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Influence of Cultural Festivals and Custom Artifacts on Tourism Development in Baringo County, Kenya

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Abstract

Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of regions and countries. In Kenya, Baringo is a melting pot of cultures and the many communities including the Pokot, Ilchamus, Tugen and a host of other Kenyan communities makes them ideal definition of social and cultural diversity. Although Baringo is known for cultural diversity, there is generally a danger of cultural tourism studies being product-based rather than market-based in the perspective of assessing tourism development. The study sought to establish the influence of cultural festivals and customs & artefacts on tourism development in Baringo County. Exploratory research design utilizing mixed method that is both qualitative and quantitative methods was used. The target unit of analysis was the 7 resort managers, 3 county government officials, 399 Community members and 395 tourists. The sample size used was 804 respondents. Data was collected by administration of questionnaires and interview guide. Data was analyzed using content analysis, descriptive and inferential statistics. Findings indicated that cultural festival was positively and significant related to tourism development ($r=0.228$, $p=0.00$). Result also indicated that customs & artefacts was positively and significant related to tourism development ($r=0.223$, $p=0.00$). The study recommended that cultural festivals should be prioritized in the tourism sector, so that it can boost tourism as well as conserving the culture. Customs & artefacts should be profiled and documented for easy access by the tourists.

Keywords: *Cultural festivals, Customs & artefacts, Tourism development, Culture and Baringo County*

1.0 Introduction

1.1 Background of the Study

Culture is increasingly an important element of the tourism product, which also creates distinctiveness in a crowded global marketplace such as Kenya, Botswana, Ethiopia and Egypt (Bond, 2014). Tourism provides an important means of enhancing culture and creating income which supports and strengthens cultural heritage, cultural production and creativity (Dwyer & Kim, 2013). Creating a strong relationship between tourism and culture can therefore help destinations to become more attractive and competitive as locations to live, visit, work and invest in (Akama, 2012). Culture and tourism therefore have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of regions and countries (Rumberger & Rotermund, 2012).

There are many aspects of culture that can be offered for tourism in the North Rift region, and they include traditional homesteads of Kalenjin; for instance those of the Pokot and Turkana (Kiprutto *et al.*, 2007). In addition, there are cultural artifacts, musical instruments, pottery, iron smelting products, clothing and adornments, guard containers and furniture of the communities that have lived in the region for centuries (Vesley, 2004). Baringo is a melting pot of cultures (Akama, 2012). The many communities including the Pokot, Ilchamus, Tugen and a host of other Kenyan communities that have found a home in Baringo County makes Baringo the ideal definition of social and cultural diversity (Baringo County Report, 2015). The Ilchamus Community Cultural Centre), is located in Eldepe along Marigat road on the way to Lake Baringo. Whenever tourists would visit Lake Baringo, they stopped over at the center to have a glimpse of the Ilchamus culture. The Tugen cultural Centre is located on the way to Lake Bogoria. The location makes the business center accessible especially by tourists. Cultural tourism brings increased revenue to the heritage sites and, more broadly, to the community and country that. It can be an engine of economic growth (Britton, 1989).

1.2 Statement of the Problem

Tourist arrivals in Africa have remained low compared to other continents like Europe and USA (UNWTO, 2013). Europe remains the most popular destination, followed by Asia and the Pacific then America, while Africa commands the lowest market share (UNWTO, 2007). In Kenya tourism is the fastest growing industry and is currently the second highest foreign exchange earner after tea with 25% contribution to GDP (GoK, 2014). Unfortunately, tourism in the country is spatial; Nairobi emerged the top destination within the country taking 29.6 percent of the tourists, followed by Mombasa at 14.7 percent, Naivasha 12.1 percent, Nakuru 5.6 percent and Diani Beach at 2.9 percent (KNBS, 2008). Only few regions like Maasai Mara national park and Coastal region receive substantial number of tourists (GoK, 2014).

Currently the tourism trend in the country is tilted towards wildlife, natural sceneries and summer seasons. The cultural tourism is mostly associated with the Maasai community. However, there are other communities with almost/more cultural practices than the Maasai community. The Pokot, Tugen and Ilchamus inhabiting Baringo County have cultural aspects that are unique to them and can influence tourism destination. With increasing supply of cultural attractions in Baringo there is stiff competition among attractions at the local, regional and international level (Ipsos, 2013). As Richards (2011) comments, "tourists will not come unless their needs are met". The study

focused on the cultural practices (custom artefacts and cultural festivals) of Pokot, Tugen and Ilchamus that can influence tourism destination.

1.3 Specific Objectives

- i. To establish the influence of cultural festivals on tourism development in Baringo County.
- ii. To profile the customs and artifacts in Baringo County and determine their influences on tourism development.

1.4 Research Hypothesis

- i. **H₀₁:** Cultural festivals do not have a significant influence on tourism in development Baringo County.
- ii. **H₀₂:** Customs and artifacts do not have significant influence on tourism development in Baringo County.

2.0 Literature Review

The literature review involved theory, empirical and conceptualization.

2.1 Theoretical Review

2.1.1 Dependency Theory

Tourism development in peripheral countries is strongly influenced by events in the core countries (Minder, 2004). The flow of mass tourists from central to peripheral countries; and the running of hotels and resorts, is subject to various control mechanisms found in the former desire to travel and the available resources for tourism facilitation (Britton, 1989). The roles of tour operators in core countries are one of the most influential tourism suppliers for cultural festivals in countries such as Kenya and Botswana.

According to dependency theory, tourism is an industry like any other, which is used by the developed countries to perpetuate the dependency of the developing countries (Teye, 1998). Instead of reducing the existing socio-economic regional disparities within the developing countries, tourism reinforces them through its enclavic structure and its orientation along traditional structures (Oppermann, 1993). This makes the cultural festivals be a tourist attraction event since it is a perpetual dependency by developing countries. Baringo County is one of the cultural festival destination for tourists, thus the dependency theory informs the study on the role of cultural festivals, custom and artefacts on tourism development in Baringo County.

2.2 Empirical Review

Dwyer and Kim (2013) identified the factors that determine tourism competitiveness as available resources (natural resources, cultural assets and heritage items), created resources (tourism infrastructure, the activities on offer supporting factors (infrastructure in general, the quality of service, access to the destination, etc.) and destination management factors. Both of these studies emphasize the role of assets which are inherited or created and the way in which these assets are organized and deployed in the market.

Shaw and Williams (2004) explained that global conception of culture has led to the designation of World Heritage sites which attracts millions of tourists yearly. Whereas, at the national and/or local level, culture is seen as playing an important role in establishing and reinforcing people's unique identities and a sense of belonging to a particular locale (Sindiga, 2009). The recognition

of the role of culture in creating and reinforcing people's identity has, in recent years, played a significant role in the growing interest in diverse aspects of heritage tourism, especially in the developed world (Crush, 2004).

Ondimu's (1994) asserts that culture has high potential of attracting more visitors to the region. Elsewhere, Mckercher *et al.* (2004) found factors relating to product, experience and marketing as key to popularity of cultural attractions in Hong Kong, and that cultural places must function first and foremost as attractions to be popular. However, the local communities in North Rift region have not packaged their cultural heritage for offer to tourists due to lack of mobilization and absence of a platform such as cultural center to showcase it. In other words, culture, like any other tourist attraction has to be developed and packaged before it is promoted (Vukonic, 1996; Gunn, 1994). Collection of the traditional items in North Region needs a museum for housing and display (Musyoki, 1995).

According to Akama, (2012) Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of regions and countries. Culture is increasingly an important element of the tourism product, which also creates distinctiveness in a crowded global marketplace (Sunguh & Katana, 2007). At the same time, tourism provides an important means of enhancing culture and creating income which can support and strengthen cultural heritage, cultural production and creativity (Rajotte, 2007). Creating a strong relationship between tourism and culture can therefore help destinations to become more attractive and competitive as locations to live, visit, work and invest in (Nyeki, 2002).

Wikhal (2012) argues that the capacity to attract people by offering a good quality of life is of crucial importance for regional competitiveness. In studying regional attractiveness, it is important not only to consider what makes people move to a certain region but also what makes people want to stay. This study found culture to be one factor considered along with others in destination decisions, and that culture tended to be valued most by the highly-educated and particularly those with an artistic education (Ritcher, 2002).

2.3 Conceptual Framework

. Below is a figurative representation of the variables which were explored by this study.

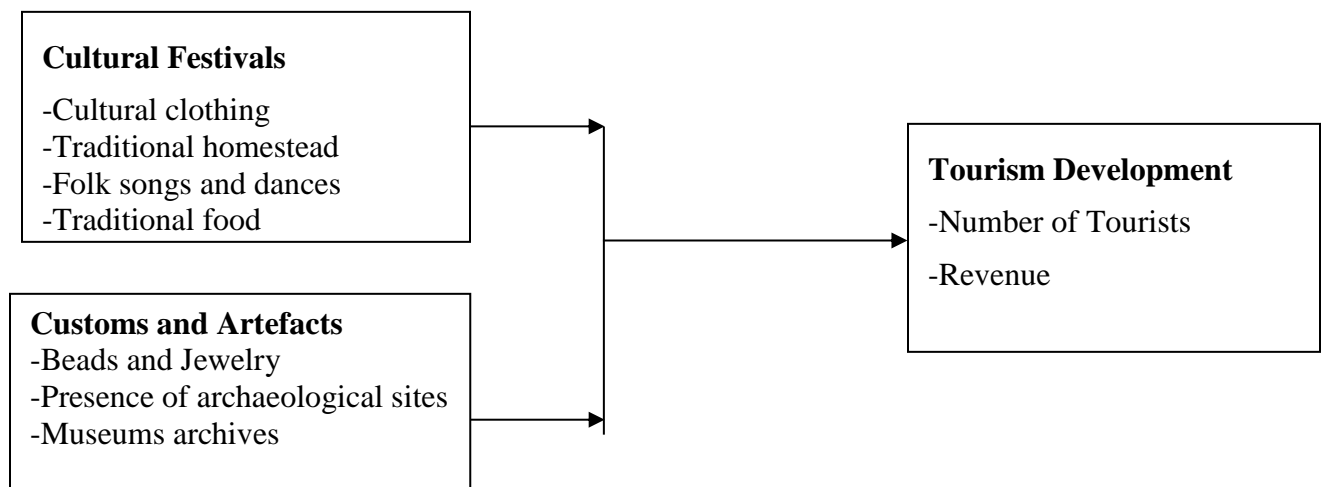


Figure 1: Conceptual Framework

3.0 Research Methodology

An exploratory research design was adopted in this study. Data were collected using qualitative and quantitative technique so as to achieve the objective. The target unit of analysis was the 7 destination managers, 29,512 tourists, 120,000 community members and 3 county government officials. Since the population of destination managers and county officials was small, census approach was adopted. Yamane (1967) sample determination formula was used to obtain the respondents for community members and tourists. Data was collected through the administration of the questionnaires and interviews. Descriptive statistics, inferential statistics and content analysis was used to analyze the data. A linear regression model was used to test the significance of the influence of the cultural festivals, custom and artefacts and tourism development. The linear regression model was laid as below.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

Y = Tourism Development

X₁ = Cultural festivals

X₂ = Custom and artefacts,

e is error term and β_0 represents the constant.

4.0 Results and Discussion

4.1 Response Rate

The number of questionnaires that were administered were 794 (399 for community members and 395 for Tourists). However, a total of 541 Questionnaires (275 for community members and 266 for Tourists) and 7 Interview guides were properly filled and returned. 253 of the respondents never returned the questionnaires while 3 of the respondents for interview guides were not reachable/available. The response rate result is shown in Table 1.

Table 1: Response Rate

N=794			
Category	Questionnaires (Frequency	Percentage (%)
Tourists	Returned	266	69.09
	Unreturned	129	30.90
	Total	395	100
Community Members	Returned	275	68.92
	Unreturned	124	31.07
	Total	399	100

Questionnaires were administered to 395 tourists and 399 Community Members. On the questionnaires administered, 69.09% (266 out of 395) of the tourists responded to the questions while 68.92% (275 out of 399) of the community members responded to the questions. The 541 questionnaires administered out of a total of 794 were properly filled and returned representing 68.13 percent. Three County Government Officials and 7 destination managers were supposed to be interviewed in the study. Two (66.7%) out of the three county government officials and 5 (71.43%) out of seven destination managers were interviewed during the study. A total of 7 of the 10 interview guides were responded to translating to 70.0 percent.

Overall response rate for the study was 68.15 percent. This response rate is considered good to make conclusions for the study. Bailey (2000) assertion that a response rate of 50% is adequate, while a response rate greater than 70% is very good. Based on the observation, the response rate in this case of 68.15% is therefore good for conclusion of the study. The data collection procedures used could have attributed to this high response rate. These included the use of research assistants, drop and pick mechanism, confidentiality assurance and anonymity issued to the respondents.

4.2 Descriptive Statistics

4.2.1 Descriptive Statistics on Influence of Cultural Festivals

The study sought to establish the influence of cultural festivals on tourism development in Baringo County. Results were presented in Table 2 and 3.

Table 2: Cultural Festivals Responses for Community Members

N =275

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Cultural festival dressing attire have made Baringo a favorite tourists destination	0.0%	9.1%	13.3%	45.8%	31.8%	4.00	0.90
Cultural dances have been potential tourists event in Baringo County	0.0%	9.7%	8.8%	47.1%	34.4%	4.06	0.91
Traditional music festivals are popular tourists attraction event in Baringo County	0.0%	10.7%	7.5%	42.9%	39.0%	4.10	0.94
Most tourists attend cultural folk songs event in Baringo County as their favorite destinations.	0.0%	10.4%	7.5%	44.2%	38.0%	4.10	0.93
Traditional foods present during cultural events fascinates tourists	1.6%	1.6%	6.8%	48.5%	41.4%	4.26	0.79
Average						4.03	0.94

Responses for Community Members on Cultural Festivals

Results on Table 2 shows that 77.6 percent of the respondents' percent agreed that cultural festival dressing attire have made Baringo a favorite tourists' destination. 81.5 percent of the respondents agreed that cultural dances have been potential tourists' event in Baringo County. Similarly, 81.9 percent of the respondents agreed that traditional music festivals were popular tourists' attraction event in Baringo County. Seventy eight point two percent of the respondents also agreed that majority of the tourists attend cultural folk songs event in Baringo County as their favorite destinations. Finally 79.9 percent of the respondents agreed that traditional foods present during cultural events fascinates tourists.

The mean shows the average score for the statements. Most of the scores averaged at 4.0 showing the most of the respondents agreed with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation was 0.94 thus indication that the variation was reasonable, assumed to be natural variation.

The result was consistent to that of Ondimu's (1994) who asserted that culture has high potential of attracting more visitors to the region. Cultural activities such as folk songs, traditional dances and traditional foods made the county unique. These cultural festivals products therefore became a potential for tourists destination.

Responses for Tourist on Cultural Festivals

In addition, the tourists were requested to indicate their responses on the cultural festivals. Results were presented in Table 3.

Table 3: Cultural Festivals Response for Tourists'

N =266

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Folk songs is an event that has made me visit Baringo County	9.2%	10.8%	13.3%	37.5%	29.2%	3.95	0.90
Cultural folk tales an event that has made me visit Baringo County	11.5%	16.2%	10.2%	44.3%	17.8%	4.05	0.91
Traditional dances is one of the major event that has made me visit Baringo County	3.8%	11.9%	10.6%	45.8%	20.9%	4.0	0.89
Average						4.0	0.90

Results in Table 3 indicated that majority of the tourists agreed that cultural festivals influenced tourism development. 66.7% of the respondents indicated that folk songs was an event that had made them visit Baringo County. Similarly, 62.1% of the respondents agreed that cultural folk

tales was an event they valued when visiting Baringo County while 73.7% revealed that traditional dances was one of the major event that made them visit Baringo County. The reason behind the cultural festival being favorite among the tourists was because of its interactive, entertaining and adventurous nature coupled to learning about the different cultures among the communities in Baringo County.

Some of the cultural festivals the tourists acknowledged to be their favorite include traditional music, cultural dances, folk songs and traditional foods which had unique taste. This therefore means that most tourists' toured the county to engage in cultural festival events. Further, cultural dances, music festivals and traditional foods were admitted by the tourists' as their favorites that has made Baringo County their destination choice. Most of the tourists' agreed that they encountered zero restriction in participating in the cultural dances and music festivals thus making them interact with the participants and learn on the dances and songs. Traditional foods was approved to be of a distinct flavor and thus many wanted to have more of it often.

The mean shows the average score for the statements. Most of the scores averaged at 4.0 showing the most of the respondents agreed with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation was 0.90 thus indication that the variation was reasonable, assumed to be natural variation.

The results affirmed that cultural festival influenced tourists' destinations. This conformed to the study by Shaw and Williams (2004) who explained that global conception of culture has led to the designation of World Heritage sites which attracts millions of tourists yearly. The findings also agreed to Ondimu's (1994) who asserted that culture has high potential of attracting more visitors to the region.

Interview Responses for Destination Managers and County Officials on Cultural Festivals

Interview guide was also used to assess tourism development in Baringo County. The respondents were the resort managers and county government officials who took part in the interview pertaining the influences of cultural practice on tourism development in Baringo County. Most of the resort managers who were targeted for the study were available. The total estimated number of tourists the hotels received annually were between 3,000 and 15,000 tourists. Of the favorite months were November to February and the least favorite month being April to July while the rest months were average. Most of the resorts were well furnished to a standard of three star hotels thus suitable for tourists' both locally and internationally. The natural sceneries within the hotels coupled the specialized local and international cuisine making the resorts outstanding.

Most of the destination managers agreed that cultural festivals in Baringo County attracted tourists. This was accounted by the increased influx of tourists' who resided in the resorts during the Tugen, Ilchamus and Pokot cultural festivals held in Baringo County. However one of the destination manager had a different opinion, who argued that cultural festivals were only increasing the number of tourists' during the seasons festivals take place but not regularly. They all affirmed that the beautiful music festivals, cultural folk and dances and traditional foods were tourists' favorite items during the cultural festivals. The reason behind the events was that they were unique, had beautiful interactions and tourists could freely engage in them. The result agreed to that of Sindiga (2009) who asserted that culture is seen as playing an important role in establishing and reinforcing people's unique identities and a sense of belonging to a particular locale. The recognition of the role of culture in creating and reinforcing people's identity has, in recent years, played a significant role in the growing interest in diverse aspects of heritage tourism, especially in the developed

world. So with the cultural festivals events in Baringo County, the county can be a unique tourist's destination.

Out of the three county government officials who were target for the interview two of them were available. The officials agreed that cultural festivals had attracted tourists to the county, which has made the county a favorite tourist's destination. Some of the notable cultural festivals events include folk songs, cultural dances, traditional music and traditional foods offered by the three communities (Pokot, Tugen and Ilchamus) that live in the county. The findings agreed to those of Ondimu's (1994) who asserted that culture has high potential of attracting more visitors to the region. Mckercher (2004) found factors relating to product, experience and marketing as key to popularity of cultural attractions in Hong Kong, and that cultural places must function first and foremost as attractions to be popular.

4.2.2

4.2.2 Descriptive Statistics on Influence of Custom and Artifacts

The study sought to establish the influence of customs and artifacts on tourism development in Baringo County. Results were presented in Table 4.

Table 4: Custom and Artefacts Responses for Community Members

N =275

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev
Customs and artefacts has made Baringo county a unique tourist destination	0.0%	2.6%	8.1%	53.2%	36.0%	4.23	0.70
Tugen traditional homestays are favorite residence for tourists who visits Baringo County	6.8%	8.4%	3.9%	43.8%	37.0%	3.96	1.17
Traditional clothing and adornments among the Ilchamus has made the area popular among the tourists	5.2%	11.7%	6.5%	41.6%	35.1%	3.90	1.16
Archeological sites and Tugenesis fossils in Orrorin Baringo County remain the most popular tourists' destination.	2.6%	7.1%	3.9%	44.2%	42.2%	4.16	0.98
Musical instruments, pottery, iron smelting products and hunting tools have made Baringo County a distinct tourist destination	0.6%	6.5%	17.5%	40.9%	34.4%	4.02	0.92
Average						4.05	1.03

Responses for Community Members on Custom and Artifacts

Results in Table 4 shows that 79.2 percent of the respondents' percent agreed that customs and artefacts have made Baringo County a unique tourist destination. 80.8 percent of the respondents agreed that Tugen traditional homestays were favorite residence for tourists who visits Baringo County. Similarly, 76.7 percent of the respondents agreed that traditional clothing and adornments among the Ilchamus made the county popular among the tourists. 86.4 percent of the respondents also agreed that archeological sites and Tugenesis fossils in Orrorin Baringo County remained the most popular tourists' destination. Finally 75.3 percent of the respondents agreed that musical instruments, pottery, iron smelting products and hunting tools have made Baringo County a distinct tourist destination.

The mean shows the average score for the statements. Most of the scores averaged at 4.05 showing the most of the respondents agreed with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation 1.03 thus indication that the variation was reasonable, assumed to be natural variation.

The results were in consistent with that of Ritcher (2002) who found culture to be one factor considered along with others (housing, employment, etc.) in destination decisions, and that culture tended to be valued most by the highly-educated and particularly those with an artistic education. The presence of Tugen homestays, musical instrument and traditional clothing could uniquely define Baringo County in terms of tourists' destination.

Responses for Tourists on Custom and Artifacts

The study also established the tourists' response on the influence of custom & artefacts on tourism development. Results were presented in Table 5.

Table 5: Custom and Artefacts Responses for Tourists

N =266

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean	Std. Dev
Custom and artefacts has made me visit Baringo County several times	12.2%	15.8%	8.3%	32.3%	31.4%	3.6	0.85
The unique nature of Tugen traditional homesteads have been my most favorable temporary abode whenever I visit Baringo County	9.4%	19.1%	12.3%	42.3%	16.9%	3.95	0.89
Musical instruments, pottery, and hunting tools are my favorite entertainment tools whenever I am in Baringo County	5.8%	13.9%	11.5%	41.5%	27.3%	4.1	0.90
Average						3.88	0.88

Results in Table 5 indicated that majority of the tourists agreed that customs and artefacts influenced their destination choice to be Baringo County. 63.7% of the respondents revealed that Custom and artefacts made them visit Baringo County several times. Similarly, 59.2% of the respondents agreed that the unique nature of Tugen traditional homesteads have been their most favorable temporary abode whenever they visit Baringo County while 68.8% of the respondents acknowledged that musical instruments, pottery, and hunting tools were some of the favorite entertainment tools they engaged when in Baringo County. The response therefore implied that the customs and artefacts such as Tugen homesteads, musical instruments and pottery influenced the tourists' decision choice to be Baringo County.

Music instruments was acknowledged to be the most favorite custom tourists liked. Traditional homestays, archeological sites, traditional clothing and adornments among the Ilchamus were mentioned as some of the customs tourists liked. These customs and artefact has contributed in making the county a unique tourist's destination.

Additionally, Tugen traditional homestays and clothing and adornment were the favorite tourists' attraction in the county. Tourists acknowledged that homestays made them learn about the local language, ways of life and interact freely with the community members. Traditional clothing and adornments among the Ilchamus was acknowledged to be pleasant and unique. Thus most of tourists travelled to Baringo to put on the attire and learn how to put them on in the best way possible.

The mean shows the average score for the statements. Most of the scores averaged at 3.88 showing the most of the respondents agreed with the statements. The standard deviation showed how much the scores varied from the mean. For most statements the deviation 0.88 thus indication that the variation was reasonable, assumed to be natural variation.

The results were in consistent with that of Ritcher (2002) who found culture to be one factor considered along with others (housing, employment, etc.) in destination decisions, and that culture tended to be valued most by the highly-educated and particularly those with an artistic education. The presence of Tugen homestays, musical instrument and traditional clothing could uniquely define Baringo County in terms of tourists' destination.

Interview Responses for Destination Managers and County Officials on Custom and Artefacts

The destination managers agreed that customs & artefacts in Baringo County attracted tourists. An increased number of tourists had been recorded by the archeological site personnel who was Iso found to be residing in the neighboring resorts. Some of the most popular customs & artefacts include Ilchamus clothing and adornment, Tugen traditional homesteads and archeological sites. Similarly, two resort managers agreed that customs & artefacts in Baringo County attracted tourists' but had little influence compared to natural sceneries. The managers revealed that archeological sites were beautiful sceneries, Ilchamus clothing and adornment were unique and beautiful, traditional homestays enhanced interaction thus the tourists flocked the region to get experience of the destination.

County government officials acknowledged that tourists were mostly attracted to the county because of the unique customs and artefacts. These included Ilchamus clothing and adornment, archeological sites and traditional homestays. This therefore confirms that customs and artefact attracted tourists to Baringo County.

The result implied that cultural artefacts influenced tourists' destination in Baringo County. The finding were in line with Wikhal (2012) who argued that "the capacity to attract people by offering a good quality of life is of crucial importance for regional competitiveness. In studying regional attractiveness, it is important not only to consider what makes people move to a certain region but also what makes people want to stay." The uniqueness of the archeological sites, clothing and adornment among the Ilchamus and the Tugen traditional homesteads have made Baringo County competitive for tourists' destination.

4.3 Correlation Analysis

4.3.1 Association between Cultural Festivals and Tourism Development

Correlation analysis was conducted to establish the association between cultural festival (independent variable) and tourism development (dependent variable). Results are presented in Table 6.

Table 6: Correlation Matrix for Cultural Festivals and Tourism Development

N =275				
			Cultural festival	Tourism development
Community Members	Cultural festival	Pearson		
		Correlation	1.000	
	Tourism development	Sig. (2-tailed)		
		Pearson		
		Correlation	.127*	1.000
		Sig. (2-tailed)	0.026	
N= 266				
			Cultural festival	Tourism development
Tourists	Cultural festival	Pearson		
		Correlation	1.000	
	Tourism development	Sig. (2-tailed)		
		Pearson		
		Correlation	.122*	1.000
		Sig. (2-tailed)	0.021	
*Correlation is Significant at the 0.05 level (2-tailed)				

Results for community members in Table 6 indicated that there was a positive and a significant association between cultural festival and tourism development ($r=0.127$, $p=0.026$). Similarly, results for tourists indicated that there was a positive and a significant association between cultural festival and tourism development ($r=0.122$, $p=0.021$). Shaw and Williams (2004) explained that global conception of culture has led to the designation of World Heritage sites which attracts millions of tourists yearly. Whereas, at the national and/or local level, culture is seen as playing an important role in establishing and reinforcing people's unique identities and a sense of belonging

to a particular locale (Sindiga, 2009). This contributes immensely to growth of tourism in the region culture thrives.

4.3.2 Association between Custom & Artifacts and Tourism Development

Correlation analysis was conducted to determine the association between custom and artefacts (independent variable) and tourism development (dependent variable). Results are presented in Table 7.

Table 7: Correlation Matrix for Custom & Artifacts and Tourism Development

N =275				
			Custom and Artefacts	Tourism development
Community Members	Custom and Artefacts	Pearson		
		Correlation	1.000	
		Sig. (2-tailed)		
	Tourism development	Pearson		
Correlation		.139*	1.000	
Sig. (2-tailed)		0.015		
N =266				
			Custom and Artefacts	Tourism development
Tourists	Custom and Artefacts	Pearson		
		Correlation	1.000	
		Sig. (2-tailed)		
	Tourism development	Pearson		
Correlation		.126*	1.000	
Sig. (2-tailed)		0.011		
*Correlation is Significant at the 0.05 level (2-tailed)				

Results for community members in Table 7 indicated that there was a positive and a significant association between custom artefacts and tourism development ($r=0.139$, $p=0.015$). Similarly, the result for tourists indicated that there was a positive and a significant association between custom artefacts and tourism development ($r=0.126$, $p=0.011$). According to Akama, (2012) Culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of regions and countries. Customs and artefacts such as clothing and adornment created a unique attractiveness to tourists' thus making Baringo County one of the competitive destinations.

4.4 Regression Analysis and Hypothesis Testing

4.4.1 Relationship between Cultural Festivals and Tourism Development

The relationship between cultural festival and tourism development was examined in the study using regression analysis. Results are presented in Table 8.

Table 8: Model Fitness of Cultural Festivals and Tourism Development

N =275				
Community Members	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.963	0.927	0.926	0.67015
N=266				
Tourists	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.838	0.702	0.700	0.53015

For community members, Results in Table 8 revealed that cultural festival was a suitable variables in explaining tourism development in Baringo County. This was supported by coefficient of determination also known as the R square of 92.7%. This means that cultural festival explained 92.7% of the variations in the dependent variable that is tourism development. Similarly, Results for tourists in Table 8 revealed that cultural festival was a suitable variables in explaining tourism development in Baringo County. This was supported by coefficient of determination also known as the R square of 70.2%. This means that cultural festival as per tourists explained 70.2% of the variations in the dependent variable that is tourism development as per tourists. These findings agreed to those of Ondimu's (1994) who asserted that culture has high potential of attracting more visitors to a region.

Table 9: Analysis of Variance (ANOVA) of Cultural Festivals and Tourism Development

N =275						
		Sum of Squares	df	Mean Square	F	Sig.
Community Members	Regression	1743.886	1	1743.886	3465.064	.000
	Residual	137.874	274	0.503		
	Total	1881.760	275			
N =266						
		Sum of Squares	df	Mean Square	F	Sig.
Tourists	Regression	1643.186	1	1643.186	3278.380	.003
	Residual	132.823	265	0.501		
	Total	1776.009	266			

Table 9 show the results on the analysis of the variance (ANOVA) for both the community members and tourists. The results indicated that the overall model was statistically significant. Further, the results imply that the independent variables (cultural festival) was a good predictor/indicator of tourism development in Baringo County. This was supported by an F statistic of 3465.064 and the reported p value (0.000) for the community members and F statistic of 3278.380 and the reported p value (0.003) for the tourists which were both less than the conventional probability of 0.05 significance level.

Table 10: Regression of Coefficients for Cultural Festivals and Tourism Development

N =275					
		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
					Sig.
Community Members	Cultural Festival	0.589	0.009	0.963	62.314
					0.000
N =266					
		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	t
					Sig.
Tourists	Cultural Festival	0.486	0.016	0.685	30.375
					0.003

The regression of coefficients results for community members in Table 10 shows that cultural festival and tourism development was positively and significant related ($r=0.589$, $p=0.000$). Similarly, results for tourist indicated that cultural festival and tourism development was positively and significant related ($r=0.486$, $p=0.003$). The results conformed the opinion of Mckercher *et al.* (2004) who found factors relating to product, experience and marketing as key to popularity of cultural attractions in Hong Kong, and that cultural places must function first and foremost as attractions to be popular. Therefore, recognition of the role of culture in creating and reinforcing people's identity has, in recent years, played a significant role in the growing interest in diverse aspects of heritage tourism, especially in the developed world (Crush, 2004).

Hypothesis Testing between Cultural Festivals and Tourism Development

The hypothesis of the study was cultural festivals do not have a significant influence on tourism in development Baringo County. The hypothesis was tested by using simple linear regression and determined using p-value (refer to Table 10). The acceptance/rejection criteria was that, if the p value is less than 0.05, we reject the H_0 but if it is more than 0.05, then H_0 is not rejected. Therefore the null hypothesis is that cultural festivals do not have a significant influence on tourism in development Baringo County. Results in Table 10 shows that the p-value was 0.000. This was supported by a calculated t-statistic of 62.314 and 30.375 which were larger than the critical t-statistic of 1.96. The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that cultural festivals influenced tourism in development Baringo County.

4.4.2 Relationship between Customs and Artifacts and Tourism Development

The relationship between custom & artifacts and tourism development was established in the study through regression analysis. Results are presented in Table 11.

Table 11: Model Fitness of Customs and Artifacts and Tourism Development

N =275				
Community Members	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.961	0.924	0.924	0.68145

N =266				
Tourists	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.883	0.779	0.775	0.57283

For community members, Results in Table 11 revealed that customs and artefacts was a suitable variables in explaining tourism development in Baringo County. This was supported by coefficient of determination also known as the R square of 92.4%. This means that customs and artefacts explained 92.4% of the variations on the dependent variable that is tourism development.

Similarly, Results for tourists in Table 11 revealed that customs and artefacts was a suitable variables in explaining tourism development in Baringo County. This was supported by coefficient of determination also known as the R square of 77.5%. This means that customs and artefacts explained 92.4% of the variations on the dependent variable that is tourism development.

These findings agreed to those of Akama, (2012) who asserted that culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of regions and countries. Culture is increasingly an important element of the tourism product, which also creates distinctiveness in a crowded global marketplace (Sunguh & Katana, 2007).

Table 12: Analysis of Variance (ANOVA) of Customs & Artifacts and Tourism Development

N =275						
		Sum of Squares	df	Mean Square	F	Sig.
Community Members	Regression	1739.196	1	1739.196	3232.8423	.000
	Residual	142.564	274	0.538		
	Total	1881.760	275			

N =266						
		Sum of Squares	df	Mean Square	F	Sig.
Tourists	Regression	1536.106	1	1536.106	3218.820	.002
	Residual	126.465	265	0.477		
	Total	1662.571	266			

Table 12 show the results on the analysis of the variance (ANOVA) for both the community members and tourists. The results indicated that the overall model was statistically significant. Further, the results imply that the independent variables (custom and artefact) was a good predictor/indicator of tourism development in Baringo County. This was supported by an F statistic of 3232.8423 and the reported p value (0.000) for community members and F statistic of 3218.820

and the reported p value (0.002) for the tourists which were both less than the conventional probability of 0.05 significance level.

Table 13: Regression of Coefficients of Customs & Artifacts and Tourism Development

N =275					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Community Members	B	Std. Error	Beta		
Custom and Artifacts	0.601	0.01	0.961	61.198	0.000
N =266					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Tourists	B	Std. Error	Beta		
Custom and Artifacts	0.553	0.02	0.842	27.650	0.002

The regression of coefficients results for community members in table 13 shows that customs & artefacts and tourism development was positively and significantly related ($r=0.601$, $p=0.000$). Similarly, results for tourist indicated that customs & artefacts and tourism development was positively and significantly related ($r=0.553$, $p=0.002$). Creating a strong relationship between tourism and culture can therefore help destinations to become more attractive and competitive as locations to live, visit, work and invest in (Nyeki, 2002). Hence establishing a relationship between customs and artefacts with tourism can make a destination to be an attractive and competitive for tourists'.

Hypothesis Testing between Customs & Artefacts and Tourism Development

The hypothesis of the study was customs & artefact do not have a significant influence on tourism in development Baringo County. The hypothesis was tested by using simple linear regression and determined using p-value (refer to Table 13). The acceptance/rejection criteria was that, if the p value is less than 0.05, we reject the H_0 but if it is more than 0.05, then H_0 is not rejected. Therefore the null hypothesis is that customs & artefact do not have a significant influence on tourism in development Baringo County. Results in Table 13 shows that the p-value was 0.000 and 0.002 for community members and tourists respectively. This was supported by a calculated t-statistic of 61.198 and 27.650 which were larger than the critical t-statistic of 1.96. The null hypothesis was therefore rejected. The study therefore adopted the alternative hypothesis that customs & artefact influenced tourism in development Baringo County.

5.0 Conclusions

The study concluded that there was a significant and positive relationship between cultural festivals, custom & artefacts and tourism development in Baringo County. Traditional music, cultural dances, folk songs and traditional foods were the cultural festivals which had unique taste. This therefore means that most tourists' toured the county to engage in cultural festival events.

Some of the most popular customs & artefacts include Ilchamus clothing and adornment, Tugen traditional homesteads and archeological sites.

6.0 Recommendations

The study recommended that new tourism products should be developed from culture, culture has a huge untapped potential for tourism. Cultural festivals should be prioritized in the tourism sector, so that it can boost tourism as well as conserving the culture. Customs & artefacts should be profiled and documented for easy access by the tourists.

7.0 References

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