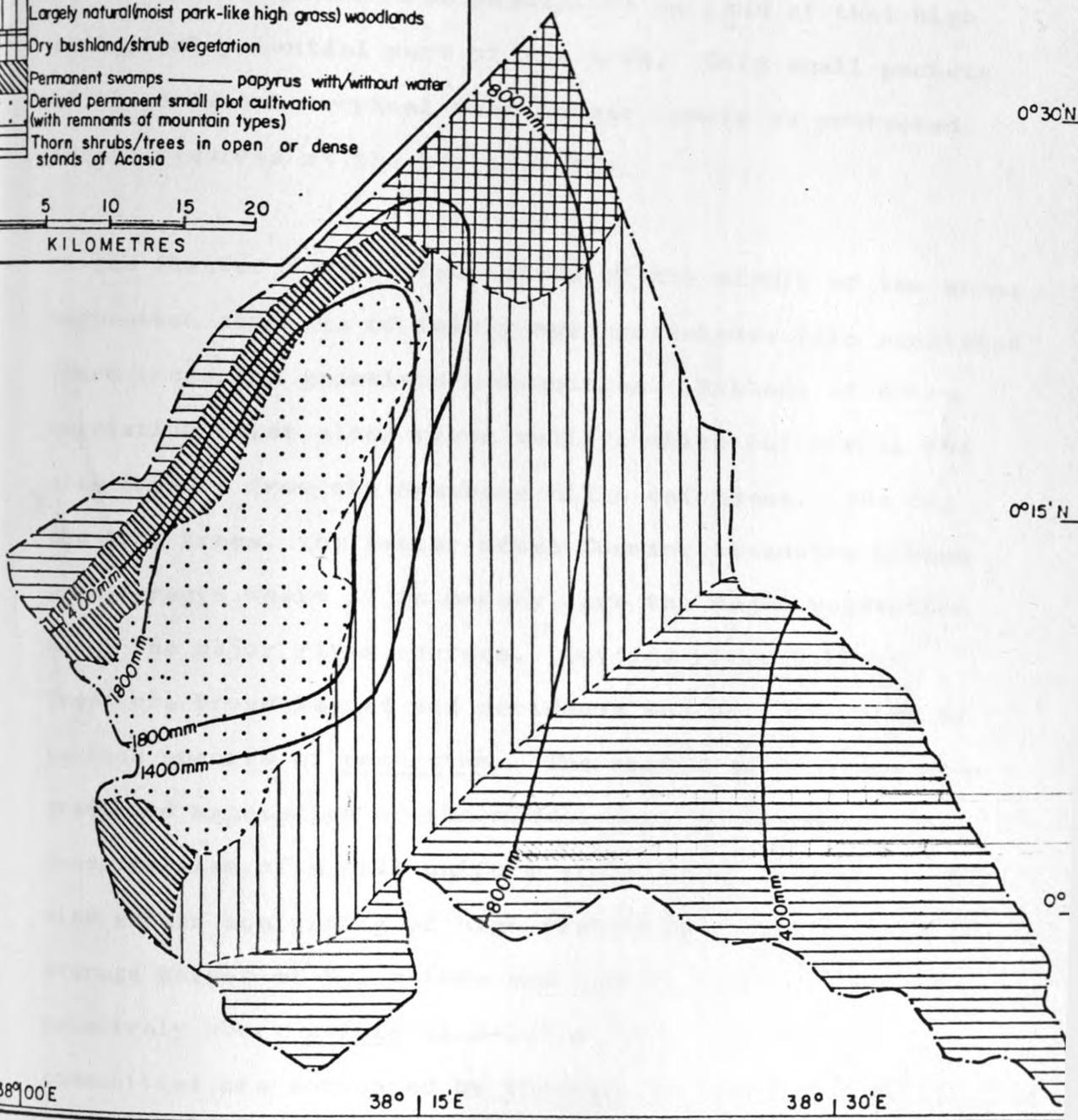
The major environmental bottleneck of the area is rainfall deficiency. Much of it suffers rain-shadow effect of the Mount Kenya (in the extreme south west) and Nyambene Hills. Precipitation into the area is in the form of orographic rainfall. Moisture into the area is brought by the prevailing South East and North East air currents. Rain falls in two maxima: the long rains are expected in the area from March to May from the South East air currents, and the short rains from November to December from the North East air currents every year. Only the Nyambene Hills region gets rainfall at 60 percent level of reliability.

VEGETATION:

Vegetation in the area greatly reflects ecological conditions. It is characteristic of climatic zones of the area. However, indigenous vegetation in the area has undergone profound change. The indigenous tropical rain forest

KEY

-  Largely natural (moist park-like high grass) woodlands
-  Dry bushland/shrub vegetation
-  Permanent swamps — papyrus with/without water
-  Derived permanent small plot cultivation (with remnants of mountain types)
-  Thorn shrubs/trees in open or dense stands of Acacia



MAP 3 :

RAINFALL AND VEGETATION OF IGEMBE

on the Nyambene Hills region has been greatly destroyed and to a lesser extent replaced with cultural vegetation with increased pressure of population on land at that high ecological potential part of the area. Only small pockets of the original tropical rain forest remain as protected forest reserves at the top of hills.

On the flatter lava plateau parts of the middle of the area, vegetation consists of fairly open grasslands with scattered thorn trees and grassland communities. Ribbons of dense vegetation exist along river valleys which cut across the area (Map 4) from the Nyambene Hills catchment. The fig and palm trees, the latter often forming extensive ribbon palm forests where it is marshy, are the major vegetation along the major river courses. Outside river valleys trees are broad leaved and deciduous and are dominated by various species of combretum. The scattered tree and open grassland vegetation of the middle part of the area consists also of a tall uniform grass cover (0.9 to 2.4 m) with a thin scattering of high flat-topped acacia trees of average height of 5.2 metres and a much larger number of relatively short acacia (1.8-2.4 m tall). The grass communities are dominated by themenda triandra and hyporrhhenia genus.

The rest of the area— eastern and northern zone between Tharaka Division and border with Isiolo District through Meru National Park and Mutuati— consists of dry bush with isolated trees and short, hardy grasses. The open vegetation

on the lava middle parts of the zone changes to medium and dense bush on the sandy soils overlying the Basement Rock System, especially along the River Tana and other valleys. Generally the vegetation of the zone is characterised by species of acacia and other thorn trees, typical of large areas of eastern and northern Kenya.

DRAINAGE:

Much of the area has very limited permanent surface drainage. That has been because of the low rainfall experience over much of it and the structure of the overlying rock strata (that contains much pumice and scoriaeous lava that are coarse grained and cellular, and very prone to erosive power of water). The latter fact would greatly account for lack of surface drainage and existence of deeply dilled valleys (conyons or gorges). The gorges of the Nyambe Hills contain small and fast moving streams (parallel drainage pattern) while over much of the rest of the area the valleys are dry.

The valleys on the older lavas on the lower slopes of the Nyambene Hills and the lava plains to the east are wider and deeper than the deeply incised young valleys on the hills. Springs occur on the lower slopes where the lava cover thins over buried Basement System metamorphic rocks, and most of the streams on the lava plains are permanent. The larger rivers, Thangatha, Ura, and Rojewero rivers, drain the higher forest parts of Nyambene Hills in form of several minor streams and are permanent rivers by the time

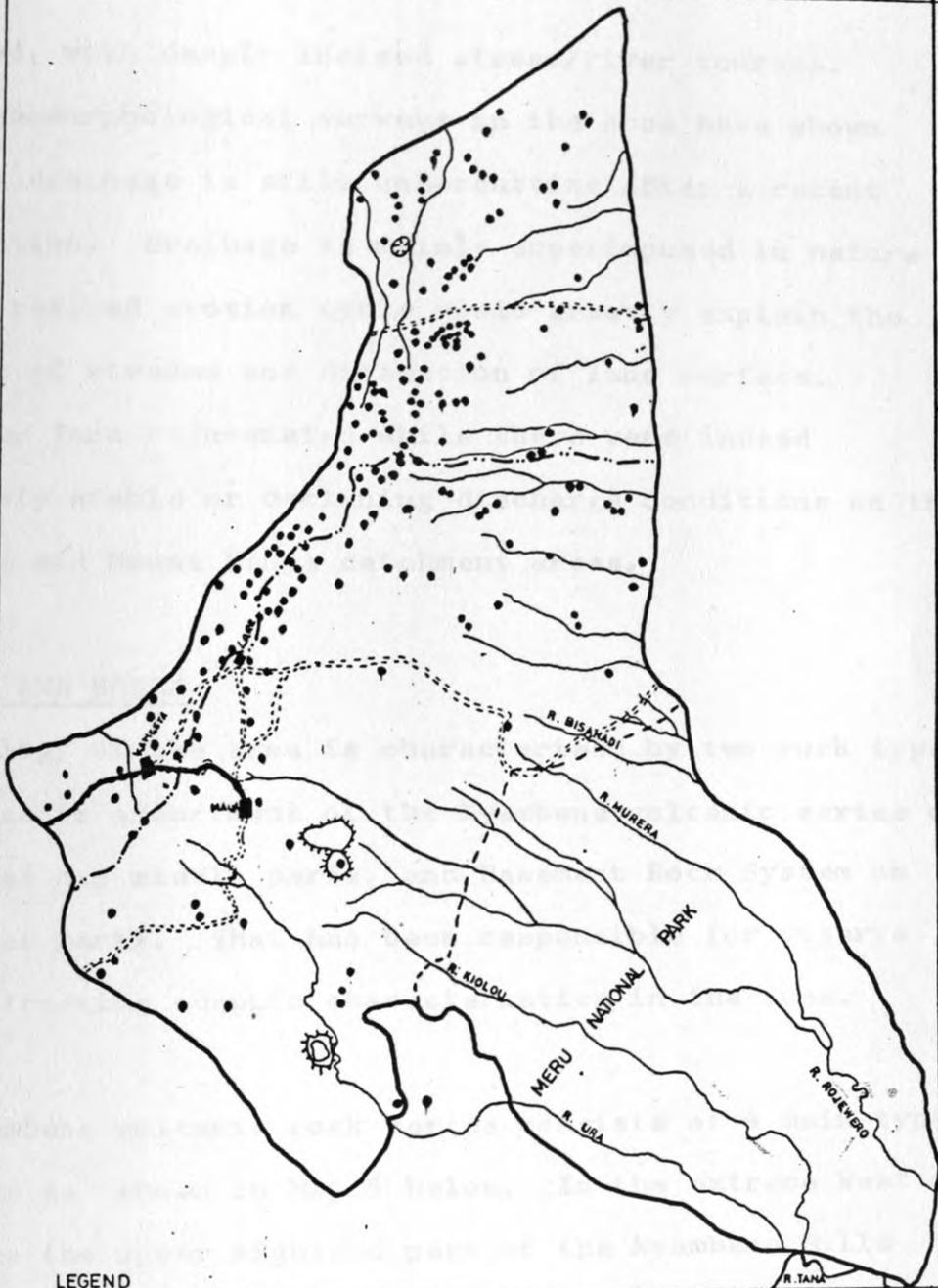
they leave the study area or join the River Tana.

Most of the rivers drain South Eastwards from the North-Easterly trending Nyambene Hills. The rivers form part of the streams that feed the River Tana. Indeed the Thangatha, Ura and Rojewero Rivers are the last permanent tributaries of the River Tana as it starts its journey to the Indian Ocean through the arid and semi-arid eastern Kenya.

The northern part of the area forms the watershed of the Rivers Uaso Nyiro and Tana. The watershed follows the crest of the Nyambene Hills in the West but becomes merely a low ridge in the middle and east until it leaves the area at Kinna (Map 4).

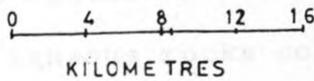
The drainage system in the area is basically consequent. Lava flows played a major part in the development of drainage in the area. The lava flows often followed large pre-existing river valleys, damming the tributary drainage and that led to the development of lagoons that broke their banks to form rivers parallel to the edges of the lava flows. Where drainage was completely impended by the lava centripetal drainage developed large swamp system. An example is the Kanjoo - Amwamba swamp system that is earmarked for a rice growing project.

In the South and East of the area, features of drainage developed on the areas of metamorphic rocks are extremely



LEGEND

-  CUMULO-DOME
-  EXPLOSION CRATER
-  OTHER CRATERS/VENTS
-  TANA-UWASO NYIRO DIVIDE
-  RIVERS/STREAMS
-  TARMAC ROAD
-  OTHER ROADS



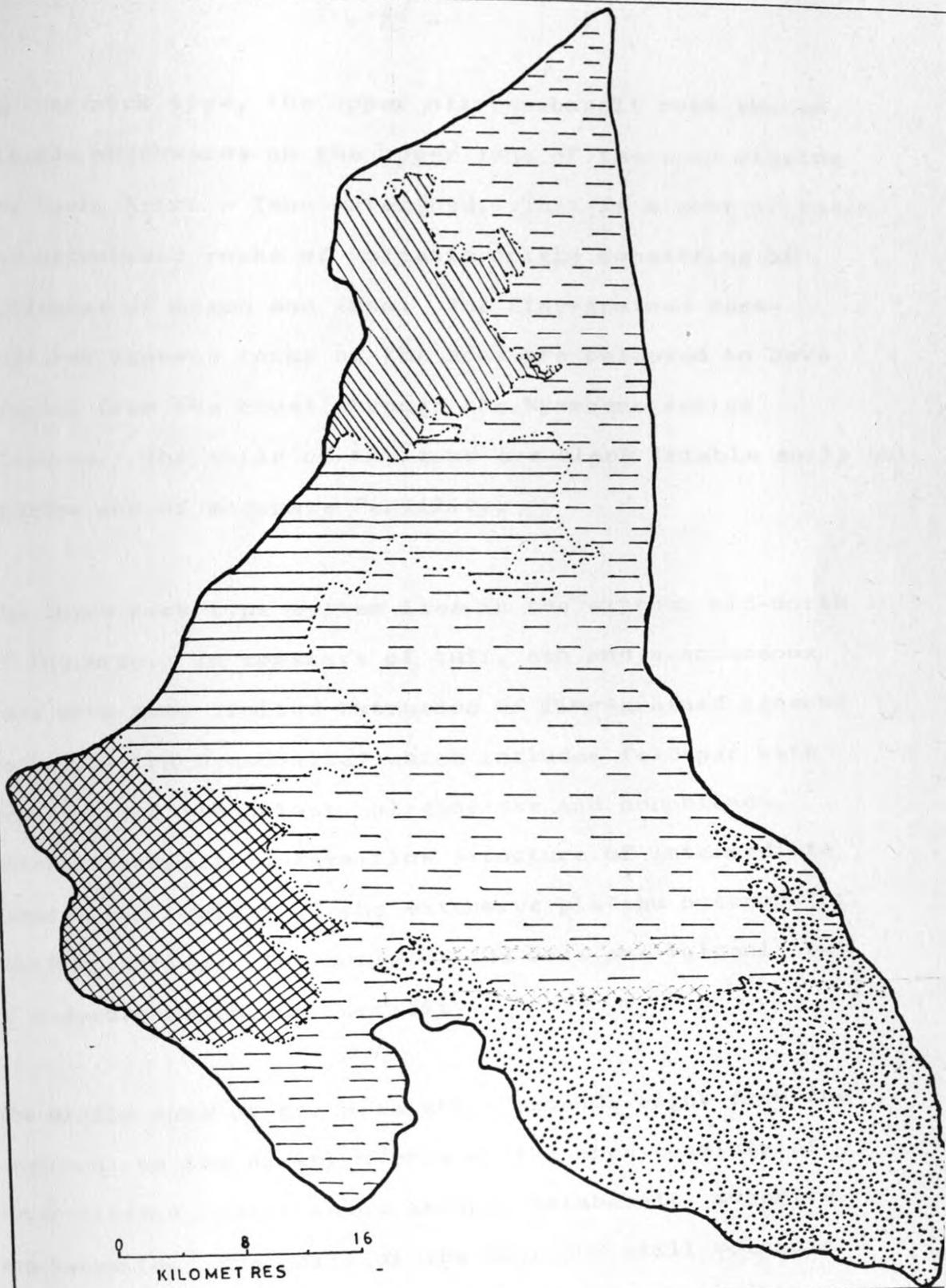
MAP 4: DRAINAGE AND DOME-CRATER SYSTEM

dissected, with deeply incised stream/river courses. Recent geomorphological surveys in the area have shown that the drainage is still undercutting after a recent rejuvenation. Drainage is mainly superimposed in nature and the revived erosion cycle would greatly explain the incision of streams and dissection of land surface. The River Tana rejuvenated while there were indeed relatively stable or declining discharge conditions on the Nyambene and Mount Kenya catchment areas.

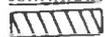
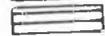
#### GEOLOGY AND SOILS:

The geology of the area is characterised by two rock types. The volcanic assortment of the Nyambene volcanic series on the upper and middle parts, and Basement Rock System on the lower parts. That has been responsible for diverse and contrasting edaphic characteristics in the area.

The Nyambene volcanic rock series consists of 4 main types of rocks as shown in Map 5 below. In the extreme West of the area the upper highland part of the Nyambene Hills consist of phonolite and tephrite igneous rocks. It is a region of fine grained extrusive igneous rocks consisting essentially of alkaline feldspar with mineral nepheline, and volcanic dust, ash, cinders, scoria, pumice and 'bombs' ejected during volcanic eruptions in the late Pleistocene period. The part has very rich deep friable black volcanic soils that have made it the mainstay of the area in agricultural production, particularly the cultivation of tea miraa and coffee.



LEGEND

-  PHONOLITE / TEPHRITE CLUSTER
-  TUFF / ASH / SCORIACEAOS CLUSTER
-  UPPER OLIVINE BASALT CLUSTER
-  LOWER OLIVINE BASALT CLUSTER
-  BASEMENT ROCK SYSTEM

MAP 5: GEOLOGY AND SOILS OF STUDY AREA (IGEMBE)

Another rock type, the upper olivine basalt rock system, attends northwards on the upper zone of the area rigging the Uasin Nyiro - Tana watershed. That is a zone of basic and ultrabasic rocks of volcanic origin consisting of silicates of magma and iron. The fine-grained dark-coloured igneous rocks of the zone are believed to have erupted from the crust through the Nyambene series fissures. The soils of the zone are black friable soils but shallow and of moderate fertility.

The third rock type system lies in the extreme mid-north of the area. It consists of tuff, ash and scariaceous lava with some limited extrusion of fine-grained igneous rock (the trachyandesite) which includes feldspar with crystals of orthoclase, plagioclase and hornblende, which is actually a lava-flow structure of intermediate composition typical of the extensive plateau outcrops of the Rift Valley. The soils of the zone are volcanic but of moderate depth and fertility.

The middle zone of the area which extends right from the southern to the northern ends of the area consists of lower olivine basalt which include melabasalt, mugerite and basamite. The soils of the zone are still volcanic but are shallow and of low fertility.

On the whole all the 4 zones of volcanicity are punctuated by numerous craters, domes and vents associated with the Nyambene volcanic episode. As would be seen from Map 4

above the volcanic landscape of the area is well endowed with crater - dome network. Craters like Rumbini, Ruthayo, Kirima, Giture, Kilima NCuguma, Kirima Kieru and Magado and several domes form very distinctive landscape features on the upper and middle parts of the area.

The two zones are also characterised by existence of dry valleys and gorges with fast flowing streams especially on the upper slopes of the Nyambene Hills.

Outside the volcanic series the Basement rock system opens right on the lower part of the area. The zone is the interface between the precambrian rock system and the volcanic rock series with a lot of evidence of contact (thermal) and dynamic metamorphism. In the zone the end-tertiary peneplain has been heavily dissected and punctuated with inselburgs and dry open valleys and a variety of meta-sediments of sand and alluvia forming the Basement system succession. Soils of the zone are shallow and of low fertility except on the depositional basins with some good drainage characteristics.

#### DEMOGRAPHIC CHARACTERISTICS:

The area has a human population of about 250,000 persons. According to the 1979 population census the area had a population of 171579 persons in the year. The census estimated that the area would have 206472 persons in 1983, and 251129 persons in 1988 (Rep. 1983). That shows the

population of the area is growing at an average annual rate of 4.6 percent.

There is also growing density of population on land in the area. In 1979 the human population density of the area was 111 persons per square kilometre. It was estimated at 134 persons per square kilometre in 1983 and 163 persons per square kilometre in 1988. That represents an annual growth rate in population density of 4.7 percent.

The distribution of the population is, however, highly skewed. The western part of the area (on the Nyambene Hills region) has got the highest concentration of population. It is the more ecologically favoured portion and the socio-economic hub of the area. It has better climate and has almost all the central place system and other aspects of contemporary life including commercial-crop growing.

The sub-ethnic composition of the area consists of the Igembe and Thagicu, with some Boran and Tharaka ethnic influences. The Igembe are the major group in the area. They occupy much of the Igembe Division in the area. The Thagicu occupy the southern part of the area. They practice subsistence cultivation consisting of millets and pulses and supplement it with wildgame meat (obtained by poaching) and also by trading with the more established (socio-economically) Igembe neighbours. The Thagicu are the closer to the Kamba ethnic group than the Igembe. They speak a language

similar to the Akamba linguistic cluster.

Boran tribes occupy the northern part of the area. They are nomadic pastoralists who often cross right into the area (of study) especially during dry seasons in search of water and pasture. The establishment of the National Park in that portion led to a lot of conflict with the pastoralists who have to be kept off the Park, sometimes forcibly.

#### PROVISION OF SERVICES

According to the classification adapted in the Meru District Development Plan (1984-88) the provision of housing, medical, educational, water, transport and communication services in the study area is below average (Rep. 1986). Maua Hospital is the major medical facility in the area. It has a capacity of 130 beds. It is however, currently being expanded to create more capacity.

The hospital is supplemented by one health centre, one dispensary and 10 medical clinics. The Health Centre (at Laare Market) and the Dispensary (at Athiru Gaiti) are the only Government provided/maintained medical services in the study area. The hospital and the 10 clinics are provided by the private sector. The hospital is owned by the Methodist Church in Kenya while the clinics, 7 of which are at Maua Town, are owned by private medical practitioners.

The area has 133 primary schools and 13 secondary schools. Of the primary schools only two, the Saint John's and Saint Paul's Primary Schools, are privately provided primary schools. Three of the 13 secondary schools, 3 are Government maintained while 6 are Government assisted and 4 are Harambee Secondary Schools. There are also 2 youth Polytechnics, one at Maua Town and the other one at Ithima Location.

The area is characterised by unclassified road network of very poor surface conditions. The road system is generally rutty, dusty and with several potholes in dry weather, and muddy, skiddy with large rock out crops and some with washedaway bridges in wet weather.

Grid water system at communal water point level has so far reached about a half of the area. However, much of Ntonyiri Division are still faced with acute water shortage problems. It is the area that is also lacking in surface drainage. The water supplies for the areas have to be tapped from the Nyambene Hills catchment area.

The area is served by a Magistrate's Court (Grade III) and a junior prison. It is also served by a Police Station (at Maua Town) with a police post at Mutuati.

The three major religious organizations in the area are the Methodist Church in Kenya (which has the largest

following and greatest influence), the Roman Catholic Church and the Pentecostal Church of Kenya. There are, however, several major religious organisations such as the Seventh Day Adventists, the Church Province of Kenya, the African Inland Church and the Muslims.

The area is also served by 19 cattle dips and has regular artificial insemination services. It does also have two co-operative societies, the Igembe Farmers Co-operative Society Limited which is a coffee primary (producer) co-operative and the Igembe Dairy Farmers Co-operative Society Limited which is currently at the formative stages. The area does have a tea processing factory (the Kiegoi K.T.D.A. Tea Factory) and a National Cereals Board depot at Maua Town.

Two banks, the Barclays Bank Limited and the Kenya Commercial Bank Limited have market branches (at Maua Town) and mobile banking services (at Mutuati and Laare) in the area. There is also a Post Office at Maua Town and two sub-post offices at Laare and Mutuati. Telephone services are also available at Maua Town, Laare and Kangeta Markets in the area. The area is currently undergoing rural electrification. Electricity is already supplied in Maua Town and all areas and central places along the Meru-Maua road.

The area has got 76 women groups engaged in several community development activities. A voluntary organisation

the Plan International, is a major development agency in the area. It is actively involved in the provision of educational, health, water and housing services in the area.

Maua Town is the major service centre in the study area. It was awarded a Town Council in January 1987. The Town had a population of 1805 persons in 1979 but it (population) has grown to about 10,000 persons mainly due to boundary extensions that have engulfed large chunks of land in the neighbouring rural-cum-agricultural settlements. It is the socio-economic hub of the study area. It is linked to other parts of the country by a bitumen surface road (class C) and telephone services.

Other major central places in the area are Lare, Mutuati and Kangeta Markets.

#### ECONOMIC CHARACTERISTICS:

The study area has small-holder commercial crop agriculture as its economic mainstay. It does have, however, some plantation coffee and tea agriculture but at a relatively lower scale. Both the small-holder and plantational commercial agriculture consists of tea, coffee and miraa growing mainly on the slopes of the Nyambene Hills.

The area produces very high quality tea compared with other smallholder tea growing areas of Kenya. In 1987, for

The area has got a lot of potential for development of horticulture. The Tana and Athi Rivers Development Authority (TARDA) has earmarked the area for development of horticulture. The area is an important banana growing part of Meru District. It produces some surplus banana that is marketed to outside areas, especially Isiolo, Nairobi and over much of northern and north eastern Kenya. The spectrum of horticultural crops produced in the area include irish potatoes, sweet potatoes, beans (including french beans), peas, green grams, pumkins, arrow roots, cabbages, carrots, yams, onions, sukuma wiki (kale) and other vegetables, and fruits such as mangoes, pawpaw, avocado, water melon, pineapples and passion fruits. The crops are, however, currently produced in so small amounts that they are mainly consumed within the area.

Maize, beans, millets, sorghum, arrowroots, various vegetables and sugarcanes are the major traditional subsistence crops in the area. Sugarcane does, however, find ready market in Isiolo and over much of northern and north eastern Kenya.

Pastoralism that is dominated by zebu cattle, sheep and goats and some hunting/poaching supplement the area's subsistence and income earning. Traditional bee-keeping is also practised. The mentioned are practices found mainly in the eastern and northern parts of the area.

SOCIO-CULTURAL CHARACTERISTICS:

The study area has several socio-cultural characteristics that on one hand form potential tourist attraction resources and, on the other hand, would account for the existing conflict between touristic use of the resources (particularly wildgame) and the alternative uses. One observable characteristic of the area is that its well developed traditional institutions and practices have been retained at a fairly high level when compared with the rest of Meru District. The area has, for example, the famous Meru Council of Elders (the Njuri Nceke) institution still operational. Although it is currently left at a very local level the historic democratic institution that has drawn a lot of attention in literature would be preserved and used as a local tourist attraction resource. Indeed even the wider council meeting house at Nciru on the Meru-Maua road in Tigania Division is a potential tourist attraction resource that can be preserved as a monument and developed into a local Museum. Plate 1 below shows the neglected Njuri Nceke House at Meru.

PLATE I : NJURI NCEKE PARLIAMENT HOUSE AT NCIRU,  
TIGANIA DIVISION



The vegetation around the building attest that its touristic and historic value has been ignored so much that the building is left to degenerate.

TRADITIONAL HUNTING AND GATHERING:

The history of the study area is characterised by long established hunter-gatherer traditions. Nomadic and sedentary hunting and gathering co-existed and supplemented each other. Hunting as a socio-economic system and profession was fully institutionalised among the Igembe, Thagicu and Tharaka communities of the study area. It had defined rites of passage. For example, to be a professional hunter one had to move up the ranks from a junior amateur hunter rank (wathi wiru or black hunting) through intermediate ranks until the senior most rank of professional hunting, locally called wathi utune, literally meaning red hunting.

Each hunter rank had its own ethics and morals to be observed by its members. They had, for example, to be sworn to maintain high fraternity among themselves with great respect to one another and their property. They shared in times of scarcity and attended each other's beelives. No group of hunters would conceal a runaway beast belonging to another group. Before eating wildgame meat they had to perform a purification or blessing ritual.

Hunters (or athi) were very respected by the non-hunter members of the communities of the area. They (hunters) would move freely even over farms under crops and would eat farm products (bananas, sugarcane, etc.) without the consent of the farm owners. The hunters would provide their cultivator/sedentary neighbours with meat and other products of wildgame. Hunters never ate meat or cultivated crops or drunk milk from domestic game unless and until the products and the hunters themselves underwent elaborate purification ceremonies. Their subsistence depended solely on wildlife products obtained through hunting and gathering.

Hunting was practised using many methods of apprehending wildgame. Hunters did, for example, use bows and arrows and spears to shoot/spear wildgame to death. They sometimes used poisoned arrows and spears to kill big game whose meat was not to be eaten. Beasts that were a threat to their lives would be shot/speared from a hiding, whether behind thickets, tree stumps, or rocks, so that they would attack them incognito. They also used various forms of traps

depending on the beast that was their target. Pit traps were, for example, used to trap elephants, buffalo and rhinoceri. Once the game fell into the pits it would be killed using more handy weapons like arrows, spears and clubs. Nets were also used to trap rodents and birds. They would be hung along their escape or normal paths or at their habitats in such a manner that they would net the wildgame on their own or when triggered off by some mechanism operated by a nearby hidden hunter. A dog was an indispensable hunting companion. In fact even to date the families with some hunter background keep well trained dogs for assistance in hunting excursions.

Large and medium size beasts would be hunted mainly during dry season when the beasts were exposed to scarcity of water and foliage which they came out in the open to search for. That was also the time the more sedentary hunter-gatherer groups were free from farm labour. Large beasts such as elephants, buffalos, rhinoceri, hippopotami and zebra were hunted by large groups of hunters. Meat and other products procured in that way would be shared among the participants in the hunting of the beast.

Although procurement of meat was the major purpose of hunting other wildgame products were also procured and used variably. Ivory and rhinocerus horns were, for example, exchanged for goats, cattle and sheep with the Akamba, Oromo and Swahili. Elephant and hippopotamus fat had great medical use (the former as antidote for food poisoning and the latter

for treatment of burns and cuts) while hair from elephant tail fastened arrow heads to wooden handles or was worn around men's hand as arnament.

Rhinocerus, buffalo and hippopotamus skins were used for making of all sorts of leather goods and articles. Buffalo skin was procured to make beddings. Together with rhinocerus skin they were made into leather traps for tying up together firewood or bundles of luggage or baggage. The skins were also made into bags by leather experts. The leather bags were used for harvesting crops and honey and were also used as milk containers. Rhinocerus skin was used for making sandles and for fastening iron tools (axes, knives, arrow-and spear heads) to wooden handles because it is stronger and thicker.

Other products of wildgame were used as containers. Buffalo horns were, for example, chopped off from the buffalos and cleaned to be used as vessels for drinking of milk and beer.

A wide spectrum of wild vegetables and fruits were also gathered to supplement the diet of the communities of the study area. The fruits and vegetables include thaa, ruguru, (arrow-root leaves), managwi (pig weed), ntaratatare (straw berries), mpiru, nkomera, matuja, terere and makobo (plantains).

#### COMMERCIAL HUNTING:

The growth of trophy trade contacts between the study area and the Swahili and Arabs late in the 19th century caused

more havoc to wildgame than it had with traditional hunting. The region around the Mount Kenya (which included all areas north of River Tana to as far as Samburu District) had plenty of wildgame (rhinoceri, elephants, leopards, etc) whose trophies, particularly ivory and rhinocerus horns, were in great demand.

Killing of wildgame by use of more effective weapon, the gun, reached very high level. That was made greater with the establishment of British rule over the study area in 1908 and subsequent earmarking of the area for big game hunting by large hunting parties/groups, because of its large population of big wildgame such as elephants, rhinoceri, hyppopotami, buffalos and zebra.

The two developments brought into operation two modes of hunting in the study area : The more intensive commercial hunting, alongside the traditional hunting. In the 1920s, however, a law was enacted (the 1921 Game Ordinance), making any unlicenced hunting illegal. The aim of the legislation was to check wanton destruction of wildgame through controlled hunting. The enforcement of the legislation was, however, biased. It was enforced against the non-indegenous people who were required to buy a licence to do hunting of wildgame. Even then the only control to hunting was the obtaining of licences. The indegenous communities were not subject to the enforcement of the legislation against hunting. Their hunting persuits went on unchecked. There were therefore no efforts at that early period to break

the long established hunter-gatherer traditions of the study area.

Infact even later legislations that outlawed hunting did not seek to break the hunter-gatherer traditions right from the community level. They did not address the problem from the source but addressed to the sympton of the actual problem. That was because as already discussed in chapter 2 above the wildgame conservation and management legislation emphasized police-type surveilliance against hunting and gathering that was also limited to National Parks and Reserves. The approach, coupled with lack of enough ranger personnel to enforce legislations, gave the traditional hunters an opportunity to steal into the Meru National Park and any other Park or Reserve elsewhere and do some poaching. Any wildgame that strayed outside the walls of the National Park had to die anyway.

Thus, although legislations and their enforcements managed to control commercial hunting, they were unable to break the institutional fabrics that supported traditional hunting in the study area. That, together with the frequency of droughts and consequent food shortages in the area, hunting and gathering have been retained to-date, especially in the lower drier parts of the area.

#### MATERIAL CULTURE

The study area has got a rich traditional material culture consisting of attire, ornaments, tools, costumes and

armaments. The area has, for example, a long history of traditional textile industry. A class of men specialised in skin tanning and fabrication made beautiful traditional attire. The attire included ordinary and ceremonial dresses for both sexes and all ages.

The traditional containers of the area include pots made from special types of soil, mostly clay. There were parts within the area which were specialised in pot making. Kirima kya Nyungu (Hill of pots) in the area is, for example, one such part that drew also its name from its thriving pot industry that is going on to date. The hill has got clays said by pot-makers to be the best for pottery. Very beautifully moulded and baked pots with a large mouth, short neck and round belly are made in various sizes and designs. Pot making in the area is a speciality of women.

Gourds and calabashes were also nicely prepared from the fruit of a gourd plant, locally called rungu. Gourds have traditionally been used as containers for beer, gruel, grains, and snuff in the case of small gourds. Calabashes were made by dividing a gourd plant fruit into two parts. They are traditional utensils from which people ate or drunk.

Implements made of wood were also extensively used. The mortars and pestles are still in use in the area. There are two types of the implements used in the area. The larger type of mortar and pestle are used for pounding grains and sugarcane. The latter is pounded to make

traditional beer. The second type of mortar and pestle are used for pounding 'Miraa' twigs or roast yam in marsh so that the toothless old men can eat them with less difficulties. They also made other implements of wood such as serving spoons, trays, stirring sticks, and utensils to eat from (bowels) and snuff containers.

The communities of the area also make portable wooden seats (ruriga) that old men carry to use in ceremonies and wherever else they go and expect to sit down. In fact the traditional gear for every old man of the area consists of the seat, a walking stick, and a bag made of skin (in which they carry other items of the gear such as horns from which to drink beer, snuff containers, leaves used as handkerchiefs, and miraa twigs). All these items and practices are observable in the area but they are dying out very fast because of the influences of new practices.

The area had also an established metal (iron) goods industry. The industry produced various items such as agricultural tools (hoes, scythes and knives), weapons (spear and arrow heads and swords) and ornaments (such as rings, bangles, rattles, ankle bells etc). The Iron Age site with traces of the metal manufactures has been discovered at Njogune Hill on the lower parts of the study area. At the site iron smelting and its forging into various implements has been evidenced.

Other traditional industry products in the area include baskets, slings, mats, hats, nets and ceremonial head caps ("mungu"). The making of baskets (ciondo) is a continuing large home industry in the study area. It is a speciality of women and has been incorporated into modern social organization by making it one of the underkings of the women groups in the area. Beautifully coloured baskets made in combined styles (traditional and contemporary) are made both household and women group levels. Large baskets (mkaranga) are used as produce containers while the more handy ones (the smaller sizes) are used for general baggage purposes.

The traditional costumes of the area include drums, pellet bells, rattles, horns, stick clappers, shields, headcaps made of colobus hair and several other accompaniments in traditional songs and dances.

The basket industry is currently picking up very fast in the area. However, all other aspects of the material culture of the area are dieing off very fast. That is due to competition from contemporary industrial alternatives in absence of any efforts to conserve and develop them. There is, for example, currently no efforts to collect and preserve such traditional material culture of the area for present and future touristic use. It is an area without a museum and the rich material culture of the area has, like several other potential tourist attraction resources, been marginalised in tourism and left unprotected and unattended to.

NON-MATERIAL CULTURE:

The traditional music and dances have been retained at a fairly high level in the study area. Recreational and ceremonial music, song and dances such as nkiro, ribui, bobua, kuriria, kwina and nguri are still practised among the Igembe and Thagicu communities of the study area. The spectrum of the recreational and ceremonial dances and music and their purposes in the area are as shown in table 4 below.

TABLE 4 : THE TRADITIONAL SONGS AND DANCES OF THE STUDY AREA

ACTIVITY	PURPOSE
Nkiro Ribui bobua Nguri	Entertainment/ recreational
Kuriria Kwina Mugi Anthi Mbiro Nguri	Ceremonial songs -cum-dances
Muingo	Protest song
Mborani	War song

Source: Rep.1986; opp. cit., supplemented with field survey by author.

Plates 2 to 4 below shows some of the traditional songs and dances during a primary school musical festivals at Maua Town early this year. The plates clearly illustrate the entertainment potential of the attributes.

PLATE 2 : IGEMBE TRADITIONAL DANCES



The pupils show their skills in authi, a traditional song-authi cum-dance. The costumes include colobus monkey hair, swords (improvised) and horns.

As the plates 2 to 4 above show the Ministry of Education is concerned about the preservation and development of the cultural attributes of the study area. The attributes are not, however, put into any effective use beyond the school festivals that are held every year. As previously remarked there are high prospects for involvement of such prospects in tourism. That would not only diversify the tourist attraction resource base but also

enable the youth get gainful employment in tourism industry by making them effective participants in entertainment/recreational sector of the industry.

PLATE 3 : IGEMBE TRADITIONAL DANCES



The female pupils above are entertaining with mugi song/dance.

PLATE 4 : IGEMBE TRADITIONAL DANCES



The male pupils above are presenting their muinjiro dance/song.

AN ASSESSMENT OF THE EXISTING TOURIST ATTRACTION  
RESOURCES

THE MERU NATIONAL PARK:

The study area has for a long time been the most important tourist attraction resource area in the region east and north of Mount Kenya. That is because of the Meru National Park (870 km<sup>2</sup>) that for more than one century has been famous for its large populations and diverse species of wildgame.

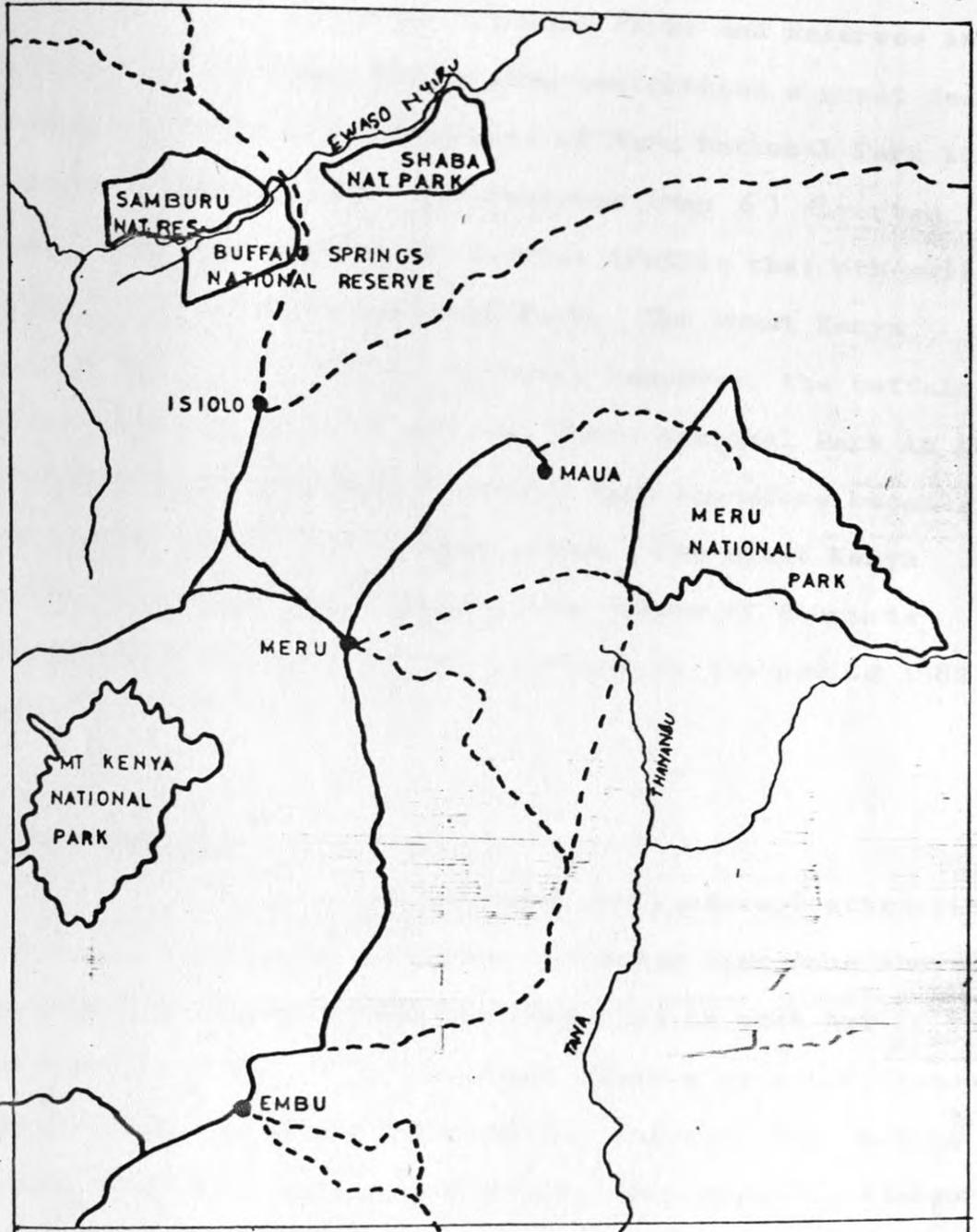
The National Park was started as a Game Reserve in 1937 by colonial authorities in an area that had been exposed to both subsistence (traditional) and commercial-cum-leisure hunting before and after the establishment of British rule over the area in 1908. As already mentioned the local communities, the Akamba, Swahili, Arab and later European hunting activities were going on in the area until 1921 when the colonial authorities legislated some controlled hunting to reduce the high rate of destruction of wildgame. However, not only were the controls not very effective as previously mentioned but also that by the time they were instituted a lot of damage had been done on wildgame in the area. The cheetah, leopard and white rhinoceri had already become extinct in the Park. The population of elephants, lions, hippopotami, buffalos and lions had had greatly reduced.

Even after the gazettelement of a Game Reserve over the area of the present National Park in the study area was done in 1937, licenced hunting for foreigners and poaching by the local communities continued. The activities had the effect of reducing the wildgame population and species in the Reserve and the later National Park. The latter led to the declining importance of the National Park to tourists. Indeed there is an observed decrease in the volume of tourists to the Meru National Park. In the period 1978 to 1984, for example, tourists into the National Park decreased at an annual rate of 7.6 percent per annum as shown in table 5 below.

TABLE 5 : VISITORS TO MERU NATIONAL PARK AND NEIGHBOURING PARKS/RESERVES

PARK/RESERVE	VISITORS BY PARK/SERVE					
	1978	1979	1980	1981	1982	1983
Meru National Park	23943	25867	22442	23412	21201	
Mount Kenya National Park	-	-	-	-	8666	
Samburu National Park	-	-	-	-	-	
Shaba National Park.	-	-	-	-	-	
Buffalo Springs National Reserve	-	-	-	-	-	

Data Sources: Rep. 1986, opp. cit.



LEGEND

- TARMAC ROAD
- - - OTHER ROADS
- ~ RIVERS

SCALE  
20 KM



MAP NO 6 : EAST OF MT. KENYA NAT. PARKS & RESERVES

The opening up of the more National Parks and Reserves in the area east of Mount Kenya also contributed a great deal to the decline in the importance of Meru National Park to tourists. The new Parks and Reserves (Map 6) diverted quite a large proportion of tourist traffic that otherwise was destined for Meru National Park. The Mount Kenya National Park, the Samburu National Reserves, the Buffalo Springs National Reserve and the Shaba National Park in the neighbourhood of the Meru National Park therefore became competition tourist attraction areas. The Mount Kenya National Park had, for example, its volume of tourists grow at an annual rate of 10.3 percent in the period 1982 to 1984.

OTHER RESOURCES:

The area is rich in socio-cultural and landscape attraction resources as generally shown by the areas scan done above. The touristic potential of the resources is much but it has not been developed. The landscape feature as a crater-dome network (shown in Plate 5 below) dry valleys, fast moving streams with deep gorges, waterfalls (for example, Adamsons Falls in the Meru National Park) and inselburgs have not had their touristic value realised and necessary measures taken to provide access to them and to protect them against destruction by erosion and human settlements.

The material and non-material socio-cultural attributes of the area also have high touristic potential. The area's

folklore, traditional tools/implements, ornaments and armaments would be conserved and managed for tourism. They do not, however, currently participate effectively in tourism as shown in chapter 4 below.

PLATE 5 : CRATER-DOME SYSTEM OF STUDY AREA



The visible craters and domes have always drawn the attention of tourists along Meru-Maua road at Nkinyang'a but they are not accessible because they are not linked through roads to the major roads in the area.

PLATE 6 : A CRATER LAKE IN RUTHAYA CRATER



The crater is among the unique landscape features.

CONCLUSION:

As shown above the study area has got potential for more development of tourism. The area is endowed with resources of great touristic potential. However, at the moment only wildgame in the Meru National Park are conserved and managed for effective participation in tourism. The problems of encroachment into the Park are traceable in the nomadic and hunter-gather traditions of the communities around the Park. The practices have continued to date and there is need to check them if the conditions of the Park are not to deteriorate further and endanger wildgame tourist attraction resource.

The area does have also diverse landscape and socio-cultural attributes of high touristic potential. They

have, however, neither been concerned nor managed for touristic uses.

The area is fairly well provided with infrastructure and services. They would provide an effective basis for more development of tourism in the area. They would however need great mobilisation and integration (in form of co-ordination) to lead to diversified tourism.

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C H A P T E R   F O U R

PARTICIPATION IN TOURISM IN I G E M B E   A R E A

INTRODUCTION:

The chapter examines the nature and extent of participation of the communities and organisations of the study area in tourism. To effectively evaluate the contribution of the communities and organizations, all the various organizations, communities and persons are covered. The gains such actors in the area derive from their whatever involvement in tourism (if any); their contribution to the conservation and management of tourist attraction resources and the development and management of tourist service function; and participation in domestic tourism in the area.

ROLE OF ORGANIZATION AND PERSONS FROM  
OUTSIDE I G E M B E   A R E A

~~OUTSIDE I G E M B E   A R E A~~

Participation of Government Organizations:

THE MINISTRY OF TOURISM AND WILDLIFE

The Ministry of Tourism and Wildlife is the major participant in tourism in Igembe area. It is, for example, responsible for the conservation and management of the Meru National Park. To do that the Ministry has got an office at the Meru National Park headed by an Assistant Warden. The officer is responsible to the District Warden Officer and the

Ministry headquarters on matters of internal management of the National Park. It controls and guides tourist traffic into the Park, collects Park entry fees, licences photography and temporary camping within the National Park and undertakes all responsibilities geared at conservation of the wildgame, the scenery and the vegetation within the Park. It is also the custodian of Government trophy in cases of death of wildgame.

The office manages an education centre within the Park to disseminate wildlife education to visitors into the Park. The centre furnishes the visitors and all authorised persons and organizations with the relevant wildlife information. It is managed by a team of 3 wildlife extension education officers. It does not offer extension services outside the National Park except on special request by the interested parties.

The Ministry operates 2 airstrips within the National Park. The facilities handle very light crafts and are mainly used for air patrol purposes over the National Park. They do, however, handle also tourist aircrafts. The airstrips handle very few freight in a year, according to the Assistant Warden. His office does not, however, keep record of the freights.

The Ministry operates a rhinocerus ark for intensive conservation of that endangered wildgame. Both the

white and the blown species of rhinoceri are intensively herded and protected against poachers.

To effectively conserve and manage the National Park the National Park office of the Ministry has a personnel of 66 game rangers within the Park. They control and guide tourists who visit the Park and mount surveillance against poaching. According to the Park office the Park does not have enough personnel for intensive Park conservation and management. The existing personnel is basically skeleton one, for normal operations within the Park. The office has to seek assistance from outside the area when there is urgent demand for more personnel, especially when poachers invade the National Park.

The Ministry operates a system of radio communication network between the region and the rest of the country.

Within the region of the study the Ministry operates two minor radio stations, one at the National Park and the other at Maua Town. The two stations have been very important in the co-ordination of internal and external surveillance against poaching not only in the study area but also in the bigger region involving Kitui - Meru - Isiolo - Samburu Districts National Park/Reserve System.

The Ministry of Tourism and Wildlife Meru National Park office acts on behalf of the Central Government in collection of all fees and other proceeds due to the Consolidated Fund. The collection of Park entry fees is done at the gate to the Park. Other fees are collected

at the office of the Ministry in the National Park.

Table 6 (below shows fees collected from all sources in the Park in the period 1978 to 1986.

TABLE 6 : TOTAL COLLECTIONS AT MERU NATIONAL PARK,  
1978 - 1986

YEAR	1978	1979	1980	1981	1982	1983	1984	1985	1986
AMOUNT KSHS	640718	599522	568350	580380	567340	505462	504112	493784	491140

Data Sources: Warden's Office Meru

The table 9 (above) shows that the Ministry of Tourism and Wildlife collects about Shs. 0.5 million every year from the gate fee collections, photography, and camping fees. That money is Central Government revenue as already mentioned and is paid to the Consolidated Fund.

The Ministry is the single organization currently involved in the implementation of all non-profit generating capital tourism infrastructure in the area. For example, in the period 1984-1988 the Ministry undertook the implementation of 3 projects in the area. They are the extension of the fence round the National Park to improve the outlying areas from animal damage; the upgrading of the Kina-Mulika road to improve access to the National Park and; construction of cattle dips along the Park to minimize incidences of tick-borne diseases in the area of contact with the National Park. The projects represent 27.3 percent of all the projects the Ministry would undertake in Meru District in

the period. Table 7 below shows the 3 projects undertaken by the Ministry and other participant organizations in the area.

TABLE 7 : PROPOSED PROJECTS FOR IMPLEMENTATION BY THE MINISTRY OF TOURISM AND WILDLIFE

PROJECT	PROPOSER	FINANCIER	IMPLEMENTOR
Meru National Park Fence	M.D.D.C.	Ministry of Tourism and Wildlife	Ministry of Tourism and Wildlife
Kina-Mulika road	M.D.D.C.	M.D.D.C. (from Rural Development Fund)	Ministry of Transport and Communication
Cattle dips	Ministry of Tourism and Wildlife	Ministry of Livestock development	Ministry of Tourism and Wildlife
National Park Service Centre (outside the National Park)	M.D.D.C.	County Council of Meru (CCM)	County Council of Meru (CCM)

Information Sources: Warden office, Meru;  
County Council of Meru Office, Meru, 1984-88  
Meru District Development Plan.

By the time of the study survey none of the projects had been implemented. That was because both the Ministry and other financiers did not have funds for the projects. That is, however, not a new experience in the area.

In the 1979 to 1983 plan period the Ministry and the Meru District Development Committee (M.D.D.C.) proposed 14 projects dealing with development of tourism in the District.

Only 42.9 percent implementation level was achieved in the period due to lack of funds. The unimplemented projects were earmarked for implementation during the ending plan period and there are strong indications that they will all have to be pushed for implementation in the coming plan periods.

That shows that the development of tourism in the area has continued to drag because of lack of funds from the Central Government to undertake projects aimed at boosting tourism and conservation and management of tourist attraction resources. There is therefore a strong case for more involvement of all other agencies in the development of tourism to supplement the efforts of the few agencies currently involved. Perhaps local participation would more than any other means fill the existing gaps.

In the study area the Ministry of Tourism and Wildlife is involved only in the conservation and management of the Meru National Park. It does not participate in the conservation and management-cum-development of the landscape, socio-cultural and other potential tourist attraction resources of the study area. Indeed those are some of the cases where the currently narrow tourism development policy has limited the development of tourism. It has led to discrimination of resources (other than wildgame) against participation in tourism.

THE COUNTY COUNCIL OF MERU

The County Council of Meru involvement in tourism in the area dates back in 1952 when it became African District Council. It was, however, in 1959 when the Council assumed the role of management of the then Meru Game Reserve which previously had been under the office of the District Commissioner for Meru District. The Council responsibility over the Game Reserve continued even after the attainment of independence in Kenya in 1963 and the institution of the County Council of Meru in 1964 to take over the place of the colonial African District Council.

The Game Reserve was an important source of revenue to the Council. The Council raised revenue from the Reserve through Reserve entrance, camping, photographic and hunting fees and the proceeds from the sale of trophies.

The Council initiated the project for the intensive conservation of the white rhinoceri which were imported from South Africa. It also undertook other wildgame conservation and management practices such as patrols to mount surveillance against poaching. It was responsible for development of the Meru-Mulika tourist road and several game viewing rough truck roads and an airstrip within the then Game Reserve. Even after the Reserve was gazetted a National Park in 1966 it continued to be under the management of the County Council but under the auspices of the then Game Department and the Kenya National Park Trustees.

The County Council was also the major developer of the Game Lodges in the National Park. That began in 1968 when, in joint venture with the Kenya Tourist Development Corporation (KTDC) the Council built the Meru Mulika Lodge. The Council built the Leopard Rock self-service lodge alone in the Park in 1972.

Except the proceeds from the Meru Mulika Lodge that were shared between the Council and the Kenya Tourist Development Corporation, all other proceeds from the Park belonged to the Council.

However, the experiences with wildgame in the late 1960s and early 1970s in Kenya led to a policy shift in the conservation and management of areas where wildgame were protected. Prior to the period the country had abundance of wildgame and vast land where large chunks would easily be delineated for wildgame preservation. However, fast changes were taking place in land tenure, in the scale and nature of rangeland development particularly through better livestock husbandry and population settlement. The high demand for wildgame trophies worldwide led to intensive hunting and poaching. The Government realised that there was great need to change wildgame management practices to keep abreast with the new challenges. This led to the shift of wildgame policy from the extensive to intensive wildgame conservation and management. The new policy was aimed at raising returns from the land already committed to wildgame land use. The earlier policy of carving out

new national Parks and Reserves was dropped. The Government felt that the financial and manpower requirements of the new wildgame land use would be outside the scope of local authorities and private individuals. On the premise all the wildgame preservation areas managed by the local authorities and private individuals were taken over for conservation and management by the Ministry of Tourism and Wildlife. The new policy required that henceforth all the proceeds from the National Parks and National Reserves would be revenue to the Central Government.

The new policy affected the County Council of Meru and its participation in tourism tremendously. The Council lost an important source of revenue. It also dropped its participation in conservation and management of wildgame tourist attraction resources in the area. Although the Council did not have very qualified personnel for the undertakings it had already made arrangements to train them. The single qualified employee of the Council (now retired) had already made significant progress in training other council employees in charge of the Meru National Park. The Council also did drop its participation in the development and maintenance of non-profit generating tourist infrastructure in the region. It stopped, for example, the maintenance of the Meru-Mulika road and did not engage itself in the type of development any longer. The proportion of the revenue the Council raised from tourism also fell sharply. For example, in the period 1971 to 1975 the Council raised about 35 percent to 40

of its revenue mainly from the Meru National Park. That dropped to as low as 8.80 percent in 1983.

The County Council did however continue to benefit from the two Game Lodges it had developed in the Meru National Park before the Park was taken over by the Ministry of Tourism and Wildlife. In the period 1986/87, for example, the Meru Mulika Lodge earned the County Council Kshs. 2,661,418 in profits. Table 8 below shows the profit the County Council earned from the Meru Mulika Lodge in the period 1983 to 1988.

TABLE 8 : COUNTY COUNCIL OF MERU PROFIT/REVENUE FROM THE MERU MULIKA LODGE

ITEM	AMOUNT OF PROFIT BY YEAR			
	1984/85	1985/86	1986/87	1987/88*
Net Profit	2,465,430	2,174,860	2661418	3310557
Total (net) Lodge profit	5,031,490	4,438,700	5431466	6756242
Proportion of Council Revenue	6.4	5.6	7.1	6.7

Data Source : County Council of Meru, treasurer's office.

\*Data for the last 6 months of the 1987/88 is estimated.

The Council raises about 7 percent of its revenue from the two game lodges it has in the study area. On the whole the

Council raises about 12 percent of its total revenue from its participation in tourism in Meru District. It owns 3 Game Lodges and one tourist hotel (the County Hotel in Meru Municipality). It does, however, earn revenue slightly higher than that from tourism industry in the District when the rates from the various hotels and lodges in the various parts of the District are considered. Table 9 below shows the various sources of revenue to the County Council in the period 1983 to 1987.

TABLE 9 : SOURCES OF REVENUE TO THE COUNTY COUNCIL OF MERU, 1983-87

SOURCE	YEAR AND PERCENTAGE OF TOTAL REVIEW			
	1983/84	1984/85	1985/86	
Agriculture Produce Cess	16.00	17.10	19.63	21.60
Rent and Rates	7.90	8.10	8.16	8.30
Trade Licences	14.70	17.20	16.80	17.20
Council Markets	6.30	6.50	6.40	7.20
Council Residential houses	2.50	2.93	4.42	4.80
NHC Residential Houses	0.12	0.11	0.12	0.14
Game Lodges and County Hotel	8.80	9.10	12.63	12.20
Quarry Licences & royalties	1.90	2.13	1.52	2.10
Coffee and tea farms.	6.666	6.90	8.10	8.30
Other Council Properties	4.50	4.90	5.20	4.80
Other Licences	2.23	2.84	3.10	2.70
Other Sources (Grants, fines, etc.)	28.39	22.19	13.19	10.60

Data Sources: County Council of Meru, Treasurer's office.

The tables 9 (above) shows that the County Council of Meru benefits from tourism in its area of jurisdiction. However, that is at a level lower than when the Council used to be almost the sole beneficiary of the proceeds from tourism activities in the region of the Meru National Park.

As already mentioned, the Council participation in the development and maintenance of tourist infrastructure that did not earn it revenue directly ceased immediately after the Government takeover in the conservation and management of the Meru National Park and in the appropriation of the proceeds from the Park. It no longer participated also in the conservation and management of the National Park and did not venture even into development of other potential tourist attraction resources in the study area and indeed in its whole area of jurisdiction. The Council was therefore reduced to a status of joyrider participant in tourism in the area. Indeed the foregoing would greatly account for the present lack of interest by the Council in tourism other than in operating the profit-generating Game Lodges in the area. The Council ceased to observe the input-output relationship with tourism resources, and maintained an output-without-redress relationship with the resources in the area. That would indeed be better seen as a rape of the resources by the unconcerned resource user.

The problem would, however, be traced to the change of tourism resources management policy. It marginalised

non-central Government participants in tourism. Local authorities and communities of the tourism attraction resources (especially where there were National Parks) were left out in all matters of direct participation in tourism. They would henceforth only reap indirect benefits from tourism activities in their areas and were not obliged to participate in the development, conservation and management of the tourist attraction resources. Indeed the failure of the County Council of Meru to finance and implement the service centre project outside the Meru National Park (Table above) has a great but disguised relationship with the new policy. It is, however, currently camouflaged by lack of funds excuse.

THE MERU DISTRICT DEVELOPMENT COMMITTEE (M.D.D.C.)

The Meru District Development Committee actively participates in the development of tourism in Meru District. It has also been very active in tourism in the study area. In the period 1983 to 1988 the committee proposed 75 percent of all the projects aimed at improvement of tourist access to and conservation and management of the Meru National Park in the study area. It would also finance 25 percent of the projects from the Rural Development Fund.

The Committee has also been a great source of encouragement to the Ministry of Tourism and Wildlife. It has supported all the Ministry's endeavours in the development of tourism not only in the study area but in the whole of Meru District.

The Committee did approve, for example, all the 13 projects related with tourism that were forwarded to it by the Ministry's Meru District Office for approval in the last 5 years.

The Committee did not, however, give priority to the development of tourism in the whole district in the now ending Plan period. The District Development Plan Priorities (on descending order) were development of water, transport and communication, livestock, agriculture and health. That is contrary to the recommendations of the Environmental Enhancement Seminar held in Meru Municipality in March/April 1982. The seminar recommended that the proceeding development plan for the district would have the conservation of soil, water, forest and wildgame as the major plan priorities.

In the study area the two tourism related projects - the fence and the cattle dips around the Meru National Park - received lowest priority among the tourism (including wildlife conservation and management) projects in the District. The other two projects (which did not appear in the Plan) - the Kina-Mulika road and service centre outside the Meru National Park - did not take off the ground as previously mentioned. The District Development Committee was to finance the upgrading of the Kina-Mulika road. It did not, however, avail the funds to the Ministry of Transport and Communications for implementation of the the project. The Meru County Council did also not implement the service centre project.

TABLE 10 : MERU DISTRICT DEVELOPMENT COMMITTEE (MDDC)  
APPROVED WILDLIFE AND TOURISM PROJECTS BY  
AREA AND PRIORITY

PROJECT	AREA	PRIORITY
Upgrading of an access road to the M. Mt. K.S.S.L.	Mount Kenya National Park.	1
Airstrip for M. Mt. KSSL	"	2
Chogoria Gate facilities	"	3
Sirimon Track Gate facility	"	4
Sirimon Camp bandas	"	5
Sirimon Track high Altitude Circuit road	"	6
Education Centre at Sirimon camp	"	7
Juddy Meirs facilities	"	8
Timaua Track Gate facility	"	9
Meru National Park Fence	Meru National Park	10
Kina-Mulika road	"	11
Cattle dips	Both areas	12
Service Centre outside Meru National Park	Meru National Park.	13

Information Sources : Meru District Development Plan; Warden Office, Meru, District Development Office, Meru.

The Meru District Development Committee has also not developed other tourism potential in the study area and indeed in the whole district. That is evidenced by the fact that all the projects for development of tourism in the district are only meant to develop the touristic potential of wildgame at the Meru and Mount Kenya National Parks. The Table 10 above shows that all tourism projects approved by the Meru District Development Committee in the last 5 years were actually meant to develop the touristic potential of the Mount Kenya National Park.

The Table 13 (above) shows that all the tourism projects deal with the development of the touristic potential of wildgame in the study area and the whole of Meru District. Indeed that is a case of translation of the narrow tourism resource policy (Chapter 2) into functional tourism in the area.

The table further shows that only 30.8 percent of the projects are intended for the study area, all of which have received very low priority. Greatest attention has therefore been given to the development of the touristic potential of the more virgin Mount Kenya National Park. Indeed 69.2 percent of all wildlife and tourism projects in Meru District over the last 5 years were meant for the Park. Moreover, 61.5 percent of all the projects are meant for improvement of touristic use of the National Parks. Only 38.5 percent of the projects were meant for conservation of the resources. In the study area the case is, however, slightly different.

75 percent of all the recommended projects are geared towards conservation of the National Park and only 25 percent are geared towards more development of the touristic use of the Park. But none of the projects is undertaken by the study area.

THE KENYA TOURIST DEVELOPMENT CORPORATION (K.T.D.C.)

The participation of the Kenya Tourist Development Corporation in tourism in the study area dates back in 1968 when it developed the Meru Mulika Lodge in the joint venture with the County Council of Meru. The corporation has since then been a participant also in the sharing of the benefits of tourism in the area. It has indeed been the major beneficiary of the profits from the Meru Mulika Lodge in the Meru National Park. Table 11 below shows the amounts of profit the corporation has earned over the last 4 years.

TABLE 11 : PROFIT EARNED BY K.T.D.C. FROM MERU MULIKA LODGE, 1984 TO 1988

ITEM	PROFIT BY YEAR (KSHS)			
	1984/85	1985/86	1986/87	1987/88*
NET PROFIT	2566059	2263737	2770047	3445683
TOTAL LODGE PROFIT	5031490	4438700	5431466	675242

Data Sources : County Council of Meru, Treasurer's Office.

\*Data for the last 6 months of 1987/88 year are estimates.

Indeed the corporation receives 51 percent of the net profits from the Meru Mulika Lodge.

The corporation does not, however, participate in any other way in tourism in the study area.

THE MINISTRY OF FINANCE

The office of the Controller of Inland Revenue in the Ministry of Finance is one of the beneficiaries of the benefits from tourism in the study area. The office is charged with the responsibility of collecting the 15 percent lodge/hotel tax on behalf of the Government. In the period 1984 to 1988 the office raised KShs. 4,017,609 in tax from the Meru Mulika and the Leopark Rock self-service Lodges in form of the tax. Table 13 below shows the tax payment by each of the two lodges in the period.

TABLE 12 : TAX PAYMENT BY THE MERU MULIKA AND LEOPARD ROCK LODGES, 1984-1988

LODGE	AMOUNT OF TAK (KSHS) AND YEAR			
	1984/85	1985/86	1986/87	1987/88*
Meru Mulika	887,910	783,300	958,494	1,192,278
Leopard Rock	47,260	45,960	48,617	= 53,790
TOTAL	935,170	829,260	1,007,111	1,246,068

Data Source: Country Council of Meru Files.

\*Data for last 6 months of the 1987/88 are estimated.

As would be learnt from the table (above) the office of the Inland Revenue collects some large amount of revenue for the Government from the area. Indeed the amount of revenue the office collects from the region has grown at the rate of 8.3 percent per annum in the period 1983 to 1988.

Like several other organizations participating in the sharing of the benefits of tourism in the area the office and indeed the Ministry does not participate in any direct way in the development of tourism in the area.

#### THE KENYA POSTS AND TELECOMMUNICATIONS CORPORATION

The Kenya Posts and Telecommunications Corporation runs Post Office and Telephone services in the study area. The services enable the area to communicate with other areas. The services, available only at Maua Town, were provided for general use in the area. They have, however, rendered recognisable services to tourism in the area. The National Park and Lodge staff and the tourists use the post office and telephone facilities at the town for their various needs within the outside the area. That has made the corporation an indirect beneficiary from the tourism activities in the area.

Indeed the Meru Mulika Lodge operates a rental post office box with the Maua Post Office. The corporation raises from it KShs. 80 per year in rental fees and much more on postage

fees. The study would not, however, establish the actual amount of money the Corporation raises from tourism in the area. That was basically because the corporation does not operate special services for tourists in the area. Indeed even the Game Lodges at the Meru National Park use the general service post office and telephone facilities at the Maua Town.

At the national level the Corporation has been of great service to the tourism industry. It has not only provided tourists and tourism management agencies with media of getting in touch to enable them to conduct planned tourism but has engaged in conservation of tourism attraction resources and the environment in general. The Corporation has, for example, actively participated in creating public awareness of the endangered flora, fauna and socio-cultural attributes. That has mainly been through printing of postage stamps, calenders and other forms of advertisements aimed at drawing public attention to the aspects in question.

However, in the region of the study the Corporation has been passive on the conservation and management of the tourism attraction resources, including marketing them. According to the management of the Post Office at Maua Town the Corporation has, however, at no time been approached to participate in any way in the other matters of tourism in the area.

THE KENYA COMMERCIAL BANK

The Kenya Commercial Bank branch at Maua Town participates in tourism in the study area in two ways:-

It offers travellers cheque services and conducts transfer of payments and deposits on demand by the customers. The bank branch has therefore enabled the tourists into the area to conduct their payments for the food, accommondation and other services they receive conveniently. Not only does it cash traveller's cheques but also transfers deposits for tourists in the area who hold bank accounts in any of its other branches in the country. However, according to the management of the bank branch, the branch has had very few customers requiring such services. It therefore earns very little profit from the services relative to other banking services it offers in the study area.

The bank branch organises tours for its employees to visit the Meru National Park in the area and other attraction areas outside. Since it started its operations at Maua Town in the region the bank has organized 5 tours, 2 (40 percent) of which were to the Meru National Park in the area.

The bank branch does not, however, participate in any other way in tourism in the area. According to the management, the bank branch has not, for example, been approached by any person or organization for a loan to

engage in any tourism business activity in the area. It has also not so far been approached to assist in any tourist attraction resource conservation and management-cum-development.

THE KENYA UTALII COLLEGE

The Kenya Utalii College participates in tourism in the area in two ways. The college-trained graduates manage the Meru Mulika and Leopard Rock Self-Service Lodges in the area. In the former, for example, 56.25 percent of its personnel are graduates from the college. In the latter only 22.20 percent of the personnel are graduates from the college.

The college does benefit from the 2 percent Hotel Training levy imposed on food and accommodation service charges on the two Game Lodges in the study area.

As shown in Table 13 below the College raised KShs. 2,172 on levy imposed on accommodation at the Leopard Rock Self-Service Lodge in the period 1984 to 1988.

TABLE 13 : TRAINING LEVY PAYMENT BY LEOPARD ROCK SELF-SERVICE LODGE 1984 TO 1988

LODGE	AMOUNT OF LEVY (KSHS) BY YEAR			
	1984/85	1985/86	1986/87	1987/88*
Leopard Rock	525	510	540	579

Data sources: Country Council of Meru files

\*Data for last 6 months of the year are estimates.

The amount of levy from the lodge has risen at an average rate of 3.4 percent per annum in last 4 years. The levy collection from the Meru Mulika Lodge is much higher than that raised from the lodge. However, the data to the effect would not be retrieved by the survey for the purpose of the study.

OTHER GOVERNMENTAL ORGANIZATIONS:

There are other Governmental Organizations that have had some relationship with tourism in the study area. As shown in Table 10 (above) the Ministry of Livestock Development was to participate in the conservation of the wildgame in the Meru National Park by funding the proposed cattle dip programme in the areas around the Meru National Park. The dips are to reduce the incidences of tick-borne diseases spreading to wildgame and livestock from either of the sides. As previously mentioned the programme has not been implemented.

The Ministry of Environment and Natural Resources and the Tana and Athi Rivers Development Authority (T.A.R.D.A.) have earmarked the Nyambene and Ngaya Forest Reserves in the region for protection as water catchment areas. The two forest reserves have got, however, some potential for development of tourism in the region. They currently have some wildgame population and would offer recreational possibilities for the visitor/tourist and resident populations in the area.

Other organisations are the Ministry of Energy and the Kenya Power and Lighting Company Limited that are currently undertaking electrification under the Rural Electrification Programme in the area. The supply of electricity will assist in tapping the potential for tourism in the area.

On the overall the Governmental Organizations participate in tourism in various ways in the area. Of the 13 Governmental organizations with some relationship with the development of tourism in the area only 23 percent of them participate in the conservation and management of tourism attraction resources of the area. The participation of the 75 percent of them has also been very low and indirect in nature. Except for the Ministry of Tourism and Wildlife, the other organizations with some relationship with the conservation of the tourist attraction resources (especially the wildgame at the Meru National Park) participate only in those matters to do with tourism that would adversely affect them or their functions if not accorded some attention. The Ministry of Livestock Development has, for example, undertaken to finance the building of cattle dips to avert the likely spread of diseases from wildgame in the Meru National Park to livestock in the outlying areas.

It is also observed that most of the Governmental Organizations have participated in tourism in the region by utilization of the tourist attraction resources for economic gain only. For example, 61.5 percent of the Governmental

organizations in the area participate in tourism in the area either in the provision of tourist and other services that generate them some revenue/income (indeed 61.5 of all the organizations in the region) or are entitled to receive proportion of the income/revenue earned by organizations from their investment in tourism in the area. The office of the Controller of Inland Revenue and the Kenya Utalii College, for example, receive 15 percent lodge/hotel tax and 2 percent Hotel Training Levy (respectively) from the tourist service charges in the area. The two participant organizations account for 15.4 percent of the Government organizations participating in tourism in the area.

Participation of Non-Governmental Organizations:

AFRICAN TOURS AND HOTELS LIMITED:

The African Tours and Hotels limited is a private company that has a long history of association with tourism in Kenya. In the study area, the company operates the Meru Mulika Lodge on contract basis with the County Council of Meru and the Kenya Tourist Development Corporation, which jointly own the lodge.

The interest of the company in the study area is only in the management of the lodge. That is the service sector of tourism industry. It does not participate in other aspects of tourism such as the conservation and management of wildgame in the Meru National Park or the engagement of the traditional singer-dancers to entertain tourists in the

lodge. Its functions in the area are therefore limited to catering and accommodation service to tourists in the area.

### PLAN INTERNATIONAL

The Plan International is a charitable organization operating in the study area. The organization has gained a lot of prominence in almost all sectors of the regional wellbeing. It operates a very integrated community welfare programme which has had a lot of impact in the last five years the organization has functioned in the area.

The foster parent educational assistance programme is the major undertaking of the organization in the area. It does however, undertake primary and curative health, nutritional, water supply and shelter programmes alongside education programme in the area. It does, for example, finance education for the children from the less well-to-do backgrounds in the area. It also operates public extension education and financial-cum-technical assistance on personal and environmental health and home economics. It has been the major instrument in arousing the awareness of the communities in the area on the need to practice kitchen gardening, poultry and dairying for family nutrition. It has also conducted curative and preventive medical services for the rather hostile area otherwise lacking in free medical services. Indeed it operates a mobile clinic and ambulance services and has just completed immunization against measles in the area. It has also supplied about

100,000 people with grid water supply at the level of at least communal water point and intends to supply the whole of the area with water by 1990.

However, except the few times the personnel of the organizations have organized to visit the Meru National Park in groups or as individuals, the organization has not participated in tourism in the area. It does indeed have no intentions of participating in any way in tourism in the area.

DANISH DEVELOPMENT AGENCY (DANIDA):

The DANIDA is a very active participant in rural electrification and dairy development in the study area. It participated in the financing of the Kianjai-Maua Rural Electrification project that supplied electricity to the study area. It has also undertaken to participate in dairy industry in the area. It is, for example, to assist the proposed Igembe Dairy Farmers Co-operative Society to put up a milk cooling Plant at Kiegoi Market in the study area.

The organization does not, however, in any way participate in tourism in the area.

THE BARCLAYS BANK LIMITED:

The Standard Bank has got a market branch in Maua Town. The branch opened in 1984. It assists tourism in the area

by offering traveller's cheque and transfer of deposits and payment services to tourists in the area who demand the services. However, very few customers use the facilities of the bank branch. According to the branch Manager the branch handles less than 20 cases of the tourist services in a month. It does not therefore make much business from tourism in the area. Much of the tourist demanded banking services are usually acquired by tourists at Meru Municipality where they get also accommodation and most of other services.

The bank branch does not assist in any tourism development project in the area. It has not, for example, been approached for a loan to finance any tourism related project. It has also not been called upon to participate in any tourism related project in the area. The bank branch does, however, arrange tours to Meru National Park for its employees. In the last three years, for example, the bank arranged 7 tours to various tourist attraction areas, 3 (or 43 percent) of which were to the Meru National Park. The senior personnel of the bank are also frequent users of the two Game Lodges within the Meru National Park.

#### Participation of Volunteers Persons in Tourism:

The adverse trends in the Meru National Park have attracted the attention of several volunteer persons and organizations. The National Park in a long time target of hunters and poachers and their activities have decimated wildgame and made some local species extinct. The activities threatened

the lion, cheetah and leopards and made the original white rhinoceri species extinct in the National Park.

However, through volunteer participation in the conservation and management of the National Park some wildgame species in the Park have been restored. A volunteer couple, George and Joy Adamson were pioneer persons to get concerned about the plight of wildgame in the Meru National Park. They began a lion rehabilitation project in the Park through which lion surfaced once more in the National Park.

They were also responsible for the initiation of the cheetah project in the Meru National Park. However, after the assassination of Joy Adamson, their important contribution to the Park ended when George left the National Park for Kora in the neighbouring Kitui District. He started the Big Cat Programme to rehabilitate lion at Kora. It is through his efforts that the more than 800 square kilometre Kora Game Reserve was gazetted in 1976.

Elsa series of Adamsons' lion project and Pippa, the Spotted Sphinx, series publicised the rehabilitation of the Park. It was through the efforts of the two that the lion and cheetah projects in the National Park drew national and international recognition and moral and material support.

A Kenyan, Roughton Kithinji Lewa (a honarary Game Warden and retired County Council of Meru Officer), did also participate very effectively in the conservation of the

Meru National Park both as an officer of the County Council and in his private capacity. As previously mentioned he was the County Council of Meru officer in charge of the Meru National Park before it was taken over by the Ministry of Tourism and Wildlife. He had a lot of experience and profound interest in the conservation and management of the wildgame in the Meru National Park. He had worked very closely with all the organizations/groups and persons that participated in matters of the National Park before and after the Park takeover by the Ministry. The efforts of the persons and organization led to a facelift in the National Park. The seriously endangered and extinct wildgame were imported into the Park from other parts of the country and the world. For example, leopards were got into the Park from Laikipia District to add to the few left. White rhinoceri were imported from Natal's Umfolozi Game Reserve in South Africa where they were offered as a gift to the National Park. Archaeological evidence in the area has shown that white rhinoceros species once inhabited the area.

Due to the poaching menace in the area the rhinoceri are intensively protected and conserved. Armed rangers shepherd them all day and pen them into paddocks overnight.

None of the organizations or persons have had, however, any participation in tourism outside their efforts to conserve and manage the wildgame and general wildlife in the Meru National Park and enjoyment of the resources.

ROLE OF ORGANIZATIONS AND COMMUNITIES OF  
IGEMBE AREA

Participation Of Local Governmental Organizations:

IGEMBE DIVISIONAL DEVELOPMENT COMMITTEE:

The Igembe Dividional Development Committee is the major co-ordinator of all developmental matters in Igembe area. It has been responsible for the matters in the whole area until the time Ntonyiri Division was created in early 1987. The latter was at the formative-stages at the time of the survey for the present study.

The Committee has not been a very active participant in tourism in the study area. The developmental matters accorded priority by the committee in the area over the last 5 years are water supplies, education, transport and communications, electrification of Maua Town, agriculture and livestock and soil conservation. In fact the upgrading of the Kina-Mulika road within the area was not an effort of the committee as previously shown.

Indeed the Committee has not found it a priority to develop tourism in the study area. It would have been expected that the Committee takes greater concern on the management and conservation of the tourist attraction resources in the area. That would have been particularly so with the Meru National Park which faces great encroachment by poaching and cultivation and pastoral alternative land

uses. It would also be a guide into how the area (being the immediate neighbourhood of the Meru National Park which is a great tourist attraction resource) would best benefit from tourism. It has not, however, discharged any of the roles in the area.

#### THE MAUA TOWN COUNCIL

Although the Council does not engage directly in the development of tourist service or in conservation and management of tourist attraction resources in the study area, it is an indirect beneficiary from tourism in the area. It benefits from trade licence fees and cess levied on the agricultural produce that are sold at both the open air and stall market in Maua Town. It was, however, not possible to establish the amount of benefits the Council gets from trades related with tourism in Maua Town. That is because there were no business firms specialised in tourism trade in the Town. A survey of the business firms in the Town revealed that 75.3 percent of the sampled firms provide some service or sell some commodity either directly to tourists who call on the Town on their way to or from Meru National Park, or to Game Lodges and Park service staff in the area. The Table 17 below shows the nature and level of the services of the Town to tourism in the area.

As shown in the Table 17 (below) the Game Lodges and the National Park staff rely on Maua Town for agricultural foodstuffs. They procure fruits, eggs and vegetables,

TABLE 14 : TOURISM SERVICE FUNCTION OF MAUA TOWN

SERVICE/COMMODITY SOLD TO TOURISTS, GAME LODGES, OR PARK STAFF	SAMBLE PERCENTAGE
Timber and timber products	7.00
Household nonfood goods and ware	10.60
Medical Services	4.70
Agricultural foodstuffs	31.80
Clothing (including repairs)	8.20
Photographic Services	1.20
Moto vehicle filling services	2.40
Vehicle repair	2.40
Post Office and Banking	3.50
Stationary	3.50
TOTAL	75.30
NO SERVICE/COMMODITY SOLD	24.70
GRAND TOTAL	100.00

Data Source : Survey by author

meat, milk and other commodities from the Town. Indeed the Meru Mulika Lodge must do shopping at the Town for at least 3 times in one week - Plate 7. The activities related with tourism in the Town have therefore been an indirect source of revenue to the Maua Town Council.

PLATE 7 : COLLECTING OF FOODSTUFFS BY MERU MULIKA  
LODGE VEHICLE AT MAUA TOWNS



The photograph shows Meru Mulika Lodge vehicle on one of the many trips it makes to Maua Town in a week to collect lodge supplies.

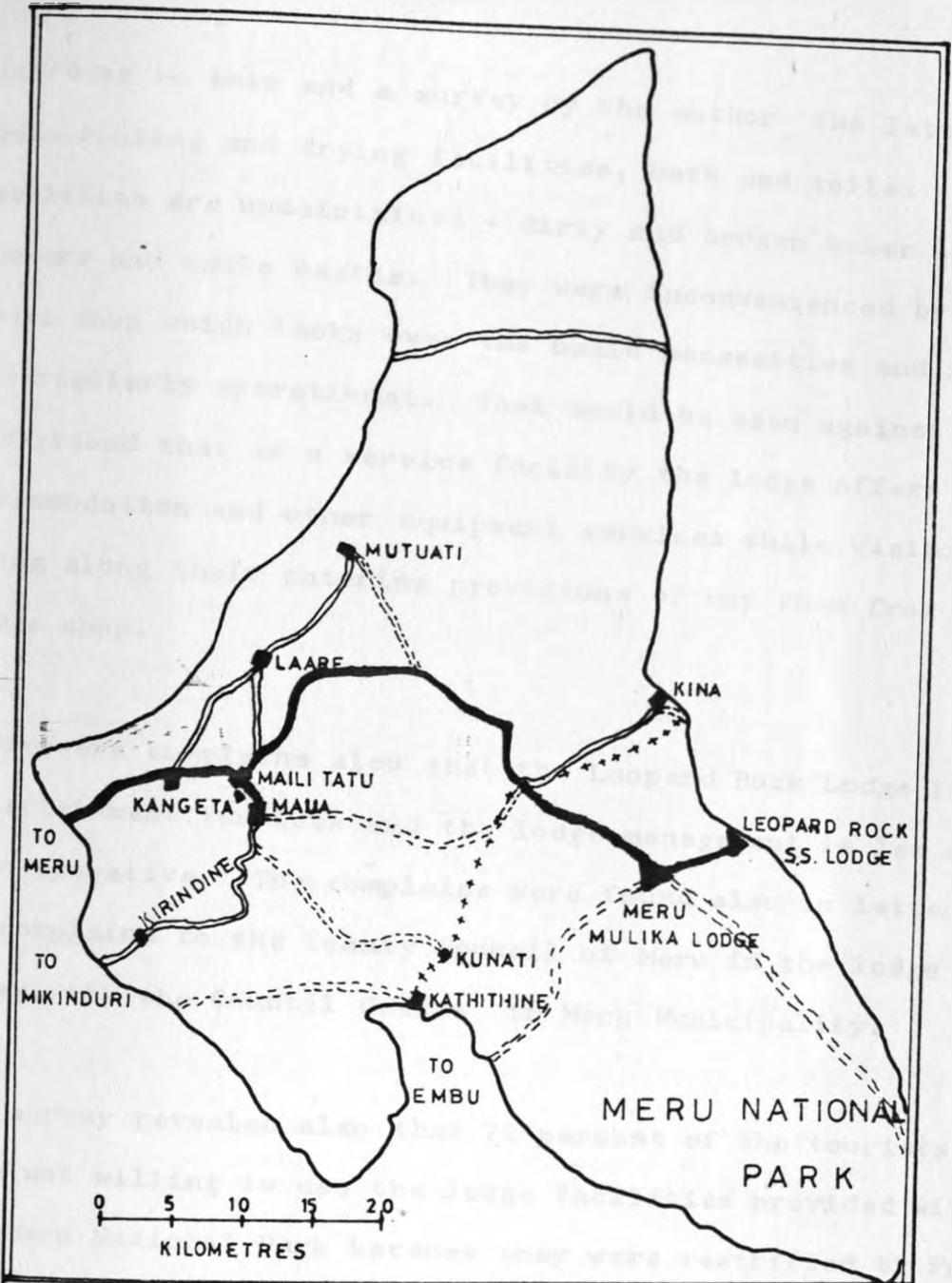
As already mentioned the Town Council has not invested in tourist service facilities. It has not realised the potential for investing in the facilities in the region to raise some revenue from the local potential revenue source. Maua Township is strategically located in relation to the Meru

National Park and tourist traffic in the area as would be seen from map 7 below. It is also in an area with more potential for development as an attractive tourist centre. Moreover, it is the central place in the area, indeed the only one fairly well provided with service infrastructure. It is about 60 km away from Meru Municipality which is the centre that would compete with Maua Town in provision of tourist services.

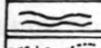
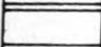
Due to lack of developed tourist service in the study area tourist in the area have to rely on Meru Town for accommodation, food, entertainment and various other demands.

The survey conducted for the purpose of the study observed that there is a definite pattern of the flow of tourist traffic between the Meru Municipality and the Meru National Park. In the mornings the tourist traffic leave Meru Town for the National Park and it is in the opposite direction in the evenings - from the National Park to the Municipality.

A further oral interview survey was conducted on tourists at three places. The places are the County Hotel at the Meru Municipality, at the junction of the Meru-Maua and Maua-Mulika roads junction, and at Maua Town. The survey analysis revealed that 57.6 percent of the tourists covered in the survey opted to travel to Meru Municipality because the services provided to the Meru Mulika Lodge were very expensive and the cheaper ones provided by the Leopard Rock Self-service Lodge were poor and inconveniencing.



**LEGEND**

-  MAJOR TOURIST FLOW
-  MAJOR ROADS (LOOSE SURFACE)
-  MOTORABLE TRACKS
-  KIRINGO HILL LODGE



**MAP 7: FLOW OF TOURISTS IN IGEMBE AREA**

According to them and a survey by the author the latter lacks cooling and drying facilities, bath and toilet facilities are unmaintained - dirty and broken water taps, showers and toilet basins. They were inconvenienced by the lodge shop which lacks even the basic necessities and is not regularly operational. That would be seen against the background that as a service facility the lodge offers accommodation and other equipment services while visitors bring along their catering provisions or buy them from the lodge shop.

There were complains also that the Leopard Rock Lodge lacks entertainment services and the lodge management is lax and unco-operative. The complains were found also in letters of complains to the County Council of Meru in the lodge files with the Council Office in Meru Municipality.

The survey revealed also that 72 percent of the tourists were not willing to use the lodge facilities provided within the Meru National Park because they were restricted by Park regulations. There are usually no movements into or within the National Park between 6 p.m. and 6 a.m. They travel to Meru Municipality (about 100 km away) where they can obtain various services and enjoy themselves freely.

A further survey revealed that the rates charged for Lodge services at the National Park are not competitive with those charged at the hotels at Meru Municipality. As would

be seen from Table 15 below, the fullboard rates per person per day are KShs. 840/= at the Meru Mulika Lodge and KShs. 650/= at the County Hotel.

Table 15 : RATES BY MERU MULIKA LODGE AND MERU COUNTY HOTEL

TYPE OF SERVICE	CHARGE RATES BY FACILITY			
	COUNTY HOTEL		MERU MULIKA LODGE	
	SINGLE	DOUBLE	SINGLE	DOUBLE
Bed & Breakfast	230/=	350/=	-	-
Half Board	450/=	650/=	-	-
Full Board	650/=	850/=	860/=	1150/=

Data Source: Survey by author

Indeed tourist preferences would also be reflected by the differences in bed occupancy rates of the two Game Lodges and the Hotes at Meru Municipality. In the last three years (1984 to 1987) the two lodges at the National Park experienced average annual bed occupancy rate of 21.1 percent while the seven tourist class hotels (named in appindices, table 23) experienced 45 percent average annual bed occupancy rate.

Given the trends, Maua Town Council has got a good opportunity to participate more effectively in tourism and raise revenue from it. It would, for example, develop tourist service facilities like hotels and cinema. Indeed such direct investments in the industry would enable the

study area to benefit more from tourism. Income arising from the Council activities related with tourism would supplement the Council revenue, and thereby help to develop infrastructure in the town to the benefit of the tourists, resident and catchment populations of the town.

The Council will however, need do a number of things to make observation work. Foremost, it will have to make the town attractive to tourists. As would be seen from the facility/service inventory of the town in the appendix the town is a typical rural service centre. It does not have specialised service function. Indeed 91.4 percent of the services offered in the town are petty trades (table 18). The town lacks, for example, registered hotels and restuarants, cinema, lodgings and other services. Plate 8 below shows a dilapidated building that has been converted into a cinema hall in the town.

The Council must also take measures to reorientate the pattern of the flow of tourist traffic in the area so that it passes through the centre of the town. That is because the town does not effectively get incontact with the flow of tourists in the area. The by-pass road 5 kilometres away from the town centre diverts tourists away from the town - map 7 above. The Council would do that through making arrangements for the upgrading of the Murera Gate (of the Meru National Park) road that passes through the town centre - Map 8. That would indeed in itself do

PLATE 8 : AN OLD BUILDING USED AS A CINEMA HALL



The building is used as a cinema hall or theatre. The black board by the closed/locked door has the advertisement of the film for the day.

significant marketing of the town to tourists in the area.

Participation of Local Non-Government Organizations.

THE METHODIST CHURCH:

The Methodist Church is mainly a religious organization but has had a lot of development influence not only within the study area but also over much of North Imenti in Meru District. In the study area, for example, the organization owns the Maua Methodist Hospital. It also sponsors and

assists most primary and secondary schools in the area.

Maua Hospital is of great significance to the region that lacks in major Government provided medical services. The facility has got a capacity of 130 beds and is the major medical service facility in the whole of the lower parts of Meru District.

The Organization's participation in tourism in the study area is an indirect one. Indeed it arises through the hospital. The hospital serves both the resident and visitor/tourists populations in the region. It provides medical services also to the Game Lodge and National Park staff in the Meru National Park. The large number of the foreign personnel working in the hospital are frequent visitors to the Meru National Park. In the two ways the hospital not only gains from tourism in the area but marginally helps to boost it. The Methodist Church does not, however, participate in any other way in tourism in the study area.

#### WOMEN GROUPS:

The study area has got 76 women groups all involved in various activities. They, for example, engage in crop cultivation, poultry, handicraft mainly the making of bags - (ciondo), soil conservation, afforestation and several matters related with family welfare. According to the Community Development Assistant (CDA) for Igembe Division the spectrum of the activities of the groups is expanding

very fast to cover more fields of involvement. There are, however, none of such activities that have had anything to do with tourism. Although one of the problems facing the groups especially those engaged in handicraft is lack of market for their products they have not viewed organising to sell them to tourists into the area as a viable solution to the problem. That is because the region study area is hardly in touch with tourists; they do not stop in the area. They are always on transit to or from the Meru National Park.

Indeed the organizations have contemplated forming co-operatives to help them market their products outside the region of the study.

The women groups in the study area have therefore nothing to do with tourism.

THE IGEMBE FARMERS CO-OPERATIVE SOCIETY  
LIMITED

The co-operative society is a small-holder coffee processing and marketing organization. It is currently diversifying its operations to include dairying and trade in agricultural inputs and implements. The proposed Igembe Farmers Dairy Co-operative Society will be affiliated to the coffee co-operative to benefit from large scale economies and diversification.

Although a potential investor in tourist service facilities like lodges and hotels in the study area the co-operative does not engage itself in such or any other tourist activities in the area. According to its secretary/manager the society does not have any investments in tourism both within and outside the area. It does also not have plans to do so. However, it does engage in domestic tourism but outside the study area. Every year the co-operative sends a group of farmers on educational trips to the Nairobi International Show and to the more local Meru A.S.K. Show. Indeed it organises tours for member-farmers only where there are aspects relating to better coffee husbandry.

Infact the co-operative society has nothing to do with tourism in study area.

#### Participation of other Local Organizations:

##### EDUCATIONAL INSTITUTIONS:

Education is usually the best way of changing or cultivation of attitudes and mannerism. It would be the best means for creation of awareness among the people on the importance and ways of conservation, management and use of environment and its attractive attributes which actually are some the bases of tourism. Not only would education make people feel duty-bound to take care of the attributes but would also equip them with skills for doing so and cultivate interest among them (the people) to use the resources for further educational, recreational, and appropriate economic uses.

In the study area educational institutions have not had much orientation towards dissemination of knowledge on the conservation and management of tourist attraction resources and other environmental attributes. They have also not effectively utilized the tourist attraction resources in their areas for educational and recreational purposes. The schools in the area have, for example, very few Wildlife Clubs and very few visit places of interest in their areas. Table 16 (below) shows that in the last 3 years, for example, only 16.7 percent of the primary schools in the study area visited some place of attraction within the area. It also shows that 4.6 percent of all the primary schools that visited some place of interest within the study area actually visited the Meru National Park. It also shows that 23.10 percent of the secondary schools in the study area visited some attraction place within the area with 7.70 percent of the schools having visited the Meru National Park.

The Table 16 below shows that not only has there been very little interaction between the tourist attraction resources of the area and the schools but also there has not been any extension education to schools to the effect. The youth Polytechnics in the study area have exemplified greatest apathy against tourism in the area as is seen from the table.

Whereas all secondary schools have the two religious clubs, the Christian Union and the Young Christian Student

TABLE 16 : INVOLVEMENT OF EDUCATIONAL INSTITUTIONS  
IN TOURISM IN THE STUDY AREA

ITEM/VISIT IN LAST 3 YEARS	PERCENTAGE OF TOTAL SCHOOLS		
	PRIMARY	SECONDARY	POLYTECHNICS
A place visited	39.00	30.80	0.00
Meru National Park visited	4.60	7.70	0.00
Other National Parks visited	12.10	7.70	0.00
Visited other places in the region	12.10	15.40	0.00
Have Clubs	64.00	100.00	0.00
Have Wildlife Clubs officer	00.00	23.00	00.00
Visited by Meru National Park officer	00.00	00.00	00.00

Data Sources: Divisional Education office,  
Igembe; survey by author.

Movements, only three of them— Igembe Boys High School, Maua Girls High School and Buuri Ya Iruri Secondary School — have Wildlife Clubs. Thus environmental education in the area has been generally neglected in schools.

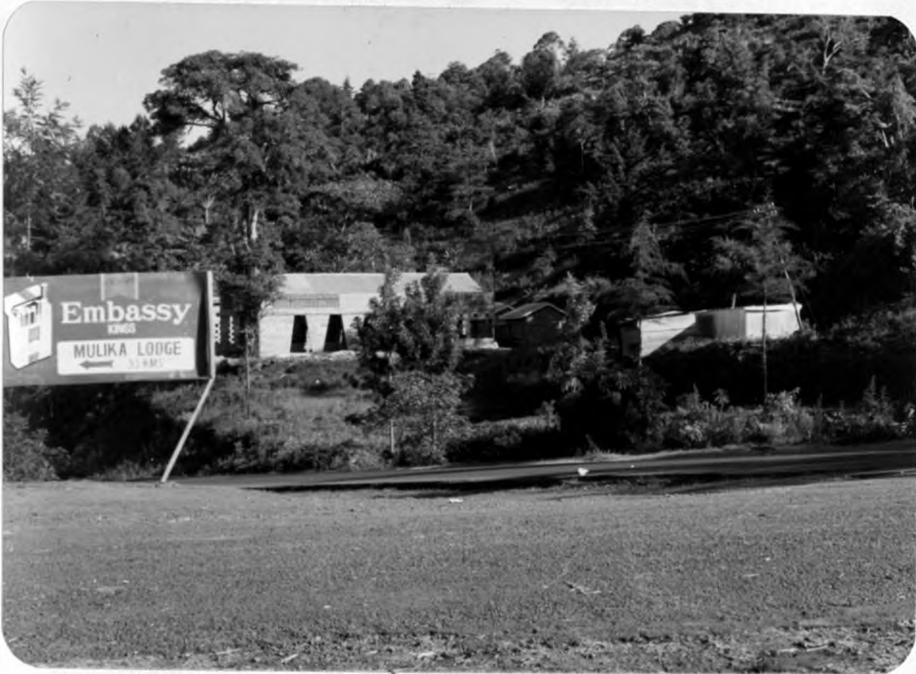
Participation Of The Local Public:

DEVELOPMENT OF TOURIST SERVICES:

At the moment only one hotel facility that is at the construction stage is owned by a local investor and destined to discharge

the tourist service function in the study area. The hotel, Kiringo Hill Lodge, is a twenty bed facility coming up at the junction of the Meru-Maua and Maua-Mulika roads in the outskirts of Maua Town as shown in the map 7 and plate 9 above.

PLATE 9 : KIRINGO HILL LODGE



On the photograph the Lodge is seen and the Meru-Maua road (tarmac) with a sign board showing diversion to the Meru Mulika Lodge.

Although the study area is popular for investment of returns from cashcrops in several aspects within and outside the study area they have not learnt of the potential for investment in tourist service function in the area. According to two of such investors who have several investments outside the study area, they do not

find it viable to invest in tourist service function in the area. They viewed that it would be better to invest in other fields like residential housing than in hotels, or lodges or any other tourist specialized business because of the low number of tourists they find around the area and the irregular nature of their visiting of the area.

#### SOURVENIR TRADE

There is very little souvenir trade undertaken in the study area. For example, there are only 5 persons (two who are brothers) who are involved in some souvenir trade in the area. Two of the young men make traditionally used shields, mats and hats and sell them to tourists along the Meru-Maua road. The two brothers (among the five souvenir traders in the area) are self-trained artists who make very impressive artistic items. They paint and carve landscapes (glaciers, hills and valleys - indeed they are able to paint out the Igembe landscape so representatively) and socio-cultural attributes. They are sometimes at Maua Town selling some of their paintings and carvings or rendering artistic services to the businessmen of the town who would like their premises decorated.

Another souvenir trader occasionally comes to Maua town to sell beautifully decorated pots made in the lower part of the area, at Thagicu.

However, all the souvenir traders do the trade on part time basis and they complain that they are not able to sell significantly because they are hardly in contact with tourists into the study area. They currently undertake souvenir making and trade as a hobby and something to earn them some little income. They usually move to the Meru-Maua road at the junction of the road with the Mulika Maua road where they are able to sell more because some tourists to or from the Meru National Park usually stop at the junction to view the area around.

#### ENTERTAINMENT

Although the study area is very rich in traditional songs and dances the local inhabitants do not offer paid or any other such services to tourists in the area. There are no organized singers and dancers who would entertain tourists and earn themselves a living out of engagement to render such services. However, that is attributable to the fact that there is usually no contact between tourists and the local populations in the area. The tourists who usually would spare some time to watch dances and get entertained by songs after viewing wildgame and other attractions in the area all day are usually booked at the two lodges within the Meru National Park or outside the study area.

CONSERVATION AND MANAGEMENT OF TOURIST ATTRACTION  
RESOURCES

Unlike in soil conservation and afforestation where the local inhabitants have been very active participants there is a lot of apathy towards tourism attraction resources in the study area. Observation and oral interview surveys conducted along the area of contact between the Meru National Park and the outlying settlement zone showed that the inhabitants of the zone view the National Park as a reserve into which they can sneak and do some grazing, cut some fire- and building wood and do some hunting whenever the Park authorities were not in the vicinity of the areas. The general outcry was that the superfluous nature of wildgame at the National Park was a threat to the people and their property. They complained that during draught seasons wildgame outburst the Park and do a lot of damage to their crops. Indeed majority of the inhabitants of the area that were covered in the oral survey revealed that there were delays in compensating the farmers for damage caused to their farms by wildgame from the Park.

The lack of participation in the conservation and management of the tourist attraction resources in the area is attributed to several factors. First, the local inhabitants do not draw at least any direct benefit from the resources so much that they would feel obliged to conserve and manage them for continued benefits. Secondly, they have

more immediate and directly beneficial uses into which they can put the resources. Indeed pastoralism and cultivation that are already threatening the Meru National Park and forest reserves in the study area would only be seen in that light.

Thirdly, there has not been any mobilisation of the inhabitants to participate in the conservation and management of tourist attraction resources in the area. The Provincial Administration has, for example, spear-headed the campaign for soil conservation and afforestation in the area. There is, however, no such efforts geared towards conservation of, say, the Meru National Park or any other potential tourist attraction resource in the area. Cultivation on the beautiful volcanic craters is, for example, killing them unaverted or even unnoticed.

#### COMMODITY TRADE

Both the business community and the agriculturalists in the study area do benefit from the sale of various commodities to the Game Lodges and Meru National Park staff in the area. As already mentioned in previous section and shown in Table 17 above, tourism in the study area boost trade in agricultural products and manufactured commodities. However, lack of specialization in any tourist trade in the area shows that the contribution of tourism to the trades is low. Indeed all the businesses were diversified and traders covered by the survey at Maua town expressed the views that it would be unprofitable

to trade in tourist specialised commodities and services in the area due to the erratic nature of tourist flow in the area.

### TOURISM EDUCATION IN THE STUDY AREA

Although it is spelt out in the National tourism policy that education about tourism and general environmental matters is one of the more effective ways for development of tourism that is yet to be realised in the study area. As previously underscored, the creation of awareness of the potential benefits of tourism and how they can be gained by the various actors in tourism in the cornerstone of any effective conservation and management of tourism attraction resources. In the study area not only is there no effective cultivation and development of the awareness and local gains by the formal education system (as already shown in the section above), there is also lack of public education media to draw the awareness. There are, for example, no film screening services on wildlife conservation and management and other environmental issues by both the public and private media, educational and entertainment agencies. A scrutiny of the films screened by a private individual who conducts commercial film show entertainment showed that he does not screen any shows related with tourism or environmental matters.

The survey established also that there is no public film show service in the study area. There is great necessity to provide such public education medium to create the now

all the more required environmental awareness in the area and elsewhere.

Other media for dissemination of education related to tourism and environmental matters which are actually two very related things are also seriously lacking in the area. For example, only one magazine, the Swara, is available in the area among publications dealing with wildlife conservation and management and other environmental matters. The magazine does, however, fetch very low sales in the area. The vendor selling the magazine at Maua Town returns about 50 percent of the 30 copies of every edition (of the magazine) to publishers because they cannot be bought.

Indeed even the National wide campaign by the Kenya Tourist Development Corporation has not reached the area. The Domestic Tourism Council (an organ of the Corporation) started the campaign in 1984 and according to the spokesman of the Council at the Corporation's headquarters they have not had seminars in the area to educate the public on how to go about tourism in the area so as to benefit from it.

#### CONCLUSION

The chapter has shown that there is very low local participation in tourism in the study area. Although the area has the Meru National Park as a great tourist

attraction resource, the area has remained a very marginal participant in tourism. External organizations have taken the leading role in the conservation and management of the Meru National Park from which they also are the main beneficiaries. The Ministry of Tourism and Wildlife has taken the greatest share of the conservation and management of the National Park. Its efforts have, however, had to be greatly supplemented by voluntary personalities and organizations. While several non-Governmental and Governmental organizations have benefited from tourism in the area, their share of participation particularly in the conservation and management of tourism attraction resources has not been commensurate with the benefits they derive from the industry. They have not maintained a favourable input-output relationship with the resources. Indeed it has been shown that some organizations like the County Council of Meru have just drawn from tourism in the area without any participation in the conservation and management of the tourist attraction resources although they actually lie in its area of jurisdiction.

The profits and other returns from tourism activities in the area have been shown to be either revenue to the Central Government or profits to other organizations most of which are external to the study area. The County Council of Meru, the Kenya Tourist Development Corporation, the Kenya Utalii College, the Central Government (through the Ministry

of Tourism and Wildlife and the Ministry of Finance) and the African Tours and Hotels Limited (a private company) are the major organizations that have drawn greatest benefits from tourism in the area. They own and run the major tourist service facilities (-the two Game Lodges -) benefit from levy on tourist services while the lodge tax and proceeds from National Park entrance, camping, hunting and photography fees and sale of trophies are revenue to the Central Government. Indeed the mentioned constitute the spectrum of direct benefits from tourism in the area. The study area does not participate in any way in the benefits.

The chapter has no doubt established that the study area is marginalised in the tourism practised within it. Neither the Local Governmental Organizations for the Non-Governmental Organizations or the public have had much benefit from tourism in the area. The little indirect benefits the area draws from tourism practised in it have been in the form of indirect services to the major tourist function. The area has, for example, been shown to render services to the staff of the Meru National Park and the two Game Lodges in the Park. It has not had direct contact with tourists.

Consequently, the proceeds from the operations of the Meru National Park are externally appropriated. The two Game Lodges in the National Park are externally managed and owned. Most of the tourist function in the area is provided

in the Game Lodges and outside the study area. The consequence of the trends has been withdrawn attitudes towards tourism in the area. There is, for example, very little local participation in the conservation and management of the Meru National Park and other potential tourist attraction resources in the area. Instead there is conflict and competition between the tourist attraction resource land uses and the various alternative land uses.

The mentioned are occurring amid a situation of no efforts to change the attitudes and improve the relationship between the tourist attraction resources and the local communities and organizations. As shown in this and the previous chapter the Meru National Park is likely to suffer greater damage unless some local support in the protection of the Park is cultivated. It has, however, to be achieved through making greater part of benefits of tourism accrue to the local area to outweigh alternative gains from the resources and through public education. There is currently no form of tourism extension education that is provided in the area.

It has also been shown that none of the organizations and personalities both from within and outside the study area has undertaken to conserve and develop the tourist potential of the socio-cultural and landscape attributes in the area. They have consequently neither participated effectively nor have they been conserved effectively to participate in tourism future.



C H A P T E R F I V E

FINDINGS

TOURISM IN KENYA:

The analysis has shown that tourism is a very important sector in the economy of Kenya. It has been shown that, for example, tourism is the second largest foreign exchanger earner to the country.

It has also been shown that important as the industry is to the country, it is threatened by many forms of adverse trends on its resourcebase. Tourism in the country is heavily dependent on wildgame as the major tourist attraction resource. The resource is, however, seriously compromised by various types of encroachments, such as competition from alternative land uses (mainly pastoralism and cultivation), poaching and pollution. There is consequently environmental deterioration in the National Parks and Reserves (where wildgame are conserved and managed ) and decimation of wildgame. There is therefore very strong evidence that the wildgame tourist attraction resource in the country is not effectively conserved and managed.

The reasons for the trends are many. For example, through the national tourism policy the Central Government is the sole agent in the direct conservation and management of wildgame tourist attraction resource in the country.

However, due to lack of sufficient resources the Government

has not single handedly been very effective in the conservation and management of wildgame. Wildlife conservation and management personnel employment and training and procurement of the necessary infrastructure for the purpose of conservation of wildgame and related environmental aspects have been inhibited by lack of sufficient funds in public confers.

Secondly, there has been failure substitute alternative uses of tourist attraction resources with touristic uses where the resources occur. Much of the damage caused to wildgame resource particularly emanates from the alternative uses into which wildgame trophies are put. Due to high demand for ivory in the international market, for example, elephant population in Kenya has dropped by 85 percent in the period 1973 to 1988. Ivory is fetching very high price in the international market and poachers have spared no efforts in making sure that they benefit from the good price. There have not been efforts to ban trophy trade in the world. As shown in the policy, trade in or possession of trophy in Kenya is illegal. However, with much demand for the trophies especially ivory in Hong Kong, Japan and U.S.A. and the free trophy trade outside Kenya, the mass slaughter of wildgame has taken even greater dimensions. That would be checked only when trophy trade is banned world over, in what Douglas Hamilton sees to be a "Don't buy it, don't wear it, don't sell it" campaign that is currently long overdue.

If fact even at the very local levels poaching for wildgame meat and other products for subsistence uses have continued as already shown in the case around the Maasai Mara National Reserve, and the Meru National Park in the study area. It is therefore clear that non-tourist uses for the wildgame resources have continued even after 90 years of wildgame conservation and management policy in the country.

The adverse trends affecting wildgame would also be attributed to laxity and dishonesty among the officers charged with the responsibility of management and conservation of the resource. It has been shown that, for example, the officers of the Ministry of Tourism and Wildlife (the Government Ministry charged with the management and conservation of wildgame) have engaged in and condoned poaching and other activities that have compromised the conservation and management of wildgame resource.

Moreover, there has been failure to integrate tourism development with other development endeavours in areas where tourism is practised. The failure to draw local popular support for tourism development has meant apathy and damage to wildgame and other tourist attractions areas where the inhabitants and organizations of the areas have not been brought to identify with the resources and other aspects of tourism. There have been no attempts to effectively engage the wildgame and other resource areas

in tourism associated with the resources occurring in them. The areas have neither effectively participated in the benefits of tourism nor in the conservation and management of tourist attraction resources.

The apathy is very much attributable to the country's tourism development policy. Both the policy spell-out and policy functionalization have marginalised the resource areas in tourism. The analysis has shown that, for example, the areas can only participate in the sharing of tourism benefits by engaging themselves in trade created by indirect tourist activities. They have also not been incorporated in the conservation and management of tourist attraction resources. In fact that would account for the present state of lack of public extension education related with the conservation and management of tourist attraction resources in the country. However, as already shown above, the incorporation of the resource areas would be a better approach to the conservation and management of tourist attraction resources. The case of Maasai Mara National Reserve which involves a policy package geared to greater participation of the local communities in tourism in the area have shown very positive (indeed very encouraging) results in less than 10 years.

The observed factors have made it extremely difficult and in some cases completely impossible to arrest the activities that compromise tourist attraction resource conservation

and management. That has indeed been more with wildgame which, as previously mentioned, is the tourist attraction resource currently recognised by the tourist development policy.

The country's alternative tourist attraction resources have been very much ignored in the policy. That has led to the present undiversified tourist attraction resource-base in the country. The country's rich socio-cultural and landscape attributes have not been conserved and managed-cum-developed to participate effectively in tourism. As shown in the analysis only the beach landscape along the coast is currently put into some touristic use. It is, nevertheless, not effectively protected against destruction by alternative land uses. The beaches have, for example, attracted about 50 percent of the volume of tourists in the country. They have, however, been invaded by hotel and other service facility developments to a level already found to be a threat to the tourism resource. The beach and 1 km inland of the Coast of Kenya 'house' about 50 percent of all registered tourist hotels and lodges in Kenya as already shown in the analysis.

Other landscape attraction resources have been more neglected. They have neither been made to participate in tourism nor have they been protected against destruction for the purpose. There is indeed no institutional framework for conservation, management and incorporation of landscape resources in tourism in Kenya.

The socio-cultural attributes of the country have had the same fate. As the analysis has shown very little of the country's material culture is currently conserved and managed by the National Museum services. The country's non-material culture (traditional dances and songs, and institutional practices) have not had an opportunity to be preserved and managed effectively. In fact, at the moment there is very little participation of the resources in tourism. The country's song and dance traditions have only marginally and informally participated in the recreational/entertainment sector of the industry. There are also no opportunities for their further development and preservation. Museums for the preservation of the country's rich but greatly threatened material culture are very few. Very few historic sites in a country with the earliest history of man in the world attests to the fact that very little research has been done to piece together the country's prehistoric and historic backgrounds and use them as a tourist attraction resource.

As already shown in chapter 2 the potential for participation of socio-cultural resources in tourism is very great. The number of tourists into each of the Museums and historic sites does, for example, on average outweigh that of tourists into each National Park or Reserve in the country. At the same time the growth of the volume of tourists in the former has greatly outdone that in the latter, in fact in the ratio of 1:1.7 as already shown in the analysis (chapter 2).

The above background analysis shows that tourism in Kenya stands on a shaky premise. It does not have strong basis for development to greater strength due to its undiversified resourcebase and the danger posed to the wildgame in the country by the encroachments to wildgame preservation/management areas. The two factors have been because of the narrow tourist development policy that the country has operated for about 90 years. As already seen, tourism in Kenya has been practised within policy and institutional framework that favours wildgame as the major tourist attraction resource and ignores the rest of the potential tourist attraction resources of the country. It is also narrow in a second sense, in that it has not so far evolved effective wildgame conservation and management, that greatly accounting for the present marginalization of some of the aspects that would matter more in the conservation and management of tourist attraction resources. Local participation is, for example, one of such areas that have been shown to be given no attention by the policy much as it would be among the most effective means of development of resilient tourism industry.

#### TOURISM IN THE STUDY AREA:

As already seen in the analysis, tourism in the study area has not in any way deviated from the national tourism development policy. The message that emerges is one of very undiversified tourism resource base, very low local participation in tourism and continuing conflicts between

wildgame tourist attraction resource and its alternative uses.

#### Participation Of Tourist Attraction Resources:

At present only wildgame at the Meru National Park have been used to attract tourists in the study area. The area's socio-cultural and landscape attributes have not had their touristic potential developed. There, for example, no efforts to link the crater-dome system (Map 4) of the area with the major flow of tourists to diversify the tourist attraction resources in the area. As already shown in analysis (an example is Plate 5 above) access to the attraction is limited by lack of road infrastructure. There are also no efforts to market such resources to tourists into the area. Whereas the Meru National Park and all its aspects of interest appear in the national tourist atlas (map) and in other media both within and outside the area, there have been no efforts to market the area's landscape and socio-cultural attributes to tourists.

There are also no efforts to preserve the landscape and socio-cultural attributes with some touristic potential in the area. As already shown in the analysis the area's material culture has not been preserved and put into touristic use. There is, for example, no museum in the study area for preservation and organization of the material culture for touristic use. The Meru Museum (about 60 km

away from the study area) is supposed to cater for the whole of Meru District. However, it should be appreciated that the District is merely a territorial area for administrative purposes and in no way representative of the cultural practices within the territorial unit. It is an unit consisting of 9 ethnic groups erroneously grouped as one ethnic group by colonial administration. The different cultural backgrounds and practices attest to the need for preservation/management of cultural artifacts on more realistic basis. It is on that background that a Museum at the study area would be more effective in the preservation of Igembe and Thagicu cultural artifacts.

The area's traditional songs and dances have also not been utilized for tourist entertainment services in the two game lodges or any where else within the study area. Preservation and management of the attributes for participation in tourism would offer employment opportunities to the youth of the area. The Ministry of Education is actively involved in the cultivation of artistic talents and preservation of traditional socio-cultural aspects in the youth in the schools in the area. The area had indeed the whole country does not, however, provide for further development, preservation and organization of such attributes for tourists and other purposes. Indeed the potential for development of an entertainment sector of tourism industry based on the study area's folklore is very high as already shown in the analysis.

It has also been shown that the study area can diversify also the wildgame resourcebase by development of National Parks/Reserves in the Nyambene and Ngaya Forest Reserves. At present the two reserves are gazetted water catchment areas. The current use of the forest reserves would not conflict with the wildgame use. The Reserves do have some wildgame already and would be more ecologically sound for wildgame land use. The forest environment would be less vulnerable to environmental degradation and has higher wildgame carrying capacity.

#### Participation In The Development of Tourist Service Functions:

The study area has very little participation in the development of tourist service infrastructural services for development of tourism. As already shown, the two game lodges in the area - Meru Mulika Lodge and Leopard Rock Self-Service Lodge - are owned and managed by organizations from outside the area. A hotel facility currently under construction, the Kiringo Hill Lodge, is the only tourist service facility that is owned by an investor from the area. That shows that tourist catering and accommodation services in the area are mainly provided by the two game lodges in the Meru National Park.

That is amid demand for hotel/lodge services in the area. The analysis has, for example, shown that tourist travel to Meru Municipality for the services when they do not wish to use the lodge services in the Park. The local investors

(individuals and organizations) have not realised the potential for investment in tourist services in the area. That is attributable to two factors. One, the Kenya Tourist Development Corporation has not effectively marketed the prospects to potential investors in the area. The Corporation is one of the developers of Game Lodges in the area and fears that more development of lodges and hotels in the area would seriously affect the two game lodges that are already suffering underutilization - it is shown in the analysis that the bed occupancy rate of the two lodges is less than 20 percent per annum.

Secondly, the tourism development policy charges the corporation with the indigenization of tourism industry in the country (that is, have the control/management under citizens of Kenya) and not localization of the industry. The operations of the corporation have been up to and including the level of having tourism businesses under ownership and management of Kenyans regardless of whether or not they are residents of tourism practising areas. That has meant that any investment in tourism in the area must not necessarily be done by the individuals and/or organizations of the area. There is therefore no provision in tourism development policy that specific tourist services can only be provided by individuals and organization of the tourist attraction resource areas.

Although the game lodges in the area are currently underutilized it would be unwise to bar the development of alternative

tourist service facilities in the study area. That is because the problem of underutilization of the facilities is more related to, on the one hand, tourist preferences that make them opt to seek alternative service provision instead of using those of the lodges. Tourist preferences cannot be curtailed or suppressed by restricting them to the game lodges because that would have the effect of killing tourism industry.

On the other hand, the underutilization of the facilities is related to the heavy reliance on foreign tourists. According to the data available from the lodges in the area only 1.6 percent of the bed occupancy is attributable to residents of Kenya. But foreign tourism is very seasonal. In the study area the lodges are worst hit in the months of March to July every year when it is tourist off-season in Kenya.

It is therefore clear that the situation of the lodges can only be improved by more effective management and more promotion of domestic tourism to cover the foreign tourist off-season gap. Thus, in the study area, there should not be any measures to restrict the development of tourist service facilities. Development of more hotel and lodge services coupled with greater promotion of tourism in the area would have more desirable effects.

In fact the study area offers very few indirect services to tourism. They are mainly in the form of sale of supplies to the Game Lodges and National Park staff. Lack of tourist specialized services in the central places of the study area is attributed to the fact that the centres are hardly in contact with the flow of tourist traffic in the area. Maua Town, for example, is affected in the respect by the by-pass road 5 km from the town centre. The two other major service centres - Laare and Mutuati markets - are completely cut off the tourist flow in the study area. That factor makes it unprofitable to invest in tourist service function in the centres in the area. Infact it is due to the mentioned factor that Kiringo Hill Lodge is located at the junction of the Meru-Maua and Meru-Mulika roads as already shown on Map 7 and Plate 9.

Other tourist services and infrastructure have not also been provided or developed from within the area. The development of tourist transportation infrastructure have, for example, been shown to be the undertaking of central Government Ministries and other organizations. As already shown the proposal to upgrade the Kina-Mulika road in the study area was put forward by Meru District Development Committee. The funding and implementation of the project was equally to be done by organisations from outside the region. That has also applied to the airstrips in the study area. Infact the emerging theme in the respect in that the Central Government is the sole developer of the tourist

capital infrastructure (that do not directly generate profits) while the profit generating infrastructure (the two game lodges) is the undertaking of the Government Corporation the Kenya Tourist Development Corporation, and the County Council of Meru.

The private sector come in the management of one lodge facility - the Meru Mulika Lodge - and the single tourist hotel facility that is currently under construction. It also comes in the a very indirect and marginal way in the provision of services to lodges and National Park staff as already shown in the analysis.

#### Participation In The Benefits of Tourism:

The analysis has shown that very few benefits from tourism accrue to the people of the study area. It has been shown that, for example, the proceeds from gate fee, lodge tax, camping, photography and hunting fees and the sale of trophies in the area are revenue to the Central Government paid to the Consolidated Fund. The proceeds from the game lodges in the area are revenue and profit to the County Council of Meru, the Kenya Tourist Development Corporation and the African Tours and Hotels Limited. The Kenya Utalii College benefits from the Hotel Training Levy from the food and accommodation services offered to tourists in the game lodges in the area.

The benefits to the people of the study area are indirect, in the form of proceeds from the sale of agricultural

produce and other petty trade with the Game Lodges and Meru National Park staff. In fact even the Governmental and non-Governmental Organizations based in the study area have derived very little benefits from tourism in the area.

The study area is therefore a minor beneficiary from tourism practised within it as already shown in this section and in the previous ones.

#### Participation In The Conservation and Management of Tourist Attraction Resources:

The analysis has already shown that the conservation and management of wildgame tourist attraction resource in the study area is mainly the responsibility of the Ministry of Tourism and Wildlife. The Ministry is the major financier and implementor of the projects geared at the conservation and management (including the utilization) of wildgame resource in the area.

The efforts of the Ministry have, however, been supplemented by the Meru District Development Committee. The Committee approves the projects proposed in the respect, and was involved in the proposed upgrading of the Kina-Mulika road as already shown above.

However, the proposed projects have been given so low priority in the area that all of them have ended up not being implemented within the targeted period of time.

The problem is nevertheless traced to lack of sufficient funds from the Central Government for all the proposed projects. That is amid also no efforts to raise funds from more promising alternative sources. There are no efforts, for example, to bridge the financial gaps through ploughback of some of the proceeds from tourism in the study area. There are also no efforts to solicit funds from the study area even for some of the projects which have direct benefits to the area.

Good examples in the latter are the proposed cattle dip and fence projects in the study area. The dips are meant to control the spread of tick-borne diseases from livestock to the wildgame in the areas bordering the National Park. They are of direct benefits to the livestock farmers in the area and the farmers should therefore be mobilised to contribute to the implementation of the project. They can be mobilised, for example, to contribute labour, funds and materials for the implementation of the project because they stand to benefit from it. That way the wildgame in the National Park would be an indirect beneficiary. It would be a way of circumventing lack of funds from the willing but unable Central Government.

The fence project would also be seen in a similar way. As already shown the fence is meant to prevent the destruction of life and property by wildgame in the settlement area outlying the Meru National Park. Just as the Central Government is obliged to protect the lives and property of the inhabi-

tants of the area they should also feel dutybound to assist in the building of the fence for the purpose.

The lack of participation in those and other wildgame conservation and management endeavours is, however, attributable to the national tourism development policy. Its failure to provide for direct ploughback of benefits from tourism in an area to the conservation and management of tourist attraction resources, its ignorance of the potential for the resource area to contribute to the endeavours (hence its condemnation of the efforts to the Central Government and Charity) and its failure to provide for direct and assured benefit to a tourist attraction resource area are greatly to blame for the failure to secure funds and other support for conservation and management of tourist attraction resources.

Indeed, in the study area, unless a more integrative approach is adapted in the conservation and management of the tourist attraction resources there cannot be a solution to the problem of destruction of the resources. It has been shown that wildgame in the Meru National Park is the major tourist attraction resource in the area. The resource is, however, already compromised by poaching and pastoral activity encroachments. That is amid no concerted efforts to break such activities in a more amicable manner. Public education programme which would be an important tool in fighting the trends is lacking in the area. It has been shown that, for example, there is no wildlife extension

education service offered outside Meru National Park, to schools and communities in the area. There are also no fora for the service in the area.

Whereas the study area has been very active in the conservation of soil and water catchments, it has been very inactive in wildgame conservation. The Provincial Administration in the area has mobilised the residents in the two aspects but not in the conservation and management of tourist attraction resources, particularly wildgame.

The apathy is also found with the Governmental and Non-Governmental organizations in the area. They have directly been engaged in soil and water conservation, agriculture, health, grid water supply, education and housing, but have nothing to do with the conservation and management of tourist attraction resources in the area as already shown.

In fact the conservation and management of socio-cultural and landscape potential tourist attraction resources is the most neglected in the study area as already shown in the analysis. At present only the Ministry of Education in the area is concerned with the preservation and development of the folklore of the study area but not for the development of tourism in the area as already shown.

C H A P T E R   S I X

CONCLUSIONS AND RECOMMENDATIONS

SUMMARY AND CONCLUSIONS:

The findings of the study point to the need to change the approach in development of tourism in the study area and the whole of Kenya. There is no doubt that the problems facing tourism industry arise from the encroachments of tourist attraction resources by alternative land uses and resource uses. The problems arise mainly due to the activities of the organizations and communities of resource areas. Any lasting solution to the problems can be, therefore, effectively tackled from that level, their source.

To achieve that, the communities and organizations of the tourist attraction resource areas should be incorporated in tourism so that they identify with the industry in more positive ways. The most effective method of doing it is to make the communities and organizations of tourist attraction resource areas benefit more from the touristic uses of the resources. That would have the effect of making such actors in the areas drop or reduce alternative uses of resources used for tourism and with proper education and mobilisation they would be changed from resource destroyers to resource preservers.

The study has shown that the study area draws very little benefits from tourism arising from the use of wildgame in the Meru National Park. It has also shown that the National

Park is threatened by pastoral and poaching activities of the local communities. That has been amid a lot of apathy among the local development organizations towards tourism. Appropriate methods of reversing such trends in the area and elsewhere are long overdue. They have been ignored for long period of time and that would greatly account for decline in tourism in the Meru National Park.

Effective solution to destruction of tourism resourcebase can be achieved only when the communities and organizations of the resource areas are effectively made to participate in tourism. That must, however, have policy premise. At the moment, lack of consideration of tourist attraction resource areas in tourism can be traced on shortfalls in tourism development policy. It has underplayed the importance of the areas in the development of tourism.

That underlies the need to review the policy. The possibilities of having the communities and organizations of tourist attraction resource areas participate more in tourism should be explored at length. Unless that is done the problems posed by the organizations and communities to the resources will take even greater dimensions, which may mean death of tourism in an area. Indeed it is clear that the resources attract tourists because of their uniqueness which, if not preserved, get destroyed and no longer attract tourists.

Moreover, there is no diversification of tourism resource-base through making of more resources with touristic potential participate in tourism. In the study area and the whole of Kenya wildgame resource is the major tourist attraction. Landscape and socio-cultural attributes with some touristic potential in the study area and elsewhere should be conserved and managed to effectively participate in tourism. Indeed the resources should be incorporated in the tourism development policy and appropriately protected and used to diversify tourism resourcebase in the study area and in the whole country.

#### RECOMMENDATIONS

Due to the experiences in the study area and elsewhere as already shown in the study, there is need to undertake several measures to adequately incorporate tourist attraction areas in tourism. They should be aimed at making such areas participate more in the sharing of benefits arising from tourism practised within them, in the conservation and management of the tourist attraction resources in such areas, and in the diversification of tourist attraction resource - and service-bases through incorporation of all resources of touristic value in tourism and provision of a wider spectrum of the required tourist services within the areas.

#### Diversification Of Tourist Attraction Resourcebase :

As already shown in the study the study area and the rest

of the country are endowed with resources of touristic value that have not been put into effective use in tourism. In the study area particularly, there is potential for participation of socio-cultural, landscape and wildgame in tourism in the area.

#### SOCIO-CULTURAL RESOURCES:

To effectively engage the socio-cultural attraction resources of the study area in tourism a number of things are required. One, there is need for a museum for preservation and management of traditional material culture of the study area. Due to cultural closeness of the Tigania and Igembe communities it would be considered to convert the Njuri Nceke house at Nciru (Tigania Division) into a Museum and material culture of the two communities. Alternatively, a mini-museum would be built at Maua Town for recreational and educational use of the residents of the area and tourists in the study area. The National Museum services in conjunction with the Ministries of Tourism and Wildlife and the Culture and Social Services, the County Council of Meru and the Town Council of Maua are the organizations to look into the possibilities of a Museum.

There is also need to provide institutional framework for the preservation and management of non-material traditional cultural attributes of the area for touristic and other uses. The rich folklore of the area should be effectively used to enrich the recreational sector of tourism in the

area. The Ministry of Education has already set the basis for the endeavours through incorporation of traditional folklore in general education system. There should be developed vocational or professional institutions for post-school development and management of the folklore for more effective participation in tourism. Alternatively the socio-cultural attributes preservation and management would be incorporated into the existing vocational training institutions such as youth polytechnics and institutes of science and technology both in the study area and elsewhere in the country.

At the national level, there should be established an Institute for Music and Dances to train professional musicians and dancers in both traditional and other music and dances. Such an institute, if established, should train high level musicians and dancers, who should train junior cadre professionals in vocational institutions in the country. The Ministry of Cultural and Social Services and the Presidential Commission on Music are the major agencies to implement the proposals.

Graduates of the music and dance institutes or professions should be assisted by the Ministries of Co-operative Development and Culture and Social Services to organize themselves into entertainment troupes for engagement in entertainment service in the entertainment sector of tourism industry in the country.

Investors in hotels and lodges in the study area and the whole of the country should be encouraged to hire the services of such troupes to boost employment in the country. Infact they already appreciate the potential for entertainment of such groups as evidenced by the hiring of music/dance groups in various hotels and lodges in the country.

In the study area particularly, the entertainment by such groups may attract tourists to use the services of the two game lodges in the Meru National Park and improve on the very low occupancy rates experienced by the facilities.

Appropriate additions and changes to the existing national tourism development policy should be done to cater for the recommendations.

#### LANDSCAPE RESOURCES:

There is need to develop the touristic potential of the landscape attributes of the study area and other parts of the country. There is also need to protect the attributes against destruction by cultivation and other activities. In the study area, the touristic potential of the craters, domes, inselburgs and dry valleys and Nyambene Hills should be evaluated. The Mae crater in the area is, for example, a unique feature with a large natural stadium at its bottom that would be used for touristic sporting. The crater and several others in the area attract visitors

but they are not easily accessible due to lack of roads linking them with the major road network of the study area. They should also be protected against destruction by settlement and cultivation activities of the local communities and also soil erosion so that attributes can be conserved.

The Ministry of Tourism and Wildlife in conjunction with the Ministry of Environment and Natural resources, the County Council of Meru, and the Provincial Administrations in the study area should participate directly in the endeavours and mobilise and educate the local communities and organizations to participate in the protection and management of the resources.

The national tourism policy should be reviewed to cater for the conservation and management of unique landscape features of the area and the whole country for touristic uses.

#### MORE WILDGAME RESOURCE AREAS

Nyambene and Ngaya Forests Reserves in the study area should be gazetted National Parks/Reserves for conservation and management of wildgame to supplement the Meru National Park in the area. As previously mentioned the current uses of the reserves do not conflict with wildgame use and their ecological conditions would allow for higher wildgame carrying capacities.

The wildgame resource in the two reserves would be enriched with more wildgame stock from the Meru National Park and elsewhere, and rough track roads should be developed to facilitate game viewing in the Reserves or Parks if established.

#### Investment In Tourist Service Functions:

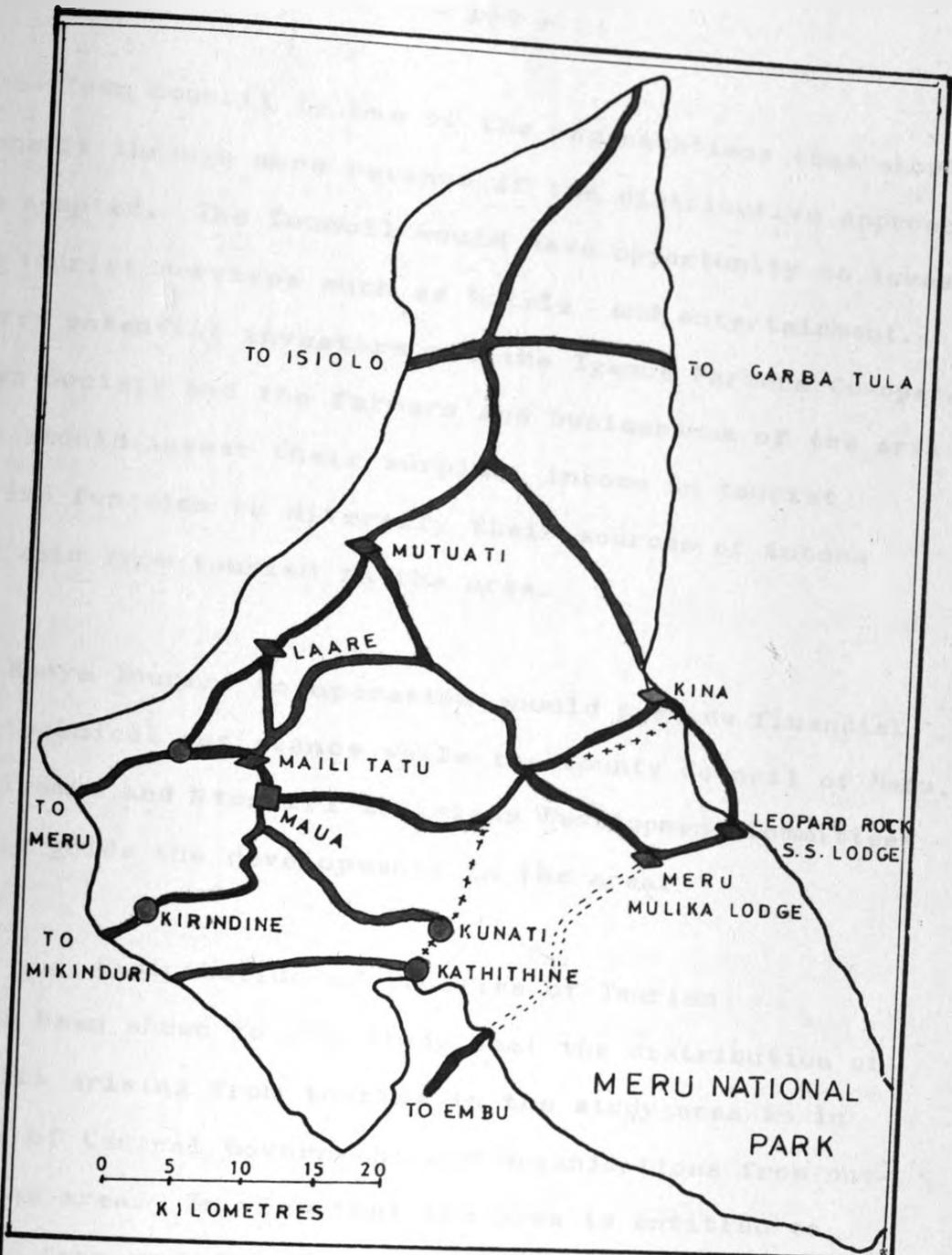
For more distribution of benefits from tourism in the study area the local communities and organizations should be encouraged to invest in tourist service facilities and services in the area. That should be done in two ways. One, the flow of tourist traffic in the area should be diversified to make it pass through the service centre system of the area. That would be done by upgrading or opening of two roads in the area; the Maua-Murera Gate (of the Meru National Park) road to make the tourist traffic to and from the Meru National Park pass through Maua Town, and the Maili Tatu-Laare-Mutuati-Meru National Park road to make the tourist traffic pass through the Laara and Mutuati Markets and the Crater-dome dry vally system of that part of the study area.

Secondly, an off-the-National Park tourist service provision criterion should be adapted in the study area. That will have the desired effects in tourism in the study area. It will enable more contact between tourists and the study area and thereby create demand for tourist service facilities and direct service provision, and help in the conservation and management of the Meru National Park through a reduction

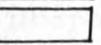
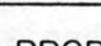
of human influences brought about provision of service in infrastructural facilities in the Park.

As previously mentioned there is already a proposal to build an off-the-park service centre at Kina Market in the study area to check more humanization of the Meru National Park. A distributive approach would be better than the proposed concentration approach when the need to distribute benefits of tourism in the area is considered. The distributive approach proposed should have services meant primarily for the National Park staff and their families (medical, housing, education and commodity supply services) may be located at the proposed Kina Market because the centre is right at the border of the National Park and the Park staff is required at close quarters of the Park for routine conservation and management of the Park duties.

Tourist services should not, however, be concentrated at the centre. The organizations and communities of the study area should be encouraged through incentives such as loans and plots of land on the existing central place system in the area so that they invest in tourist services and facilities such as hotels, garages, filling stations, entertainment theatres and transportation in the area. As previously remarked that should be as much as possible outside the Meru National Park and the proposed Kina Market service centre.



**LEGEND**

-  PROPOSED MAJOR TOURIST SERVICE CENTRE
-  PROPOSED SECONDARY TOURIST SERVICE CENTRES
-  PROPOSED NATIONAL PARK STAFF SERVICE CENTRE
-  PROPOSED MINOR TOURIST SERVICE CENTRES
-  PROPOSED TARMAC ROADS
-  PROPOSED LOOSE SURFACE ROADS
- 



**MAP 8: PROPOSED TOURISM FUNCTIONS**

Maua Town Council is one of the organizations that should benefit through more revenue if the distributive approach is adapted. The Council would have opportunity to invest in tourist services such as hotels and entertainment. Other potential investors are the Igembe Farmers Co-operative Society and the farmers and businessmen of the area who should invest their surplus income in tourist service function to diversify their sources of income and gain from tourism in the area.

The Kenya Tourist Co-operation should provide financial and technical assistance while the County Council of Meru, the Igembe and Ntonyiri Divisions Development Committees should guide the developments in the area.

#### Distribution of Benefits of Tourism:

It has been shown in the study that the distribution of benefits arising from tourism in the study area is in favour of Central Government and Organizations from outside the area. In view that the area is entitled to benefit from such benefits, and in view that it is the Government Policy that Local authorities should henceforth generate their revenue locally, the County Council of Meru, the Maua Town Council and any other Local Government organ that will be created in the area in future should be allowed greater proportion of the proceeds from the entrance, camping, hunting and photography fees and sale of trophies of the Meru National Park and any other Park or Reserve

that may be established. That should apply to fees and other charges for use of other tourist attraction resources in the study area.

The proposes should, however, be on condition that the authorities participate in the conservation and management of tourist attraction resources in such manners and at such levels desirable to preservation and improvement of the resources for higher returns, and as agreed with the Ministry of Tourism and Wildlife.

Other Organizations from within and outside the study area should also share in the benefits of tourism. Their level of benefit should be commensurate to their participation in the conservation and management of tourist attraction resources and development/management of tourist service function.

#### Conservation and Management of Tourist Attraction Resources:

The Organizations and communities of the study area should be more engaged in the conservation and management of all the tourist attraction resources of the area. That is, however, an ineffective policy dose if not combined with other policy recommendations already mentioned. As said severally in the study, effective participation in the conservation and management of the resources can only be pegged on the amount of benefits each participant

derives from the endeavours. Several approaches have to be combined to draw such participation.

MOBILIZATION APPROACH:

Organizations and communities of the study area should be mobilised to directly and indirectly participate in the conservation and management of tourist attraction resources. They should be made to contribute to and support all efforts aimed at protection, preservation and utilization of all the tourist attraction resources.

The communities of the study area should, for example, be mobilised to contribute funds, manpower and raw materials for the building of the proposed cattle dips and the fence around the Meru National Park.

They should also be mobilised and encouraged to refrain from activities that injure or in any way adversely affect the resources. Poaching, pastoral activities, fires, clearing of forests and cultivation on landscape of distinctive character can be effectively checked only from the community-based approach.

The local organizations and any other organization with interest in the area should also be mobilized in the endeavours. As already seen some in the organizations of study area are undertaking very integrated programme in the area. The Plan International has been cited in that respect. Such an integrated approach would work very effectively if effectively co-ordinated.

The Igembe and Ntonyiri Division Committees and respective Provincial administrations should be the major mobilisation agencies in the study area.

PLOUGHBACK OF RETURNS:

A definite proportion of the gross returns from use of tourist attraction resources should be set aside for use in the conservation and management of the resources. At the moment there is no direct ploughback of the proceeds from the Meru National Park.

Conservation and Management of Wildgame in  
the Park:

The proportion of the returns to be re-invested in the conservation and management of tourism should be worked out in such ways and means as in any business activity.

INTRODUCTION OF CONSERVATION AND MANAGEMENT LEVEY:

A surcharge for use in conservation and management of tourist attraction resources should be imposed on the rates charged for use of tourist attraction resources and tourist services. The levy, which may be called Tourist Attraction Resource Conservation and Management Levy, should be at a flat rate of less than 10 percent of the charges for use of any resource, facility or service classified for tourism. It should therefore be imposed on classified lodge, hotel and theatre services; Park entrance, camping, photography and hunting fees; tour operator and organiser services and trophy sales.

TOURISM EXTENSION EDUCATION:

The Ministry of Tourism and Wildlife jointly with the Ministry of Environment and Natural Resources and other ministries and organizations concerned and interested should initiate wildlife extension education in the study area. The education programme should be aimed at, foremost, the breaking of the hunting, gathering and nomadic practices among the Igembe, Boran and Thagicu communities of the study area whose activities are always in conflict with the conservation of wildgame in the Meru National Park. It should also have a package for sedentary life for the nomadic practices of the communities.

The education programme should cultivate an interest for participation in tourism through enjoyment of tourist attraction resources and services and investment in tourist services in the area. The prospects for participation in tourism in the area should be incorporated in the education package.

The current method of providing education within the National Parks and Reserves in the study area misses the largest group. The method of dissemination of the education needs to be changed for its focus on Park visitors cannot be effective because they (the visitors/tourists) are actually not the source of problems to tourists attraction resources. Instead an approach (method) targeted on the communities and organizations of the areas with tourist attraction resources should be adapted.

The fora for provision of the education should also be provided. In the study area it would effectively be disseminated through public barazas alongside other welfare issues. The Ministries of Tourism and Wildlife and Environment and Natural Resources should institute extension education services directly to the target groups and organizations. The programme should have full-time officers/technicians who should go around the resource areas educating communities through barazas, village and home visits and film shows.

The study area should be provided with public film show services. The services should have environmental matters constituting the greater proportion of aspects they should educate the public into.

#### Areas Of Further Research:

It would be seen that the study has not adequately addressed itself to all aspects of tourism both in the study area and in the whole country. It has not, for example, adequately covered local participation in the enjoyment of tourism attraction resources and facilities in the study area. Participation of the communities of the study area in the aspect of tourism has not been covered in the study and should be one of the areas that would need further research.

Although the aspect of participation of landscape and socio-cultural attributes in tourism in study area are

covered, there is need for further research to evaluate the potential for participation of the resources in tourism. The sort of contributions, management and conservation matters pertaining to every resource, and what role should be played by what participant in tourism in the area in as far as the resources are concerned are areas requiring further research.

The existing shortfalls in the tourism development policy should be investigated further so that a complete review of the policy to enable more development of tourism industry in the country can be achieved.

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APPENDICES

TABLE 17 : ORGANIZATIONS/PERSONALITIES COVERED IN INTERVIEWS

ORGANIZATION/PERSONALITY	PLACE OF INTERVIEW	RESPONDENT
Ministry of Agriculture	Maua Town	Div. A.O.
Ministry of Water	Maua Town	
Ministry of Energy	Nairobi	R.E.P.O.
Ministry of Livestock Development	Maua Town	Div. V.O.
Ministry of Tourism and Wildlife	Meru Municipality Meru National Park	Assistant Warden
Ministry of Education	Maua Town	A.E.O.
Plan International	Maua Town	Co-ordinator
County Council of Meru	Meru Office	Clerk
Meru Mulika Lodge	Meru National Park	Manager
Leopard Rock Self-Service Lodge	Meru National Park	Manager
County Hotel, Meru	Meru Municipality	Manager
Meru Forest Lodge	Meru Municipality	Assistant Manager
Maua Town Council	Maua Town	Clerk
Provincial Administration	Maua Town	D.O.
District Development Committee	Meru Municipality	D.D.O.
District Physical Planning Office	Meru Municipality	D.P.P.O.
Methodist Church	Maua Town	Co-ordinator
Igembe Div. Development Committee	Maua Town	D.O.
Ministry of Culture & Social Services	Maua Town	C.D.A.
Kenya Commercial Bank Ltd.	Maua Town	Branch Manager
Kenya Post & Telecommunications (Maua Post Office)	Maua Town	Post Master
Barclays Bank Ltd.	Maua Town	Branch Manager
Kenya Power & Lighting Co. Ltd.	Nairobi	Establishment office
Igembe Farmers Co-operative	Maua Town	Secretary/ Manager

TABLE 18 : SERVICE FUNCTION OF MAUA TOWN

DRTVIVR SERVICE/FACILITY	NUMBER OF FIRMS
Petty trade	160
Hotels (Local foodshops)	17
Financial institutions	3
Power Mill	2
Garage	2
Medical Clinics	6
Lodges (units)	22
Saw Mill	1
Bars	13
Whole-sale trade	4
Electronic repairs	5
Metal and Wood Workshops	5
Petrol Stations	2
Bookshops	3
Post Office	1
Hair clinics	4
Law firms	7
Photo studios	3
Hardware shops	4
Hospitals	1
Law court	1
Musical studios	4

Data Sources : Physical Survey by author

TABLE 19 : SOCIO-CULTURAL RESOURCES OF KENYA  
BY REGION

REGION	
COAST	<ul style="list-style-type: none"> <li>- Fort Jesus historic site and Museum</li> <li>- Lamu Museum</li> <li>- Ruins of Gedi, Manda, Lamu</li> <li>- Jumba La Mtwana slave settlement</li> <li>- Pillars and statues - Vasco da Gama, Kraft, war I and Mbaraki statues.</li> <li>- Rabai Mission - first Church and Mission in Kenya.</li> </ul>
SOUTH	<ul style="list-style-type: none"> <li>- Giriama traditional songs and dancers, Kaya (stockade) system</li> <li>- Hells Kitchen</li> <li>- Maasai traditional folkore</li> <li>- Olorgesailie historic site</li> <li>- Tsavo bridge 1st World War Camp</li> </ul>
CENTRAL	<ul style="list-style-type: none"> <li>- National Museum, Nairobi</li> <li>- Kamba folkore and souvenir</li> <li>- Historic mukurwe wa Gathange, Muranga</li> <li>- Bomas of Kenya (theatre arts), Nairobi</li> <li>- Chuka folklore (dancer/singer/drummer experts).</li> <li>- Widespread material culture - pots, mats, baskets, ornaments, etc, among all communities.</li> <li>- Museums at district level</li> <li>- Statues and monuments - uhuru, war, etc.</li> <li>- Njuri Nceke (Meru Council of elders House) Meru : Plate 1).</li> <li>- Folklore among all Communities.</li> </ul>

TABLE 19 (CONTD).

NORTH AND NORTH  
EASTERN

- Kariadusi prehistoric site
- Hyrax prehistoric site (a farmhouse museum containing pottery, pestel, hand axes, beads, tools of obsidian and flink, etc.)
- folklore among all communities
- Kisii soapstone souvenir and pottery
- Kisumu Museum
- Luo and Luhya pottery
- Elgon Maasai caves - Makingeny, Kitum
  
- Turkana, Rendill & Gabra folklore enriched with costumes such as ostrich feather, headdrell, leopard skin caps, beads, bracelets, etc.

Compiled mainly from Tomkinson, 1988.

Table 20 : HOTELS AT MERU MUNICIPALITY COVERED IN THE STUDY

- : Milimani Hotel, Meru Municipality
- : Continental Hote, Meru Municipality
- : County Hotel, Meru Municipality
- : Pig and Whizzle Hotel, Meru Municipality
- : Meru Forest Lodge, Meru Municipality
- : Castella Hotel, Meru Municipality
- : Tree Hotel, Meru Municipality

RESEARCH QUESTIONNAIRE

SECTION A

RESPONDENTS: OFFICIALS OF MAUA TOWN COUNCIL

GENERAL INFORMATION

Interviewer ..... Designation .....  
Interviewee..... Designation .....  
Date of interview .....

SPECIFIC INFORMATION

1. Kindly do give a brief history of Maua Town before it acquired urban council status, as an urban council, and this time it is a Town council.  
.....  
.....  
.....  
.....  
.....
2. What is the current resident population of Maua Town?  
.....
3. What is the area (Km<sup>2</sup>) of the township? .....
4. As a Town Council do briefly outline and explain your functions .....
5. What are the various sources of revenue (finance) to Maua Town Council?

YEAR	SOURCE	AMOUNT (K.SHS).
1980/81	.	
	:	
	:	
	:	

YEAR	SOURCE	AMOUNT (K.SHS)
1981/82	.	
1982/83	.	
1983/84	.	
1984/85	.	
1985/86	.	
1986/87	.	

6. Which of this revenue (finance) do you generate on your own as a Town Council?  
.....  
.....  
.....
7. Do you as a Town Council have local sources of revenue?  
.....



12. How, as a Town Council, do you think that the revenue (financial) shortfalls (if any) can be bridged?  
.....  
.....  
.....  
.....
13. Have you ever considered Meru National Park and tourism activity in the hinterland of your Town as one of the actual or potential sources of revenue to your council?  
YES/NO .....  
Why? .....
14. How do you think the above named tourist resource and tourist activities can generate revenue to the Town Council? .....  
.....  
.....
15. What other problems (if any) does the Maua Town Council and the Town in general face? .....  
.....  
.....  
.....
16. What solutions would you suggest for the problems?  
.....  
.....  
.....  
.....
17. In view that our urban areas/centres are plagued with a whole spectrum of problems, what would you recommend to improve them?

PROBLEM	POLICY/RECOMMENDATION

18. Does your council and in your opinion think that Maua Town would be developed into a tourist resort town?

.....  
.....

19. If YES, how?

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

20. If NO, Why?

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



4. Do you have local (within your area of jurisdiction) sources of revenue? .....

If YES, which? .....

If NO, Why? .....

5. Does your council receive National Park levies from the Meru and the Mount Kenya National Parks? .....

If YES, how much?

YEAR	AMOUNT OF LEVY K.SHS	N/PARK

If NO, Why? .....

6. How is tourism activity in council's area of jurisdiction a source of revenue to the council? .....

.....

If it is, how much?

YEAR	REVENUE (K.SHS)	SOURCES

7. Does the council experience revenue problems? .....  
 If YES, to what extent?

YEAR	TARGETED REVENUE K.SHS.	RAISED REVENUE K.SHS.	REVENUE SHORTFALL K.SHS.
1980/81			
1981/82			
1982/83			
1983/84			
1984/85			
1985/86			
1986/87			
1987/88			

8. How do you think the revenue shortfall (if any) can be bridged? .....  
 .....  
 .....  
 .....  
 .....  
 .....  
 .....

9. What other problems does the council face? .....  
 .....  
 .....  
 .....

10. How does your council relate to the following and other bodies in its area of jurisdiction? .....

(a) Meru Municipal Council .....

(b) Maua and Chuka Town Councils .....

(c) Urban councils .....

(d) Lower order central places .....

(e) National Parks and Game Lodges .....

Others (specify) .....

11. What plans (if any) does the county council have to promote tourism in its area of jurisdiction?

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

RESEARCH QUESTIONNAIRE

SECTION C.

RESPONDENTS: HOTEL, RESTAURANTS AND GAME LODGE BUSINESS OPERATORS.

GENERAL INFORMATION

Interviewer ..... Designation .....

Interviewee ..... Designation .....

Place of Interview .....

Date of interview .....

SPECIFIC INFORMATION

1. Kindly do give a brief history of your business .....
  2. What is the category of your hotel/restaurant/lodge? .....
  3. What is the bednight capacity (per day) of your business? .....
  4. What are your bednight charges per the following:
    - (a) Single person? .....
    - (b) Couple ? .....
    - (c) Others ? .....
  5. Do you meet the demand for your services all the time? .....
- If NO, Why ? .....

What are your plans to meet the demand? .....

.....

.....

6. What is the average cost per full catering and accommodation for the following:

(a) Single person ? .....

(b) Couple ? .....

(c) Child ? .....

7. How many salaried workers does your establishment have?

Category of worker	Number

8. Do you engage any casual labour? .....

.....

If Yes, how many persons at ago ? .....

.....

9. What has been your business performance over the last few years in terms of bookings per year?

YEAR	TOTAL BOOKINGS
1980/81	
1981/82	
1982/83	
1983/84	
1984/85	
1985/86	
1986/87	
1987/88	

10. Do you experience seasonal bookings fluctuations ?  
.....  
If Yes, When ? .....  
.....  
Why does it happen? .....  
.....

11. Where do you order/buy the following supplies?

(a) Foodstuffs

TYPES	SOURCE	AMOUNT	TIME

(b) Stationery .....  
.....  
.....

(c) Fuel (cooking and for running vehicles and other machines) .....

(d) Banking services .....

(e) Others (specify) .....

12. Where do your booked-in clients do their shopping and get entertained? .....

Other services not within your establishment(s)? .....

RESEARCH QUESTIONNAIRE

SECTION D

RESPONDENTS: BUSINESS OPERATORS IN MAUA TOWN

GENERAL INFORMATION:

Interviewer ..... Designation .....

Intervee ..... Designation .....

Place of interview .....

Date of interview .....

SPECIFIC INFORMATION

1. Kindly give a brief history of your business .....

.....

.....

.....

.....

2. What goods do you deal with ? .....

.....

.....

.....

.....

3. Who are your customers, residents of Maua Town, foreigners or both? .....

If non-residents customers, specify who they are .....

.....

.....

.....

4. Do you deliver or sell any goods or services to Meru Mlika Lodge or any other game lodge or tourist hotel? .....

.....

If YES, which? .....

.....

5. Do you pay any levies/rates/taxes to any authority/  
authorities ? .....

Which ones? .....

How much in each case? .....

6. How do you feel about tourism business around this place?  
.....  
.....  
.....  
.....

SECTION E

RESPONDENTS: PARKS DEPARTMENT OFFICIALS

GENERAL INFORMATION:

Interviewer ..... Designation .....

Intervee ..... Designation .....

Place of interview .....

Date of interview .....

SPECIFIC INFORMATION

1. What are the functions of Parks Department? .....
  2. Does your Department operate Meru National Park? .....
  3. How? .....
  4. Who collects Park levies? .....
  5. Who uses the collected park levies ? .....
  6. Who runs/owns Meru Mlika Lodge ? .....
  7. Who is/are the beneficiary/beneficiaries of the proceeds from Mlika Lodge? .....
  8. Where do you fetch park facilities and services?.....
- Which are they? .....

9. How many tourists visit the Meru National Park annually?

YEAR	FOREIGN TOURISTS	LOCAL TOURISTS
1980/81		
1981/82		
1982/83		
1983/84		
1984/85		
1985/86		
1986/87		
1987/88		

10. What is the Department's view in developing off-park tourist facilities and services in the neighbourhood of the park?

.....

.....

.....

.....

.....

RESEARCH QUESTIONNAIRE  
SECTION F

RESPONDENTS: PUBLIC/COMMUNITY LEADERS

GENERAL INFORMATION

Interviewer.....Design.....  
Intervee.....Design.....  
Place of interview.....  
Date of interview.....

SPECIFIC INFORMATION

1. How long have you been in Igembe Division?.....  
.....
2. Do you think there is much tourist activity in the  
Division and its immediate beighbourhood?.....  
.....  
.....
3. What do you think are the factors boosting the tourist  
activity (if any) in the region?.....  
.....  
.....
4. How well do you think the tourist activity can be  
developed in this region?.....  
.....  
.....
5. Do you feel that Maua Town is strategically located for  
development as a tourist centre?.....  
.....  
.....

6. What do you consider to be the aspects of development of Maua Town that need attention in order to harness benefits of the tourist activity in the region?.....

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

7. What are the various factors hindering the development of tourism in this region?.....

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

SECTION G

RESPONDENTS : OFFICIALS OF MINISTRY OF TOURISM  
AND WILDLIFE

1. When was the present Meru National Park established as an area for preservation of wildgame?
2. What organizations/personalities participated in its management at various times?
3. When did the Park Management shift from the County Council Council of Meru?
4. What prompted the shift in the management of the Park?
5. What were the terms and conditions for the shift in the management of the Park?
6. Were they (If any) honoured?
7. Does the County Council of Meru or any other organization have interest in Meru National Park? Which?
8. Does your Ministry involve organizations and communities of the Igembe area in the conservation and management of wildgame in the Meru National Park? If so, how and to what extent?
9. What is your Ministry doing to promote tourism in the area around the Meru National Park and other parts of Meru District?
10. Is your Ministry involved in conservation and management of tourist attraction resources other than wildgame? Which ones (if yes)?
11. What problems face the wildgame in the Meru National Park?

12. What is your Ministry doing to solve them?
13. Among the various projects proposed for implementation by your department in the ending plan period which ones have been fully accomplished?  
What is the state of other projects?
14. What recommendations would you make towards development of tourism, particularly in the conservation and management of tourist attraction resources and in the sharing or benefits of tourism in Igembe area and the whole of Meru District?

SECTION H

RESPONDENTS : OFFICIALS OF ORGANIZATIONS OPERATING  
WITHIN IGEMBE AREA

1. What is the history of your organization?
2. What activities does it engage in?
3. What are the activities are carried out by your organization in Igembe area?
4. In what ways does your organization relate with tourism in the Igembe area?
  - a) What benefits does it derive from it?
  - b) How much in each case?
  - c) How does your organization contribute to the conservation and management of wildgame in the Meru National Park and the unique socio-cultural and landscape attributes found in Igembe area?
  - d) Do you participate in provision of any tourist services in Igembe area? If any, which one?
  - e) Do you visit the Meru National Park or any other tourist attraction resource/are within Igembe area? (Specify).
  - f) Are you a frequent user of the Game Lodges in the Meru National Park? If so, how often?
5. What are your views about tourism in Igembe area?
6. What suggestions would you give to improve it?

RESEARCH QUESTIONNAIRE  
SECTION I

RESPONDENTS: PUBLIC/COMMUNITY LEADERS

GENERAL INFORMATION

Interviewer.....Design.....  
Intervee.....Design.....  
Place of interview.....  
Date of interview.....

SPECIFIC INFORMATION

1. How long have you been in Igembe Division?.....  
.....
2. Do you think there is much tourist activity in the Division  
and its immediate neighbourhood?.....  
.....
3. What do you think are the factors boosting the tourism  
activity (if any) in the region?.....  
.....  
.....
4. How well do you think the tourist activity can be  
developed in this region?.....  
.....  
.....
5. Do you feel that Maua Town is strategically located for  
development as a tourist centre?.....  
.....  
.....  
.....

6. What do you consider to be the aspects of development of Maua Town that need attention in order to harness benefits of the tourist activity in the region?.....  
.....  
.....  
.....
7. What are the various factors hindering the development of tourism in this region?.....  
.....  
.....  
.....

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