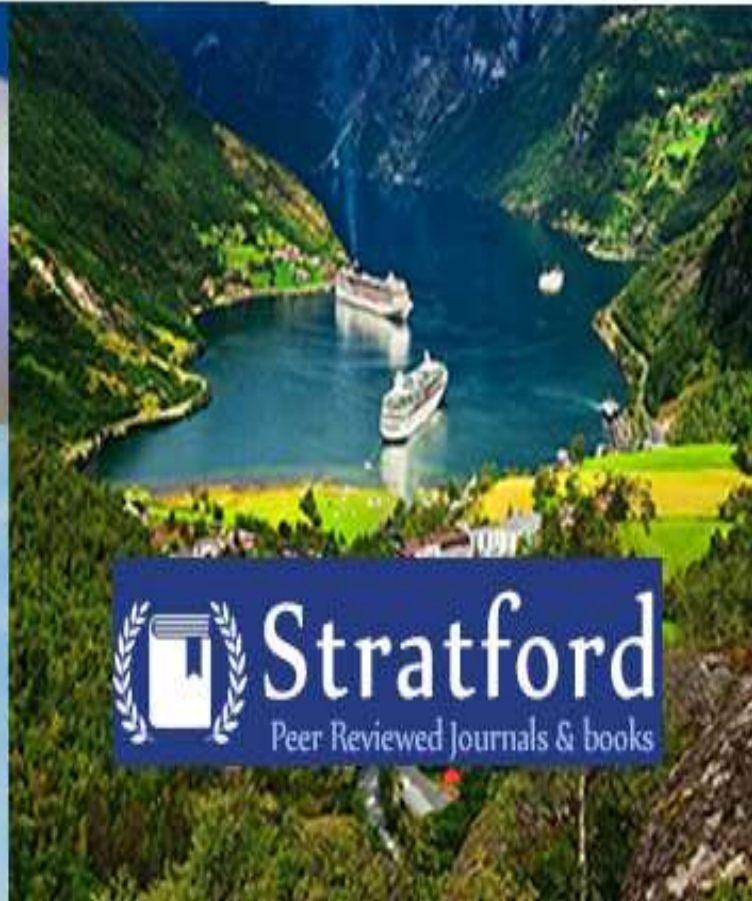


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## **Abstract**

Tourism as a sector of the economy is used by most countries in the advocacy of economic development. Most of the adventure tourists/visitors travel to rural areas to experience natural wonders of the world which are prominently features such as great waterfalls, volcanic phenomena, and geological phenomena like caves or spectacular views. This study investigated the strategies adopted in adventure tourism product diversification for sustainable tourism development in Elgeyo Marakwet County, Kenya. The study employed descriptive research design in which the target population included 2 County government officials, 1 national government representative, 1 Kerio Valley Development Authority (KVDA) official, 1,250 Athletes (High Altitude camp), 3 hotel managers, 4,876 tourists, 3 private investors and 24,450 community members. The sample size for each category was determined and distributed proportionately as follows: Community Members were 316, tourists 63 and athletes 16. Census approach was used for County Government Officials, National Government official (Tourism Regulatory Officer), KVDA (tourism officer), hotel managers and private investors since they were few in number. Therefore, the total sample size was 405 respondents. Purposive sampling strategy was utilized to choose the respondents for every one of the Community Members, tourists and athletes. Questionnaires and interview guides were used to collect the data. Data analysis was done using descriptive and inferential statistics techniques. Results revealed that adventure products influenced tourism diversification in Elgeyo Marakwet County. Some of the prominent adventure products included paragliding sports on the escarpments of Elgeyo

Marakwet County, cycling, trekking, camping (Rimoi National reserve) caves (Kiplachoch cave in Kapyego Marakwet East Sub county), Torok falls situated at high cliff, Teren rapids with pot like shapes, Kipkabus dam, Chebloch George, Kipteber hills, hanging valley and birds migratory. It was recommended that there was need to focus on new adventure products should be encouraged in order to increase tourism diversity. Policies on adventure tourism should be formulated and implemented to increase the diversification of tourism.

**Keywords:** *Strategies adopted, Adventure products, Tourism diversification, Tourism development and Elgeyo Marakwet County*

## **1.0 Introduction**

### **1.1 Background of the Study**

Tourism is the world's biggest industry (Cornelissen, 2017). Worldwide tourists travelers developed by an astounding 7% in 2017 to achieve an aggregate of 1,322 million, as indicated by the most recent UNWTO World Tourism Barometer. In Kenya, tourism has been known to be the fastest developing industry and is presently the second most astounding foreign exchange earner after tea (GOK, 2014). Its receipts was KES 682.0 billion in 2016 and KES 722.3 billion out of 2017 speaking to 9.8% of GDP (World Travel and Tourism Council, 2017). Moreover, in 2016, visitors export created KES 173.1 billion and this was anticipated to develop by 5.2% out of 2017.

The world century has been set apart by tremendous rise in the interest for adventure tourism with focus moving from the wellbeing and wellness benefits of games/sports to expanded utilization of game/sports to showcase destinations (Weed, 2009). The fascination towards adventure tourism has picked up momentum (Gratton & Henry, 2011) demonstrating that it is being perceived to having the capacity of making an enormous support to present-day society.

In Kenya, adventuring guests travel to rural regions to appreciate the characteristic wonder of the world-highlights, for example, great waterfalls, volcanic marvels, and topographical wonders like caverns/caves or fabulous view (Musyoki, 2005). Well adventure tourism industry has entered another phase with industry members trying different things with a scope of new techniques/strategies. A portion of the new techniques incorporate the following exercises; joining an archeological endeavor; going to nearby celebration/fairs; hiking; bird watching; outdoors, relaxation climbing; taking a voyage; taking an interest in social cultural fare, instructive or ecologically manageable exercises; angling/fly-angling and trekking (Kihima, 2014).

Elgeyo Marakwet County is blessed with adventurous items which incorporate Kerio Valley escarpment as supported by the undulating geology of the county forming together exceptionally delightful landscape. The area has three distinct weathers of windy, sunny and humidity occurring simultaneously thus good adventure experience for tourists'. The area is a high altitude area with as high as 3500M (Kamelegon) above the sea level and Iten hill (2400M) is the second after Ngong hills (2460M) in Kenya (Maingi, 2011). The zone is additionally known to help

sporting exercises. Other adventure items are Chebloch gorge, escarpments, Torok waterfalls, hanging valleys and rugged terrains in Chesongoch. It can be presented that if these adventurous items are exploited, advantages and benefits was created.

### **1.2 Statement of the Problem**

Tourism distribution in the nation is skewed and just couple of regions gets significant number of visitors'. Kenya National Bureau of Statistics (KNBS, 2014) demonstrates that Coast Kenya gets 60% of the considerable number of travelers in the nation while the Western Kenya Zone (incorporate North-Rift area) gets a negligible 2%, accordingly making it 62% tourism fascination in Kenya (GOK, 2014).

This is on the grounds that Kenya is transcendently a nature-based tourism destination with untamed wildlife concentrated in southern piece of the nation and beaches along the Indian Ocean. These areas have in this manner turn into the few focuses or honey pots that exist in the nation. In this way most investigations have been focused on hot spots of Maasai Mara, Coastal, Amboseli and the Northern circuit. (Sitati, Ngiorarita, Akama & Munyao, 2012). Whatever left of the nation including the North Rift locale is less gone to by tourists. Elgeyo Marakwet County being one of the regions in the North Rift area gets an offer of the 2% travelers that the Western Kenya zone gets. This is in spite of her potential in adventure tourism that is yet be exploited for tourism product diversification. The Kenya Tourism Board has been entrusted to showcasing Kenya as a destination focusing on Safari, wildlife and beach products.

Past research studies that were reviewed revealed contextual/geographical gap and conceptual gap, as an opportunity for recommendation on policy. Studies such as Devine (2014); Minder (2014) and Crush (2014) reported the impact of adventure products on tourism development. Most writings on adventure are from the developed world thus in Kenya we lack the adventure scenario. Paragliding sport is presently advanced as a tourism fascination in areas as diverse as the Venezuelan Andes (Minder, 2014) and the South Island of New Zealand.

### **1.3 Research Objective**

To establish the strategies adopted in adventure tourism product diversification for sustainable tourism development.

### **1.4 Research Hypothesis**

Ho: Strategies on adventure tourism products does not influence sustainable tourism development.

## **2.0 Literature Review**

The literature review involved theoretical review, empirical and conceptual framework.



## **2.1 Theoretical Review**

### **System Theory**

According to Ahmad (2015) system theory provides an understanding of management strategy as a goal of many companies and enumerates it as a factor for competitive advantage. Austin and Peters (1989) acknowledged four critical factors to become exceptional companies which are people, customer care, constant innovation and leadership. Success in tourism diversification is dependent on people, customer care, constant innovation and leadership. The role of all the stakeholders is to provide competitive advantage of their customer satisfaction through a variety of adventure products. This could be enhanced by the key stakeholders steering a full role in identification of adventure products and enhancing best practices in tourism.

System theory therefore informs strategies adopted in tourism product diversification for tourism development. The tourism product development is spearheaded by the stakeholders' whose understanding of the management strategy as a goal of success of tourism industry lies. The stakeholders' attitudes and their perceptions on tourism development determine tourism diversification. Leadership and innovation provided by the tourism stakeholders with due observance of the systems in place can enhance tourism diversification.

### **2.2 Empirical Review**

Adventure travels look for all around managed indigenous habitats that are not overwhelmingly swarmed, so destinations with very much secured living spaces outside of populace focuses normally acquire high acclaim from adventure guests. This class draws on the accompanying indicators, urban focus, population density, kilometers of coastline, ratio of coast to whole region and master board overview respondents to rate their recognition with respect to a goal's assortment of natural resources. An arrangement plan was made to suit Canada's huge coastline, and to keep it in degree with whatever is rest of the world. Countries that dependably rank in the best for Natural Resources are Palau, Canada, Australia, Japan, Russia, New Zealand, Norway, Iceland, and the United States. Argentina and Indonesia have in like manner appeared in the best 10 for Natural Resource (ATDI Report, 2016).

Costa and Chalip's (2011) evaluated an examination on the adventure tourism in rural rejuvenation. They utilized point by point ethnographic information on the idea of interest in paragliding by sports travelers in a little Portuguese town to demonstrate that the famous observation that paragliding positively affects the town is defective. Paragliding is one among a variety of adventure spots that has delighted in considerable development in notoriety since it was first presented at the World Hang Gliding Championships (Crush, 2014). The game is presently advanced as a tourism fascination in regions as various as the Venezuelan Andes (Minder, 2014) and the South Island of New Zealand (Attractions relatively unending, 2008). Tourism promoters in destinations as differing as Wales (Devine, 2014) and the Canadian

Rockies (Crush, 2014) are supporting advancement of paragliding destinations as a way to construct domestic tourism.

As demonstrated by Akama, (2012), culture and tourism have a generally supportive relationship which can strengthen the appeal and competitiveness of areas and countries. Culture is logically a basic segment of the tourism thing, which similarly makes uniqueness in a crowded overall business focus (Henderson, Foo, Lim & Yip, 2010). Meanwhile, tourism gives a fundamental techniques for enhancing society and making income which can support and fortify social heritage, social age and creativity.

Creating a solid connection amongst tourism and culture can accordingly assist destinations with becoming more appealing and competitive as areas to live, visit, work and put resources into (Gratton & Henry, 2011). Vesley (2014) in his examination discovered that sports tourists are pulled in to the locale by yearly games occasions, for example, Tecla Lorupe Run for Peace held in West Pokot District each November purposely for ending cattle rustling among communities living in the region.

Page and Dowling (2012) demonstrated that the crucial way to the advancement of tourism item in an area is to build up extraordinary, genuine and sensible items. Albeit part of the improvement of such a fascination could incorporate assigning the jumping edge as the significant view point of Kerio valley and building a guest complex adjacent. However the jumping edges have not been designated despite the availability of sports (paragliding and diving). The existing complex center are not fully able to accommodate personal cars and tour vans and provide things like food services, souvenir sales, pageantry and museum. In that setting there has been no course of action by Keiyo County Council to this end (Page & Dowling, 2012).

Little known yearly occasions in the locale incorporate Chepkoilel Cross Country, Discovery Kenya, Paul Boit Memorial Eldoret Marathon, AK National Championship and Safaricom half marathon (Kiprutto, 2007). These occasions have contributed much to tourism in the area with larger part of tourists being sport related (Kiprutto *et al.*, 2007). In reality, the locale is a home to a many world title holders in sports including the 2004, 5000M best on the planet Eliud Kipchoge, the 2002, 5000M World Championship in Jamaica, Hillary Chenonge and numerous others including Paul Tergat, Moses Kiptanui and veteran sprinter Kipchoge Keino (Vesley, 2014). Majority of the event attendees in this region are participants from Elgeyo Marakwet County.

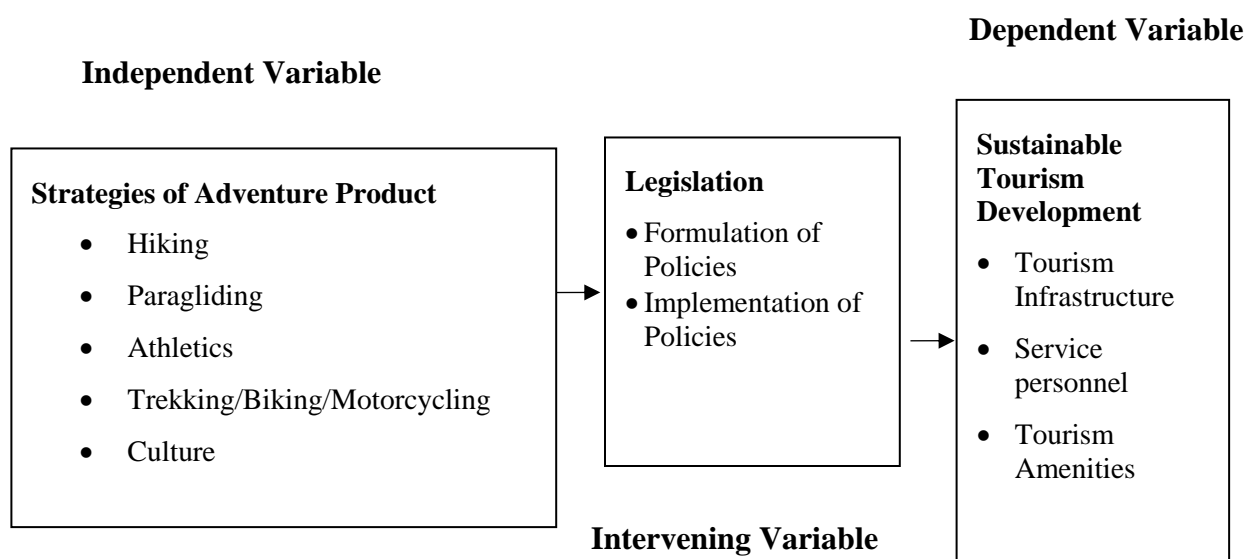
Tourism that assesses its present and future financial, social and environmental effects tending to the requirements of guests, the industry, the industry, the environment and host communities. Sustainable tourism improvement rules and administration practices are useful to all types of tourism destinations, including mass tourism and the different niche tourism sections. Sustainability standards allude to the environmental, monetary, and socio-cultural parts of tourism improvement, and an appropriate balance must be set up between these three measurements to ensure its long haul manageability. For sustainability in tourism to be enhanced

and developed to the expectations, there should be consented participation of each and every player in the tourism sector. Political will is of great importance to supporting and building tourism development. Attainment of sustainable tourism development requires systematic procedural observation of effect, presenting the vital and restorative measures when necessary. Sustainable tourism should look forward to making utilization of the available natural resources that are components of tourism development. It also involves protecting the environment with the aim of preserving biodiversity and heritage which are key to tourism attraction.

Respect the socio-cultural legitimacy of host network, protect their gathered and living social legacy and customary characteristics, and add to social understanding and resilience and guarantee sensible, whole deal money related exercises, giving monetary points of interest to all accomplices that are really appropriated, including stable business and wage gaining opportunities and social organizations to networks, and adding to dejection disposal. Supportable tourism progression should in like manner keep up an irregular condition of guest satisfaction and certification a critical issue to the traveler, raising their care about manageability issues and progressing sensible tourism hones among them. (A Guide for Policy Makers, UNEP and UNWTO, 2005). At one extraordinary tourism item advancement can be grasping all components with which the guest to a destination comes into contact.

### 2.3 Conceptual Framework and Measurement of Variables

The conceptual framework outlined the variables of the study and its indicators. Figure 1 is the illustration of the variables which was explored in the study.



**Figure 1: Conceptual Framework**

### **2.3.1 Strategies Adopted on Adventure Tourism**

Adventure tourism item can be put in the class of "specialty, green or elective tourism, as vacationers are currently searching out "participatory encounters" that include "doing dynamic and physically difficult things in the outside". Therefore, adventure tourism is found adeptly inside the more extensive academic arguments of specialty, extraordinary intrigue tourism or 'elective tourism' (Tinsley & Matheson, 2010). The major adventure products for the study comprises of landscape, cultural artifacts, hiking and adornments, unique homesteads and sports. The profile of adventure tourism products in Elgeyo Marakwet can help in determining the extent of tourism diversification. Having a wide range of adventure products depicts that tourism products are diversified in the county which can translate to increased influx of tourists'.

Inside this unique situation, Pomfret (2011) and Cheng (2016) contends that experience tourism developed out of nature-based or ecotourism, while Buckley (2000) dissents, seeing nature based, ecotourism and adventure tourism (NEAT) as an unique niche in itself. Lew (2008) contend that niche tourism includes drawing in little gatherings of higher paying sightseers by offering a separated tourism item, specifically, offering tourists a more significant ordeal.

Whilst global adventure tourism began as moderately as a little niche market, it is likewise lucrative and developing in estimate. In this disposition, adventure tourism is depicted as one of the main pillars of the economic activity where items are customized and custom-made to address the issues and needs of a particular group of audience. Inside the post-fordist paradigm comes a feeling that adventure tourism is less popularized than mass tourism and with that comes the desire that it is more ready to bolster decidedly into the local economy, is more averse to contend on cost and more prone to be environmentally and socially sustainable (Bagri, Gupta & George, 2009; Richards, 2010). Effective interest of partners in experience tourism can prompt item assorted variety and consequent commercialization.

### **2.3.2 Legislation**

The intervening variable is the legislation which involves formulation and implementation of policies on tourism. Tourism policies formulation and implementation can encourage or discourage tourism product diversification. Both National and County governments is tasked with the legislation of laws for sustainable developments

### **2.3.3 Sustainable Tourism Development**

Sustainable Tourism development has been featured as an outcome of exploitation of regular asset (Malviya, 2005) by the respondents (tourists and stakeholders'). As indicated by Schmitz (2013) diversification can be accomplished through exploitation of regular assets which had not beforehand been marketed and the development of new attractions in the augmentation of the life cycle.

Sustainable Tourism development has additionally been related with upgrading regularity of a destination, expanding length of stay and advancement of lesser known destinations thus



enhancing the personal satisfaction of the individuals and/or community (Naire, 2017). This is an outcome of destinations requesting to be unique and focused in the market to fulfill the modern tourists who is erudite and requests demands variety of products to consume. The study portrays tourism item improvement as the methodology by which the assets of a goal are formed to meet the requirements of worldwide and local customers. This spreads everything from engineered workplaces or attractions, to exercises requiring contrasting levels of physical information, and organized events, for instance, celebrations and meeting. The study exploited the contribution of adventure products to sustainable tourism development. The process can be deemed to enhance tourism growth rate, increased adventure products and the number of destinations.

### **3.0 Research Methodology**

The exploration plan that was utilized in this investigation was descriptive research design. The reason for descriptive research configuration is to portray the situation as it is at the season of research (Kothari, 2004). This helped the researcher in finding the contribution of adventure product to sustainable tourism development in Elgeyo Marakwet County. The area of study was Elgeyo Marakwet County. Elgeyo Marakwet County is located in North rift region and borders Uasin Gishu and Baringo County. The County has a population of 369,998 with equal (50%) male and female individuals (KNBS, 2009). This area was chosen for study simply because it is well-endowed with adventurous product which include Kerio Valley escarpment supported by the undulating topography of the county forming together very beautiful scenery. The objective unit of analysis were the County government authorities, national government, Kerio Valley Development Authority (KVDA) Athletes (High Altitude camp), hotel managers, tourists, private investors and community members of the following areas: Tambach, Anin, Kapchemutwa, Kaptarakwa and Soy South.

The study had its population divided into seven strata which were athletes, tourists, hotel managers, community members, KVDA Officials, County government officials and private sector. Since the population of each of the National Government official, KVDA Officials, County Government Officials, Private investors and Hotel Managers was small, census approach was adopted and their population formed the sample size for the study respectively. Yamane (1967) simplified formula was used to calculate the sample size for Community Members to be 316 and that for tourists to be 63 while that of athletes were 16. Therefore the total sample size was 405 respondents. Data was obtained from semi-structured questionnaires captured through both closed-ended and open-ended and the 5-point type Likert scale research questions of the study. The interview schedule for hotel managers and focus group discussions instruments was used. Data analysis was carried out by the use of descriptive and inferential statistics. Descriptive statistics included mean and standard deviation. An inferential statistical technique like correlation and regression coefficients was used to draw a causal relationship between the adventure tourism and product diversification in Elgeyo Marakwet County.

The regression model used was;

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

Where:

Y = Tourism Development

$\{\beta_i; i=1\}$  = The coefficients for the various independent variable

$X_i$  for;

$X_1$  = Adventure Products

## 4.0 Results and Discussion

### 4.1 Response Rate

Three hundred and ninety five (395) questionnaires were administered. A total of 288 questionnaires were properly filled and returned, 107 of the respondents never filled questionnaires and some returned the questionnaires answered but incomplete. The response rate result is shown in Table 1.

**Table 1: Response Rate**

Category	Questionnaires	Frequency	Percentage (%)
Athletes	Returned	11	68.75
	Unreturned	5	31.25
	<b>Total</b>	<b>16</b>	<b>100</b>
Community Members	Returned	232	73.42
	Unreturned	84	26.58
	<b>Total</b>	<b>316</b>	<b>100</b>
Tourists	Returned	45	71.43
	Unreturned	18	28.57
	<b>Total</b>	<b>63</b>	<b>100</b>
<b>Total</b>	<b>Total Returned</b>	<b>288</b>	<b>72.91</b>
	<b>Unreturned</b>	<b>107</b>	<b>27.09</b>

Questionnaires were administered to 16 Athletes, 316 Community Members and 63 tourists. On the questionnaires administered 68.75% (11) of the athletes, 73.42% (232) community members and 71.43% (45) of the tourists responded to the questionnaires. This represented a response rate of 72.91% (288 out of 395). According to Bailey (2000) a response rate of 50% is adequate, while a response rate greater than 70% is very good. Based on the observation, the response rate for this study of 72.91 percent is therefore a good response rate for the study. Kothari (2004) also asserted that a response rate of 50% or more was adequate for a descriptive study.

A high response rate of 72.91 percent can be attributed to the data collection technique and target population of the study. The use of questionnaires which were simple to understand and the aid of a research assistant could have contributed to the response rate. The target population was

mainly respondents who were available in the area of study. For the interview guides, two (2) County Government Officials, three (3) Hotel managers, and two (3) 20 private investors were interviewed. However, tourism regulatory officer from national government and tourism officer from KVDA were not available for the interview due to their busy schedules.

## 4.2 Descriptive Statistics

### 4.2.1 Descriptive Statistics on Adventure Products

The respondents were requested to give their opinions on the adventure products in Elgeyo Marakwet County as elements of tourism diversity/development. Results were presented in Table 2.

**Table 2: Adventure Products**

Statements	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Dev
Visitors travel to Elgeyo Marakwet to appreciate the natural wonder of the world-features such as great waterfalls, volcanic phenomena, and geological phenomena like caves or spectacular view	0.0%	14.7%	22.4%	47.4%	15.5%	3.6	0.9
Landscape and vegetation attract many tourists to the Elgeyo Marakwet County	0.0%	7.8%	4.3%	45.7%	42.2%	4.2	0.9
Sports adventure such as paragliding, races and climbing escapements attracts tourists to Elgeyo Marakwet County	0.0%	6.0%	7.8%	37.1%	49.1%	4.3	0.9
The unique homesteads of the local communities in Elgeyo Marakwet attract many tourists to the area	1.7%	11.2%	14.7%	37.9%	34.5%	3.9	1.0
Clothing and adornments of the locals are usually perceived as being icons of important streams of tourists attraction	3.5%	8.7%	8.7%	46.1%	33.0%	4.0	1.0
<b>Average</b>						<b>4.0</b>	<b>0.94</b>

The study found that 62.9% of the respondents agreed that visitors travelled to Elgeyo Marakwet to appreciate the natural wonder of the world-features such as great waterfalls, volcanic phenomena, and geological phenomena like caves or spectacular view while 22.2% were not sure about the opinion. The results imply that the natural wonders of the world features in Elgeyo Marakwet County had the potential of tourists' attraction and attracted tourists'.

Similarly, the results imply that the County has a great potential in sustainable tourism development. The result informed those of Makunyi (2016) who argued that Kenya's adventure tourism can be derived from nature based tourism or cultural activities. The source of the adventure tourism is spread across the country despite being uneven.

Eighty nine percent of the respondents agreed that landscape and vegetation attracted many tourists to the Elgeyo Marakwet County. The results imply that landscape and vegetation in Elgeyo Marakwet County are potential tourists' attraction sites. If tourism in the county can be diversified to include the unique landscapes and vegetation then the county can be tourism hub.

The result conformed to that of Page and Dowling (2012) who observed that Elgeyo escarpment with its indigenous vegetation gives a chance to create countryside tourism in the North Rift locale. Similarly, some German tourists visit Elgeyo escarpment every year for paragliding since the escarpment provides a convenient cliff for this activity.

Eighty six point two percent of the respondents agreed that sports adventure such as paragliding, races and climbing escapements attracted tourists to Elgeyo Marakwet County. This implied that sport adventure, paragliding, to be specific can attract tourists' to the county. Races and climbing of escarpment are some of the other adventure products' that attract tourists' to the county. The results informed that of Crush (2014) who observed that Paragliding is one among a variety of adventure spots that has delighted in considerable development in notoriety since it was first presented at the World Hang Gliding Championships.

Equally, 72.4% of respondents agreed that unique homesteads of the local communities in Elgeyo Marakwet County attracted many tourists to the area while 79.1% of the respondents agreed that clothing and adornments of the locals were usually perceived as being icons of important streams of tourists' attraction. Further, most of the respondents revealed that the potential of adventure products in Elgeyo Marakwet County was huge but needed development.

These findings agreed to those of Akama, (2012) who observed that culture and tourism have a generally supportive relationship which can strengthen the appeal and competitiveness of areas and countries. Culture is logically a basic segment of the tourism thing, which similarly makes uniqueness in a crowded overall business focus. Meanwhile, tourism gives a fundamental techniques for enhancing society and making income which can support and fortify social heritage, social age and creativity.

On a five point scale, the mean of the responses was 4.0 inferring that the respondents conceded to the greater part of the statements concerning adventure products. A standard deviation of 0.94 demonstrated that the variety in the reactions was insignificant. This means that most of the statement probed the influence of adventure products on sustainable tourism development in Elgeyo Marakwet County.

### **Interview Guide Responses**

The total estimated number of tourists the hotels received annually was between 500 and 18,800 tourists. Some hotels reported that they received 40% local tourists and 60% international



tourists'. Most of the hotels were well furnished to a standard of three star hotels thus suitable for both locally and internationally tourists'. The location of the hotels was strategically situated at beautiful sceneries and natural features around the hotels could be observed wholly.

Natural sceneries characterized with fresh air, calmness, singing of wide variety of birds, general view of Kerio valley, Morop hills, Kapore cliff and Toroko waterfall. Most of the hotel managers agreed that adventure products influenced tourism diversification in Elgeyo Marakwet County. Some of the prominent adventure products include paragliding sports on the escarpments of Elgeyo Marakwet County, cycling, trekking, camping (Rimoi National reserve) caves (Kiplachoch cave in Kapyego Marakwet East Sub county), Torok falls situated at high cliff, Teren rapids with pot like shapes, Kipkabus dam, Chebloch George, Kipteber hills, hanging valley and birds migratory.

The adventure products had increased tourism influx into Elgeyo Marakwet County with effects such as market for agricultural products, improved living standards and social supports for the local community realized. However, the number of tourists' for adventure products fluctuated annually with those who attended paragliding sports arrived between Decembers – March.

County government officials acknowledged that adventure products in the county influenced tourists' destination. Major nature based adventure products such as Elgeyo escarpment, water fall, gorges and hanging valleys were potential tourists' destinations. Car cable and paragliding were the new adventure products introduced by the county, (Car cables is yet to be introduced).

Private investors expressed almost similar views on the influence of adventure products on the tourism development. Private sector players acknowledged that tourists were fascinated by the natural wonders of the world found in Elgeyo Marakwet County that is the hanging valleys, gorges and three weathers (humid, windy and sunny). They also agreed that the rugged terrain in the county was good for hiking; trekking and most tourists engaged the products as their first destination in the county.

They further acknowledged that the county had potential for tourism development, and more so, on the adventure products. Some of these adventure products included paragliding sports on the escarpments of Elgeyo Marakwet County, cycling, trekking, camping (Rimoi National reserve) caves (Kiplachoch cave in Kapyego Marakwet East Sub county), Torok falls situated at high cliff, Teren rapids with pot like shapes, Kipkabus dam, Chebloch George, Kipteber hills, hanging valley and birds migration.

#### 4.2.2 Descriptive Statistics on Tourism Development

The study finally sought to assess the tourism development in Elgeyo Marakwet County. Results were presented in Table 3

**Table 3: Tourism Diversification**

Year/Rate	Less than 5%	5.1%-10%	10.1%-20%	20.1%-30%	Above 30%	Mean	Std. Dev
2015	1.7%	50.9%	25.0%	10.3%	12.1%	2.8	1.1
2014	0.0%	47.4%	40.5%	10.3%	1.7%	2.7	0.7
2013	1.7%	49.1%	42.2%	5.2%	1.7%	2.6	0.7
2012	4.3%	55.2%	32.8%	3.4%	3.4%	2.7	2.9
2011	6.9%	56.9%	29.3%	6.9%	0.0%	2.4	0.7

The findings on Table 3 indicated that in the year 2015 tourism diversification growth was recorded from 5.1% to above 30% as agreed by the respondents. In the year 2014 tourism diversification growth was recorded between 5.1% and 30% as agreed by the respondents. Similarly, in the year 2013, 2012 and 2011 tourism growth was recorded between 5.1% and 20% as agreed by the respondents.

Similarly, majority of the respondents (75% or more) agreed that the tourism diversification growth was recorded between 5.1% and 20% in the period 2011 to 2015. This implied that tourism diversification growth was recorded between 5.1% and 20% in Elgeyo Marakwet in the period 2011 to 2015. The average mean of the responses was 2.5-3.0 implying that the respondents agreed on most of the ratings concerning tourism diversification growth. A standard deviation of 1.22 indicated that the variation in the responses was minimal.

For sustainability in tourism to be enhanced and developed to the expectations, there should be consented participation of each and every player in the tourism sector. Political will is of great importance to supporting and building tourism development. Attainment of sustainable tourism development require systematic procedural observation of effect, presenting the vital and restorative measures when necessary. Sustainable tourism should look forward to making utilization of the available natural resources that are components of tourism development. It also involve protecting the environment with the aim of preserving biodiversity and heritage which are key to tourism attraction.

Supportable tourism progression should in like manner keep up an irregular condition of guest satisfaction and certification a critical issue to the traveler, raising their care about manageability issues and progressing sensible tourism hones among them. (A Guide for Policy Makers, UNEP and UNWTO, 2005). At one extraordinary tourism item advancement can be grasping all components with which the guest to a destination comes into contact.

### 4.3 Correlation Analysis on Adventure Products and Tourism Development

Correlation analysis was conducted on adventure products (independent variable) and tourism development (dependent variable). Results were presented in Table 4.

**Table 4: Correlation Matrix for Adventure Product and Tourism Development**

		Tourism Development	Adventure Products
Tourism Development	Pearson Correlation	1.000	
	Sig. (2-tailed)		
Adventure Products	Pearson Correlation	0.160	1.000
	Sig. (2-tailed)	0.008	

The Pearson correlation coefficient was used to establish the association between the strategies on adventure products and tourism development. The study findings showed that the association between strategies on adventure products and tourism development was positive and significant. This was supported by a Pearson coefficient of 0.160 and level of significance of 0.008.

This implied that increase in adventure products could lead to improved tourism development. The results agreed to Vesley (2014) who in his examination discovered that sports tourists are pulled in to the locale by yearly games occasions, for example, Tecla Lorupe Run for Peace held in West Pokot District each November purposely for ending cattle rustling among communities living in the region.

### 4.4 Hypothesis Testing using Regression Analysis

The study conducted regression analysis between adventure products (independent variable) and tourism development (dependent variable). This was in order to establish the relationship between adventure products and tourism development in Elgeyo Marakwet County. Results were presented in Table 5.

**Table 5: Model Fitness for Adventure Products**

<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
0.961	0.923	0.923	0.71198

The results on Table 5 indicated that adventure was an appropriate variable in explaining tourism development in Elgeyo Marakwet County. This was supported by coefficient of determination also known as the R square of 92.3%. This meant that adventure products (independent variable) explained 92.3% of the variations in the dependent variable tourism development. Therefore the model was fit and suitable for the study on tourism development in Elgeyo Marakwet County.

The result conforms to those of Page and Dowling (2012) who demonstrated that the crucial way to the advancement of tourism item in an area is to build up extraordinary, genuine and sensible items. Albeit part of the improvement of such a fascination could incorporate assigning the jumping edge as the significant view point of Kerio valley and building a guest complex adjacent. However the jumping edges have not been designated despite the availability of sports (paragliding and diving).

**Table 6: Analysis of Variance (ANOVA) for Adventure Products**

	<b>Sum of Squares</b>	<b>df</b>	<b>Mean Square</b>	<b>F</b>	<b>Sig.</b>
Regression	700.705	1	700.705	1382.286	.000
Residual	58.295	115	0.507		
Total	759.000	116			

Table 6 shows the results on the analysis of the variance (ANOVA) which indicated that the overall model was statistically significant. Similarly, the results imply that adventure products was a good predictor/indicator of tourism development in Elgeyo Marakwet County. The F statistic of 1382.286 and the reported p value (0.000) confirms that the model is significant.



**Table 7: Regression of Coefficients for Adventure Products**

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Constant	1.163	0.597		1.949	0.054
Adventure Products	0.616	0.017	0.961	37.179	0.000

Thus, the regression model was:

The regression model used was;

$$Y = 1.163 + 0.616X_1$$

Where:

Y = Tourism Development

X<sub>1</sub> = Adventure Products

The regression of coefficients results on table 7 showed that adventure products had a positive and significant relationship with tourism development ( $r=0.616$ ,  $p=0.000$ ). This could be attributed to the potential of adventure products in Elgeyo Marakwet County which was huge (paragliding, culture, unique landscape & vegetation, trekking, bird watching, three concurrent weather changes experience and racing) but needed development.

The findings are consistent with those of Makunyi (2016) who argued that Kenya's adventure tourism can be derived from nature based tourism or cultural activities. The source of the adventure tourism is spread across the country despite being uneven. Some of the probable adventure tourism includes hiking, paragliding sporting, cable car mobility, cycling, bird watching, cliff diving and cultural festivals and dances.

### Hypothesis Testing

Bivariate regression was used for the hypothesis testing and determined using p-value (refer to Table 7). If the p value is less than 0.05, we reject the H<sub>0</sub> but if it is more than 0.05, then H<sub>0</sub> is not rejected. Therefore the null hypothesis is that strategies on adventure tourism products do not influence sustainable tourism development. Results in Table 7 shows that the p-value was 0.000. While the calculated t-statistic was 37.179 which is greater than t-statistic of 1.96. From the result, null hypothesis was rejected and alternative hypothesis that Strategies on adventure tourism products influences sustainable tourism development in Elgeyo Marakwet County is adopted. The findings are consistent with Page and Dowling (2012) that the crucial way to the advancement of tourism item in an area is to build up extraordinary, genuine and sensible items.

Albeit part of the improvement of such a fascination could incorporate assigning the jumping edge as the significant view point of Kerio valley and building a guest complex adjacent. However, the jumping edges have been designated despite the availability of sports (paragliding and diving).

## 5.0 Conclusions

Based on the study findings, the study concluded that adventure products was positively associated and or related with tourism development. The prominent adventure products included paragliding sports on the escarpments of Elgeyo Marakwet County, cycling, trekking, camping (Rimoi National reserve) caves (Kiplachoch cave in Kapyego Marakwet East Sub county), Torok falls situated at high cliff, Teren rapids with pot like shapes, Kipkabus dam, Chebloch George, Kipteber hills, hanging valley and birds migratory.

## 6.0 Recommendations

The need to focus on new adventure products should be encouraged in order to increase tourism diversity. Policies on adventure tourism should be formulated and implemented to increase the diversification of tourism. The great tourism potentials in Elgeyo Marakwet County and other counties should be exploited for betterment of tourism sector.

## 7.0 References

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