

**INFLUENCE OF EVENT TOURISM DEVELOPMENT ON COMMUNITY
HOUSEHOLD INCOME IN ISIOLO NORTH CONSTITUENCY, KENYA**

WANG'ONDU KEZIA WAMBUI

**A Thesis Submitted to the Graduate School in Partial Fulfillment for the
Requirements of the Award of the Degree of Master in Tourism Management of
Chuka University**

**CHUKA UNIVERSITY
NOVEMBER, 2021**

DECLARATION AND RECOMMENDATION

This thesis proposal is my original work and has not been previously presented for an award of any Degree in this or any other University.

Signature..........

Date.....15/11/2021.....

Wang' ondu Kezia Wambui
NM13/10366/12

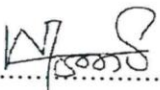
Recommendations

This research thesis has been examined, passed and submitted with our approval as University Supervisors.

Signature..........

Date.....15/11/21.....

Dr. Maina Kariuki,
Chuka University.

Signature..........

Date.....15/11/21.....

Rev. Dr. Jonathan W. Omolo,
Rongo University.

DEDICATION

I dedicate this to my beloved dad and sister, Wang'onde Gachara and Wamaitha Wang'onde; who's inspiration, support and care; both in person and at heart; has always kept me steady and strong, and the Director of African Pro-Poor Tourism Development Centre, James Weru; for the mentorship and encouragement.

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ABSTRACT

Events tourism is a specialty form of tourism that entails travel for purposes of attending and or participating in major one-time or recurring functions of limited duration. Event tourism incorporate different types of events which are a source of revenue generation at the destinations where the events are held. Isiolo North Constituency is characterized by pastoralist communities who, have unstable incomes. The constituency has limited administrative and management structures that would develop event tourism to access to basic social amenities by the local community. The purpose of the study was to assess the influence of event tourism development on community household income in Isiolo North Constituency. The objectives of the study were; to establish the influence of motivation on community household income, to determine the influence of high event tourism attendance on community household income, to determine the influence of event tourism diversification on community household income and lastly to determine the influence of community participation in event tourism on community household income in Isiolo North Constituency. The study employed descriptive survey design. The population of the study was adult community members. The study utilized a sample size of 409 respondents. Data was collected using questionnaires and interview schedules, questionnaires were served to 380 community household heads, a number that was obtained proportionately per Ward. Interview schedules were served to 7 tourism officers and 22 senior tourism managers of medium sized hotels who were obtained purposively. Data was analyzed by descriptive statistics and logistic regression at $\alpha=0.05$. For the first hypothesis, the odds of social drivers and organizational drivers in promoting tourism related occupation were 0.867 and 1.031 respectively. The odds of high event tourism attendance influencing community household income was 1.25. The predicted odds of event tourism diversification influencing local community members to live in non-rented houses was 0.905. Lastly, in the fourth hypothesis, the odds of decision making and community involvement in event tourism planning influencing the number of working household members was 0.747 and 0.686 respectively. However, despite the predicted odds in all the four hypotheses, none of the null hypotheses could be rejected as the p-values were greater than the alpha (0.05) in all cases. The study recommended that the County Government should come up with appropriate policies that offer incentives to the community and tourism business operators to increase the rate of event tourism development. The National Government through different parastatals and the private sector should aggressively market local events so that they attain regional recognition and eventual international recognition.

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LIST OF ABBREVIATIONS AND ACRONYMS

DOI:	Diffusion of Innovations
GDP:	Gross Domestic Product
GOK:	Government of Kenya
MICE:	Meetings Incentives Conferences and Entertainment
SMART:	Specific, Measurable, Achievable, Realistic and Time-bound
SPSS:	Statistical Package for Social Sciences
SWOT:	Strengths, Weaknesses, Opportunities, Threats
UNWTO:	United Nations World Tourism Organization
USA:	United States of America
WTTC:	World Travel and Tourism Council

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Tourism is a complex phenomenon that entails travel to destinations away from residential areas for leisure, recreation, and any other purpose that does not lead to remuneration or compensation (Butler, Hall, & Jenkins, 2009). According to Masip (2006) tourism includes the facilities provided to cater to the needs of the tourists, service delivery processes and the tangible and intangible elements needed to meet these needs. Events tourism is a specialty form of tourism that entails travel for purposes of attending and or participating in major one-time or recurring functions of limited duration (Bowdin, Allen, O'Toole, Harris, & McDonnel, 2006). Event tourism development has therefore been advanced and defined from different faces to incorporate, high event tourism attendance, motivation for event tourism, event tourism diversification and community participation in event tourism (Freya, 2018).

Event tourism development integrates all activities, preparations, and engagements that lead to successfully holding events that run over a significant period of time (Getz, 2005). According to Freya, (2018) the activities, preparations and engagements for event tourism development aim at advancing, high event attendance, motivation for event tourism, diversification of event tourism and opportunities for community participation in event tourism. The complexities that arise with developing event tourism emanate from the different perceptions that are held regarding the diversity of events themselves, and the perceptions that event attendees and organizers hold as well (Yolal, Sentinel, & Uysal, 2009). Antonakakis, Dragouni and Filis (2014) concur with Getz (2005) that event development is very much particular to the event type, the event destination, and government regulatory measures that exist to oversee events. Generally as adopted in this study, event tourism development refers to augmenting, high event tourism attendance, motivation for event tourism, event tourism diversification and community participation in event tourism.

Community household income is the amount of money the household head earns that is expected to enable access to tertiary education, generate tourism related occupations, enhance owner occupancy of homes and increase the number of working household members (Susic & Dordevic, 2011). According to Woo, Kim and Uysal (2014)

community household income is a crucial element of community growth and empowerment, that every government strives to achieve through policies that create a feasible environment for its population to access education. Omagwa and Aduda (2015) concurs with Getz, O'Neil, and Carlsen, (2001) that a household that has working members, would translate to accessing home ownership opportunities and, permanent settlement with longer lasting occupations. Generally, as adopted in this study, community household income is perceived to enhance community access to tertiary education, enable owner occupancy of homes, ventures into tourism related occupations and more working household members.

Event tourism development around the world is of a varied nature, encompassing a myriad of scopes; culture, sports, politics, business, amongst others, and events can be classified according to the size, to include; mega events, hallmark events and local events (Susic & Dordevic, 2011; Ertuna & Kurbas, 2012). Gnoth and Anwar (2000) in their study of event tourism development in Australia explained that, a mega event would be that comparable to the Brisbane World's Fair and the America's Cup Defense in Perth, while Ritchie and Crouch, (2003) indicated that a hallmark event would be comparable to the Boston Marathon, and the Calgary Stampede.

According to Freya (2018) a community-based event is of a smaller scale and is held to honor and recognize particular aspects of a community like culture; music, dance, religion, and food, and would be comparable to the Pow Wows in North America and the Maori in New Zealand (Susic & Dordevic, 2011). Globally, event tourism development has been identified as a stable means to income generation amongst communities (Chheang, 2010). This has been achieved globally, with significant income being generated. In a study undertaken in New Zealand by Ryan, Smee, Murphy and Getz (2010) to evaluate the impacts of event tourism, it was identified that event tourism development injected large amounts of money into rural economies in New Zealand through restaurant businesses, lodging, food and beverage sale and entertainment, which subsequently led to better livelihoods.

The economic impacts that event tourism development manifests have been observed across regions as well, as reported in Portugal, where event tourism development was observed to impact both directly and indirectly on the local and regional community

(Alves, 2001). The study by Alves (2001) on the impacts of Portugal's Cherry Festival on small tourism events in rural places, showed that events enhanced an increase in hotel occupancy and meals served in restaurants. Tourists' longer stay at destinations encourages more spending at destinations Celik and Centikaya, (2013) and event tourism development has in addition encouraged domestic tourists to stay in their countries and carry out all their tourism expenditure within their regions, a case study being the international Izmir Art Festival in Turkey. The study will adopt the Diffusion of Innovations (DOI) theory advanced by Rogers (1995) detailing a procedural framework of the five stages a new idea passes through before complete adoption; innovations, adaptations, communication channels, time and social systems. DOI explains that an innovation's diffusion rates will vary due to the differences in adopters, nature of the innovation, communication channels that exist and how long these channels may take to make a significant change in the social systems.

High event tourism attendance, is sorely dependent on the attendees, and their tastes and preference, all which event tourism organizers are required to comprehend and project the same to an event (Raj, 2010). The better and more positive the perception of an event, the higher the potential for increased event tourism product consumption and repeat business, resulting to income generation. Tourism perception of tourism products is subjective and event tourism organizers may not fully comprehend event tourist preferences, so as to translate the same to events Bowdin et al., (2006). Community household income from repeat business should ease access to tertiary education, which in Kenya, remains difficult due to cultural diversity and subsequent government policies (Ondicho, 2000). Motivation for event tourism has a multifaceted approach that ranges from the perceived value for money spent organizing events, the attitude of the event attendees, the interactions arising from events to the role events play at a destination (Bowdin et al., 2006).

Motivation for event tourism has more often than not complemented high event tourism attendance at destinations, and this is attributed to the spectator concept of events (Butler et al., 2009). Community household income from event tourism motivation and high event tourism attendance has been experienced through various channels revolving around generation of wages for those who get employed and from the event tourists' purchase made during these events, which act as exports to the generating regions of

the event tourists, either domestic or international (Cooper, Fletcher, Gilbert, & Wanhill, 2008). Tourism is a highly seasonal and sensitive industry in Kenya, remaining highly vulnerable to threats of terrorism, disease epidemics, political instability amongst others (Omagwa & Aduda, 2015).

This has rendered event tourism an unstable occupation. Event tourism diversification refers to the creation of event options that also satisfy a wide category of market segments (Tarihi, Sureci, & Tarihi, 2015). Diversifying event tourism has been seen to increase profit margins, which economists associate with improved lifestyles that entail owner occupancy of homes (Goldblatt, 2002). Community participation in event tourism planning aids create a broader event tourism product that would showcase authentic local destination resources Mangion & McNabb (2005).

Event tourism development could fast track non-marginalized, non-partisan community participation where the locals are able to air their views and opinions, showcase authentic cultural products, hence promote new business opportunities, both directly and indirectly (Chheang, 2010). Community participation in event tourism development has been difficult to sufficiently achieve, especially if participation is in management level (Lee, 2012). This is attributed to lack of stable policies in Kenya, that would create strategic plans to intentionally engage communities, either as groups and or through an all-inclusive criterion (Reid & Arcodia, 2002).

1.2 Statement of the Problem

Event tourism development has attained recognition in many international states, and economists have advised that governments should be involved especially if local businesses are to be enhanced. Event tourism development focusses on creating an unending appeal for attendance and ensuring the attendees' needs are well catered to, through clearly understanding their attitudes and preferences when interacting with the destinations.

Community household income accrual from event tourism development is viable especially through; high event tourism attendance, motivation for event tourism, diversification of event tourism and community participation in event tourism. These factors harbor the capacity to fast track generation of community income. Isiolo North

Constituency holds over 100 different events annually, from which achieving high event tourist attendance, creating motivational strategies for continuity of event tourism, diversification of the event tourism product and community participation is possible towards the realization of community household income.

Failure to incorporate administrative and management structures that would create repetitiveness in the frequency of events held has resulted to diminished access of the locals to basic social amenities, especially access to tertiary education. Creating an appeal to attend events is driven by social and organizational needs, which are to always in alignment, a challenge that event organizers have faced, and which has consequently exposed the seasonality and instability of tourism related occupations. This could easily be harnessed through diversification of event tourism, however, event tourism has been centralized to specific regions with limited equitable exploitation of event tourism resources. While event tourism has questionably not been fully considered for development, developing event resources into diverse event tourism offerings would highly contribute to, high attendance for event tourism, motivation for event tourism, event tourism product diversity and community participation.

This would subsequently result to local employment in event tourism related businesses, access to tertiary education, owner occupancy of homes and an increase in the number of working household members. The overall research problem addressed in this study is that, although there has been a lot of significance being held in event tourism development from different stakeholders, there is a substantive dispersion between, developed event tourism and household income. This study will set out to examine the influence of event tourism development on community household income in Isiolo North Constituency.

1.3 Purpose of the Study

This study aimed at investigating the influence of event tourism development on community household income in Isiolo North Constituency of Kenya.

1.4 Specific Objectives of the Study

The study was guided by the following objectives:

- i) To establish the influence of motivation for event tourism on community household income in Isiolo North Constituency
- ii) To examine the influence of high event tourism attendance on community household income in Isiolo North Constituency
- iii) To assess the influence of event tourism diversification on community household income in Isiolo North Constituency
- iv) To evaluate the influence of community participation in event tourism on community household income in Isiolo North Constituency.

1.5 Research Hypotheses

The study tested the following hypothesis:

- H₀₁ Motivation for event tourism has no statistically significant effect on community household income in Isiolo North Constituency
- H₀₂ High event tourism attendance has no statistically significant effect on community household income in Isiolo North Constituency
- H₀₃ Event tourism diversification has no statistically significant effect on community household income in Isiolo North Constituency
- H₀₄ Community participation in event tourism has no statistically significant effect on community household income in Isiolo North Constituency.

1.6 Significance of the Study

The findings may be of substantive value to the community especially on the need to start up and sustain event tourism businesses and consequently get substantial returns like employment and income. It may also help tourism entrepreneurs venture towards ensuring that event tourism becomes the niche that can enhance tourist satisfaction, by enhancing event repetitiveness, attracting high attendance in event tourism and building on community participation in event tourism. The study may also be highly beneficial to the Government, specifically in policy formulation, in regards to event tourism motivation, attendance, resource diversification and community participation in event tourism.

1.7 Scope of the Study

This study assessed the influence of developing event tourism on community household income in Isiolo North Constituency. This was expected to address event tourism from the supply side, without the private-led tourism trade approach. This study centered on Isiolo North Constituency. This study was limited to last 10 months from January 2018-October 2018.

1.8 Limitations of the Study

The study was limited by centralization to the selected location of Isiolo North Constituency. Ideally the study should have been conducted in a wider area (all the 47 counties in Kenya). However, the selection of a smaller sample was useful, for exemplification and could thus; initiate the beginning of a debate.

1.9 Expected Outputs

The expected output was that the influence of event tourism development on community household income would be established, indicative of the need to build frequency and numbers in event tourism attendance and community participation in event tourism.

1.10 Definition of Terms

The following terms are used to carry the meanings presented:

Community Household Income: The amount of money the household head earns that is expected to enable access to tertiary education, generate tourism related occupations, and enhance owner occupancy of homes

Community Participation: Involving people living together in project that help solve their problems.

Diversification of Event Tourism: novelty, versatility and multi-dimensionality of events.

Event Resources: Unexploited facilities, activities and physical attributes of an area that can facilitate the holding of a one-time or recurring function of limited duration.

Event Tourism Business: Investment in developing functions of one-time occurrence or recurrence.

Event Tourism Development: Refers to influencing or stimulating, high event tourism attendance, motivation for event tourism, event tourism diversification and community participation in event tourism.

Event Tourism Motivation: Commitment that makes tourists attend events

Event Tourism Zone: An area consisting of tourism sites that are closely linked in terms of nature, history, and culture or otherwise; and is designed to enable longer stay travel of more than two nights and three days through cooperation among its tourism sites

Event Tourism: Travel for purposes of attending and or participating in major one-time or recurring functions of limited duration.

High Attendance: The number of people present for an event being more than the local population of the event destination.

Household Head: The foremost breadwinner of a group of people living in a single home

Household:	The grouping of any number of people living in a single home
Interpersonal Environment:	The people, economic activities and physical resources present and influencing the lifestyle of an individual
Localization:	Transferring event tourism to more destination areas
Medium-Sized Hotel:	An establishment offering accommodation, food and beverage services with 100-300 rooms
Motivation:	The social or organizational factors which contribute to the need for holding event tourism
Owner-Occupancy:	The nature by which a group of people living together in a single home possess the residence they call their home; non-renter.
Personal Rewards:	The benefits an individual acquires that satisfy them as individuals
Private-Led Approach:	A process whereby event tourism products and resources are owned and used by individuals and or groups of individuals
Senior Manager:	A person of higher rank and longer service (over 5 years' experience) with the core responsibility of organizing business in a hotel

CHAPTER TWO

LITERATURE REVIEW

2.1 Overview of Event Tourism Development

Various writers have categorized events on diverse perspectives. These range in scale, purpose, levels and participant involvement rate (Freya, 2018; Bowdin et al., 2006; Getz, 2005; Hall, 1992; Jugo, 1997). Jugo (1997) identifies that events have been categorized on their different purposes, and programs indicating different special purposes, frequency of occurrence and management. In this argument, he classified events according to scale; which describes events dimensions in form of a continuum, to range from community gatherings to international events, with hallmark and mega events in one category and other events in the other category; drawing power.

Getz (2005) argument, says that event dimensions can be classified according to the levels in which particular events attract tourist, and arranged them in a hierarchy; mega events; attracting visitation from particular regions, regional events; attracting visitation from a specific region; local and finally touring events; indicating the anomaly of moving to the markets and not the markets coming to the events program. In addition, event dimensions have been described in dichotomies of, professional versus amateur, competitive versus non-competitive events, indoor versus outdoor setting, degree of involvement by participants, and finally free versus paid admissions (Yolal et al., 2009).

Getz (2005) states that event dimensions can be approached from the expectations, perceptions and experiences of customers, generic groupings; to describe events dimensions under the umbrella descriptors of fairs, festivals, agricultural shows and sport activities, and finally miscellaneous factors; that indicate events dimensions from the views of frequency of occurrence, audience roles in the events, time duration taken to hold an event, and manner in which the right to hold an event is made. Jago and Shaw (1995) further indicated that events have been viewed from both supply and demand sides. The demand perspective requires determining who travels and motivation for travel as well as the activities these event travelers engage in. The supply side focuses on destination growth, promotion of all types of events, attraction of repeat visitation while handling seasonality issues and fostering better working areas within the industry (Bowdin et al., 2006).

Getz (2005) identified that events have various components that form an interlinked relationship. These components form the different perspectives from which events tourism can be understood; organizers' goals, sponsor and partner goals, environment, and community, economy and customer / guest benefits. This model identified the complexity associated with special events and intensity with which they can be perceived upon. Agencies producing these events have thus increased as well as companies whose core function is organizing and or supporting the operation of special events (Aynalem, Birhanu, & Tesefay, 2016). Consumer interest has been seen to increase, which has seen many communities, sporting bodies and special interest groups organize special events as a means of; enhancing the social status of communities, raising awareness and generating funds. This has seen the rise in demonstration effect in many regions, upon the immense influence by other regions holding events, to hold similar touristic events (Getz 1997).

In a portfolio approach by (Getz, 2005) a model was developed on events tourism strategy, making an evaluation, from which he identified events dimensions describing mega events as occasional, hallmark events to be periodic, regional events to be one-time and local events to be periodic one-time events with low demand and value; event types that have been the most popular classified by size. Hall (1997) supported the same argument to (Getz, 2005) adding that mega events majorly target the international tourism market, attracting large attendance and involving immense financial endeavors; mega events from the various descriptions have been associated with impacting whole economies but are generally developed following competitive bidding while (Ritchie 1984) further added that hallmark events emphasized more on profitability and edging out destinations competitively through awareness created from holding them.

Auckland, in its major events strategies has identified major events in its portfolio analysis, to attract about 80% local participation and more than 10% visitor participation. This thus justifies UK Sport (1999) elements of major events, which (Getz, 2005) identified as hallmark events, to attract public attention, to feature eminently in international events plans and occasionally involve competitive parties whether teams or individuals representing different states and nations (Janeczko, Mules & Ritchie, 2002). Janiskee (1996) however, contrary to (Getz, 2005) argument on local events to be of low demand and value, linked local and or community events to be

events with extremities of family activities to community and local authority participation.

Event tourism development integrates all activities, preparations, and engagements that lead to successfully holding events that run over a significant period of time (Getz, 2005). According to Freya, (2018) the activities, preparations and engagements for event tourism development aim at advancing, high event attendance, motivation for event tourism, diversification of event tourism and opportunities for community participation in event tourism. The complexities that arise with developing event tourism emanate from the different perceptions that are held regarding the diversity of events themselves, and the perceptions that event attendees and organizers hold as well (Yolal et al., 2009). Antonakakis et al., (2014) concur with Getz (2005) that event development is very much particular to the event type, the event destination, and government regulatory measures that exist to oversee events.

Lawton and Weaver (2010) carried out a study of the USA that indicated that, about 31 million visitors attend events that are held, numbering to approximately 10,000 annually, an example being that given by (Lawton & Weaver,2010) in a study of Texas that showed over 1000 events being held annually. The Turkish Ministry of Culture and Tourism also reported that in 2009 about 1350 events were organized and most of these events have brought significant economic benefit (Culha, 2008). According to Chalip and Costa (2006) in their study of events and destination branding a case study of the Sydney 2000 Olympics games identify that the economic gains accrued from event tourism high attendance requires an approach that: targets potential tourists, the tourism trade and other businesses.

Event tourism high attendance that focuses on new tourists and new businesses with an enhanced image of a destination succeeds economically, and especially so, where measures that increase visitor length of stay and total spending that can spread to other destinations; resulting from forged partnerships with local businesses, community ownership and media hospitality (Chalip and Costa, 2006). Event tourism development in Korea has been seen from studies on the Korean wave, which is basically, a shift towards popularizing the Korean culture and lifestyle in China. The Korean wave in Seoul was founded on the aspects of culture, music, dance, play amongst others, which

had a significant effect in eradicating the negativity that had previously been associated with most Asian countries (Ryoo, 2007).

These elements have formed the backdrop from which event tourism products are developed; in align with a process that has been termed nation branding to revolutionize the image of countries (Coltman, 1989). The views of Chalip and Costa (2006) on high event tourist attendance focusing on measures to increase visitor length of stay have been advanced by Barros and Machado (2010) who identified that visitor length of stay has a positive relationship with tourism generated income because tourists staying longer at a destination get to visit more attractions and end up generating more business for the destination than those who stay for shorter periods of time (Barros and Machado, 2010). According to Zaei and Zaei (2013) in their study of the impacts the tourism industry has on the host community, they clarify that income generated by attendance to destinations may not have a specific degree of measure but can be estimated by determining the multiplier effect in a destination; the flow of money from tourist spending multiplies as it passes through various segments of the economy. These business-forming segments range from food service, entertainment, accommodation, automobile transportation, public transportation and travel arrangement, which are all locally owned at the destinations (Zaei and Zaei, 2013)

According to the World Travel and Tourism Council, there are about 2.5 million Egyptians who have been employed directly and indirectly in event tourism segments; resulting from Egypt acquiring about 25% of the Middle East market, which brings in tourist numbers to Egypt (WTTC, 2004). Egypt has seen growth in event attendance rising with a 13.3 % increase between 2004 and 2014 due to the implementation of strategies relating to enhancement of tourism development indicators which can be used to enhance the quality of the standard of living of the local people (WTTC, 2005). Nigeria has in the last two decades advanced in event tourism which has been manifested through a myriad cultural events such as the Grand Durbar Festival, the famous Argungu Fishing Festival, the Atilogwu Dancers and the New Yam Festival, the boat Regatta in Lagos and Yenegoa, the Olofin Festival in Idanre, Ondo state, the Olojo Festival at Ile-Ife, the Osun Festival in Osogbo, Osun State, Lagos, Abuja, Calabar and Rivers carnivals (Omitola, 2017). Omitola (2017) further notes that Port Harcourt Carnival is another significant event that has reportedly left long standing

multiplier effects in Nigeria with various professional parties benefiting from the annual event, which has had both direct and indirect impacts in Port Harcourt.

According to Iraqi (2007), in Egypt the locals recognize that event tourism attendance has created jobs for the Egyptian local community attracting investment and development projects to the Egyptian local communities, through encouraging growth by attracting more visitors to Egypt and enhancing longer stays for increased revenue. The above studies give explicit views on how events dimensions can best be understood and approached while trying to fully understand and categorize events types. The views from the various scholars indicate that events tourism types and dimensions vary in different ways. Scope in size has identified the most popular events types (Getz, 2005; Boss, Van Der Kamp, and Zom, 1987; Jugo, 1997).

Event tourism development has the ability to draw high numbers of tourists, and demand for event tourism products is on the rise as trends indicate (Gartner, 2004). Kiprutto, Sitati, Ngoriarita, Akama and Munyao, (2012) in their study of Kenya's North Rift, on regional development identified that attendance numbers reduced in the region from the inhibitors of unexploited tourism resource potential and lack of accessibility. In Kenya, attendance is highly dependent on the national parks, reserves, and beaches, the mainstream tourism business; however, where alternative travel has been identified viable, efforts remain sluggish (Ondicho.T, 2000). Hosting international events, a country gets an opportunity to market itself and this has been the case with Kenya. The country has hosted a number of summits and conferences like the 10th World Trade Organization Ministerial Conference held between 15th through to 19th December, 2015; the United Nations Conference on Trade and Development held from 15th to 22nd July, 2016; and the 2nd High Level Meeting (HLM2) held from 28th November to 1st December, 2016 (K.T.B, 2014)

The researchers however give generalization to event types basing most studies from internationally recognized events (Gnoth & Anwar, 2000). Little emphasis has focused to venture intensively into the miscellaneous, generic groupings, theme, programs, and driving power which form the wider dimensional categories of events in developing countries (Jugo, 1997). Regarding dimensions of events, tourism must address major and minor event scopes that are more often disregarded in tourism development. Event

tourism development should focus more on, high event tourism attendance, motivation for event tourism, diversification of event tourism, and community participation in event tourism, for there to be comprehensive realization of development of event tourism. This way, the household income accrued can be accounted for in depth, so as to ensure that community participation, where community members identify and address their particular concerns, is discerned.

2.2 Motivation and High Event Tourism attendance on Community Household Income

Event tourism motivation has greatly been contributed by visitors' attitudes for escapism, the role events play, the subjective stand of the events in visitors' minds, the perceived value for money of the events and after attendance experience that any particular event has on the event tourist (Bowdin et al., 2006). Bowdin et al. add that the need for interactions, curiosity about cultural differences and recreation have also contributed to event tourism motivation, and requires event managers to have an intensive understanding of the type of event tourists. Event tourism motivation has been associated with spectator perception of an event, as the key determining factor, and components of the event, geographical set up and event theme are primary assessment areas in building up event tourism motivation. These may be accorded secondary support by opportunities to actively interact with the host's social set up; free movement, meeting event organizers and local hospitality, which eventually may translate to community income (Hammerling, 1997)

Event tourism high attendance has an appeal, that relates to the uniqueness of events, mostly resulting from the interactions among geographical elements, the people involved and the management systems in place (Getz, 2008). This is what has enhanced the use of event tourism to generate income for the local community since, event tourism lengthens the tourist season and can also extend the peak tourism seasons to create elongated spending and diverse event tourism product options, as has been seen in Alaska where the Iditarod event has introduced new event tourism seasons (Raj, 2010). Event seasons have equally translated to formulation of events products that entail various offers which are the event appeal factors to consumers of different lifestyles and shifting preferences. There are, thus, numerous themes that have been identified as the pull factors of events to events tourists. These include music, which

forms the largest and most popular theme, film, art and design, dance, sports, antiques, musicals, fashion, literature, history, technology and culture.

Visitor numbers are however dependent on, the changing perspectives when these events are held within parameters of certain institutions, and the ability of event managers to integrate stakeholder interests from the events (Lyck, Long, & Grige, 2012). Perception has been that event tourism has significant regional and local benefit which has resulted to event tourism growth with the number of events continuously increasing (Bres and Davis, 2001). Lawton and Weaver (2010) carried out a study of the USA that indicated that, about 31 million visitors attend events that are held, numbering to approximately 10,000 annually, an example being that given by Lawton and Weaver (2010) in a study of Texas that showed over 1000 events being held annually. The Turkish Ministry of Culture and Tourism also reported that in 2009 about 1,350 events were organized and most of these events have brought significant economic benefit (Culha, 2008). The same has also been witnessed in USA, Florida, where a study was conducted by Park, Resinger, and Kang (2008) at the Miami Beach Food and Wine Festival, and it showed that motives for the visitors were very much governed by the theme of the event and they added that of utmost importance to the visitors was getting their needs met and enjoying their visit. Event organizers have therefore seen the fulfilment of economic expectations of the Miami Beach Food and Wine Festival in Florida and, its feasibility in sustaining local businesses.

Community household income from event tourism motivation and high event tourism attendance has been experienced through various channels revolving around generation of wages for those who get employed and from the event tourists' purchase made during these events, which act as exports to the generating regions of the event tourists, either domestic or international (Cooper et al., 2008). In Turkey, the city of Eskisehir has been popular for being large in festivals relating to art, and which have attracted an annual following in an event period of about 10 days (Yolal et al., 2009). The Eskisehir international festival had attendees being motivated by the need to socialize, to get away from the usual environment, bonding with family and the hype of being in a new place (Yolal et al., 2009). These motivating factors enable tour planners and administrators to interpret the tourist perception of the event leading to higher visitor numbers, a longer stay with a worthwhile experience and a host community that is more accepting of event

tourists; local business set-up and generation of income, wages and revenue (Dewar, Meyer, & Li, 2001).

The locals in Malaysia have seen first-hand economic boost from the Future Music Festival, a rigorous regional event that initially originated from Australia, and later spread to Malaysia, in Kuala Lumpur (Tangit, Kibat, & Adanan, 2016). Aspects of security were of major concern to attendees and irrespective, attendance of the Future Festival was not compromised however, Tangit, Kibat, & Adanan (2016) indicated in their study that the event required there to be more emphasis on internal and external concerns so as to sustain attendance and motivation.

In Africa, countries have been at the forefront in spearheading meetings and events, as seen in rankings with South Africa ranking highest, Egypt second, Morocco coming in third and fourth rank, Nairobi, for being aggressively notable in events and meetings, as well as at the Kenyatta International Conference Centre, the United Nations Office in Nairobi, the Safari Park Hotel and Whitesands Hotel (Victoria Safaris, 2007) in (Odunga, Belsoy, Nthinga, & Maingi, 2011).

In South Africa, adding to Odunga, Belsoy, Nthinga, and Maingi (2011), Hattingh and Swart (2016) carried out a study on the motives of attending a food and wine event in Cape Town, and the findings indicated that about 500 exhibitors attended to showcase their products with attendance reaching highs of 40% annually. As noted earlier by Park, Resinger, and Kang (2008), these numbers are in volumes that can sustain an economy due to the motivation and commitment of visitors to attend these events on an annual basis. Event motivation can be identified with four drivers, physiological, organizational, social and personal needs of visitors, whereby the social, physiological, and personal needs are from an individual perspective and the organizational needs from an external force. The organizational motive that drives visitors to events as seen from Cape Town is captured by the need to sell, fund the event, create jobs for the community and leave an economically beneficial legacy (Hattingh & Swart, 2016).

In Kenya, the Kenya Tourism Master Plan has showed that event tourism has greatly been developed through meetings incentives and conferences, with local MICE numbers shifting in 15% increase margins and international MICE ranging at about

16% increase margins in the year 2004 (G.O.K, 2005b) According to Odunga, Belsoy, Nthinga, and Maingi, (2011), conference service providers, a niche of event tourism, have benefited by revenue generation , which was further enhanced by a more reinforced legislative system in 2002 to pave way for international MICE and hence community household income. High event tourism attendance and motivation for event tourism therefore, as seen from the different articles about event and event tourism products from different countries, local communities have a chance of generating income from event tourism.

2.3 Event Tourism Diversification on Community Household Income

Event tourism diversification has been actualized through localizing tourism events through different organizational departments and sub-sectors of no particular blueprint that all attempt to create home ownership for the locals (Goldblatt, 2002). Visitor perception of place can be enhanced through creation of diversity in events thus expanding local business and offsetting seasonality in tourism, which has most often crippled the tourism economy (Getz, 1991).

Event tourism diversity in the world has resulted from visitor need to revel up in different destinations though states that influence them like spirituality, product launches, conventional and exceptional philosophies like those related to, cheese rolling in England, root sampling in Mexico and the ice sculptures of Canada to name but a few (Popescu & Corbos, 2012). Diversification builds on sustainability and amalgamates innovation in both local and regional entities as tour operators in Germany noted that event tourism had visitors registering longer stays especially target groups that had various event's activity choices, in the year 2013, with the stay heightening to about a week (Tarihi et al., 2015).

Community home owner occupancy has been realized from tourism event diversification through profits that have sustained event tourism business even in the low peak seasons and this has successfully been realized from the differentiated lifestyle of communities through cultural products, especially where this lifestyle has resulted to different product offering (Goldblatt, 2002). Event tourism is not mainstream on building sightseeing but brings about special interest in various dimensions which coincide with traveler discernment of place as augmenting their

awareness and escapade, as they seek to satisfy curiosity and meet experience; which is what the enlightened traveler seeks (Park.K,2002). Event diversification changes the phase and face of a community economically and these contribute towards a more permanent reputation of the destination, like the case with Barcelona for the International Olympics of 1992 that led the city generating immense revenue, and further still, Holland is well renowned for the National football league (Gessel, 2000) Offering many luxuries alongside tourism events is a strategy that has been used to realize economic benefits for example the national football league offers the audience accommodation, transports, incentives amongst other components as a package, which may incur high costs albeit immense returns that have developed communities through several projects (Bowdin et al., 2006).

In Botswana, tourism contributed to an estimated 8.5% GDP of the country in 2014 and by 2025 could increase to about 6%, however, these findings were only based on mature based tourism, and diversifying the product to include event tourism, could even have far more substantial economic benefits for the country in terms of locals securing homes (Moswete & Danube, 2009) Event tourism product diversification has an effect of opening up unknown destinations thus improving the welfare of the local communities and this is realized from the way diversified events can be re-modified and integrated into local resources thereby corroborating community household incomes (Smith, 2003).

Generally, the tourism industry is a competitive industry and it is important that destination developers create differentiated products that position effectively to the target markets and diversification into events achieves this by offering more to the travelers as seen in the community regions of Botswana (Legrand, Kauffmann, & Sloan, 2012). According to Odunga, Belsoy, Nthinga, and Maingi, (2011), Kenya has a solid base for event tourism diversification though MICE tourism, and in the macro and micro influential force, community economic benefits from event tourism diversification have been direct and indirect. Home ownership in Kenya has been influenced by characteristics of the households; these being marital status, education level, economic activity, attitudes towards home ownership and location of the to-be-owned home relative to the location of one's job (Omagwa & Aduda, 2015). The local community in Isiolo North constituency is a pastoralist community and the idea of

permanent home ownership may best be implemented best with policy formulation and implementation.

2.4 Community Participation on Community Household Income

Community participation in event tourism has grown and thrived Dieke (2008) indicates that the benefits accrued from event tourism stand at national and local levels. He further adds that at the local level, events have benefited communities through job creation, incomes distribution and a balance to regional development. Chheang (2010) indicated that tourism does not require much capital and added that most resources are locally available; the case with event tourism. Events are avenues for host communities to show case their expertise, host potential investors and promote new business opportunities and they have been seen to create employment opportunities majorly from the expenditures by visitors. These have provided jobs in areas of entertainment, food and beverage provision, accommodation, tour guiding as well as provision destination support services (Freya, 2018). He adds that although most people argue that these jobs are mostly short term, with no new staff getting employed, there still remains demand to offer new employment opportunities when these events are held. Most employment opportunities are generated directly and or indirectly. This is though the supply of goods and any other necessary services for the tourist activities (Aynalem et al., 2016).

Events attract new visitors to destinations, and they hold the visitor longer indicating that events have a drawing and a holding power (Janeczko et al., 2002). The USA, Australia and New Zealand have seen events attract over 200, 000 visitors (Lee, 2012). This is an indication that, events products possess the capacity to create employment opportunities for local communities. Dieke (2008) indicates that the major challenge to having event tourism contribute measurable job opportunities is enclave tourism. This occurs as a result of reduced interaction of visitors to the destination environments. Tourists, due to personal preferences and past experiences prefer purchasing tour packages. This minimizes the beneficiaries to tourism investors; hoteliers, travel agents and tour operators. These findings relate to Constantin and Gregory (2006) who indicate in their study of households that the number of working household members is dependent on various factors amongst which emanate from core social values like foregone businesses and occupations to take care of the family.

Lyck, Long and Grige (2012) indicate events products entail provision of various offers. Therefore, consumption patterns to event products remain a continuous process. Successful local employment however, sorely remains on the ability of event managers to integrate stakeholder interest from event products sold. The above studies indicate that events products and local community employment have been crucial areas in developing tourism in rural destinations (Lyck, Long & Grige, 2012; Dieke, 2008; Janeczko et al., 2002; and Chheang, 2010). Demand for event tourism remains high, hence consumption of events products. The studies also indicate that the challenge to enhancing proper local community employment from events has been the lack of proper management. Ondicho (2000) supports these views adding that there have been sluggish efforts in developing alternative tourism forms, event tourism forming part. It is therefore crucial that event managers identify the needs of various stakeholders and establish an integrative strategy to ensure that events meet these needs mutually.

2.5 Policy Framework in Event Tourism Development

The Kenya National Tourism Policy has indicated that Kenya's tourism industry has been associated with immense contribution to GDP, accounting for about 10% of Kenya's GDP, with tourism coming third after agriculture and manufacturing as the major economic stabilizing sectors in Kenya. Foreign exchange earnings generated have also significantly been accredited to the tourism industry, with tea and horticultural sectors forming the top foreign exchange earners.

The set out Government's Economic Recovery Strategy for Wealth and Employment Creation 2003-2007 identified tourism as a tool that could significantly reduce and eradicate extreme poverty levels. This is manifested in the immense employment opportunities that the sector creates both directly and indirectly. Government revenue is greatly generated from the sector through licenses, taxes, entry fees, and duties which in turn has significantly supported localization of infrastructure, to see to it that local communities benefit. The National Policy has also identified the potential in tourism multiplier effect. The multiplier effect in tourism holds great potential in promoting growth of the country and helps create new diversified enterprises while at the same time creating heightened motivation for the tourism product, with consistent high annual visitor numbers. Integration of stakeholders is also strategically emphasized as key, to engage local communities as well in decision making.

Event tourism has no limit in number of, type, size and nature of events held at the destinations, and event tourism is a myriad of dimensions in art, religion, language, music amongst others, all which can be components of developing event tourism. Kenya's National Tourism Policy is profound on the prominence tourism product development has on Kenya's economy. However, the tourism industry was seen to decline in the 1990s due to insecurity, where travel advisories to Kenya have often seen visits to major destinations at peak periods drop significantly, impacts that have had the economy constrained. The sector has not developed as expected due to, mainly, the lacking in integrated tourism interests and long-term development strategies (Okech, Haghiri, & George, 2012)

These core functions and sought out roles in the Tourism Act indicate the concept of developing new tourism products, boosting demand and motivation for tourism, warranting benefits to all stakeholders, and innovativeness and formulating SMART projections. These are concepts that describe event tourism, which deviates from the mainstream tourism business of beach and wildlife tourism (Odunga, Belsoy, Nthinga, & Maingi, 2011). Event tourism is, one amongst the many forms and types of diversified tourism product (Douglas, Douglas, & Derrett, 2001). A look at a SWOT analysis in the National Tourism Policy on Kenya's tourism sector indicates outstanding strengths and opportunities for the sector, which define situations that would best suit event tourism developmental emphasis, such as, ecological and topographic diversity, diverse heritage, cultures and traditions, upgraded visitor motivation, amongst others(G.O.K, The Tourism Act , 2011)

While the tourism policy suggests that tourism is a major economy stabilizing industry, it almost about fails to precisely account for required tactics on high number of event tourists, ways of creating event tourism motivation, diversification of events and ways of getting communities involved in event tourism(Susic & Dordevic, 2011). This is so even when events held in various destinations continue to attract huge visitation for both domestic and international markets (Douglas, Douglas, & Derrett, 2001). This research study therefore seeks to investigate event tourism product development as a means towards event tourism, enhancing employment opportunities, generation of incomes for local communities, increasing event tourist expenditure, and reinforcing community infrastructure. This way, Kenya, can continue to benefit from tourism,

which is a global leading industry, as envisioned in the Policy (G.O.K, Kenya Tourism Master Plan, 2005a)

2.6 Theoretical Framework

The theory adapted for this study was diffusion of innovations theory by Rogers (1995). In his theory, Rogers developed a framework of five levels in which new ideas are spread across different cultures. He proposed that these ideas are spread under the elements of innovations, adaptations, communication channels, time and social systems. DOI explains that an innovation's diffusion rates will vary due to the differences in adopters, nature of the innovation, communication channels that exist and how long these channels may take to make a significant change in the social systems. A new innovation moves from an innovator to an adopter.

The adopter's decision to adopt, is influenced by push and pull factors, and a decision can be reached through the information received by the adopter through the communication channels. In time, the rate of diffusion of the innovation varies and references made from the existing structures will again determine how the innovation is implemented or even adopted in any particular society. Isiolo North Constituency event tourism has remained just about as an innovation to many due to its new nature. Prevalence in uncertainty over the benefit and outcome of adopting event tourism has dominated the region as well. A representation of the theory is shown below.

The researcher considered that event tourism development; motivation for event tourism, high event tourism attendance, diversification of event tourism and community participation in event tourism is the new concept idealized about, still as an innovation, hence, the community and entire society at this stage is faced with the status quo challenge. At the innovations stage, event tourism developers and the local community are faced with issues on the ambiguity in event tourism innovation, such that innovations in event tourism are found disruptive to the routine community tasks; even when they bring large relative advantage, they might not be adopted because of added instability. Adopters' stage is characterized by few individuals undertaking to venture into event tourism, but with some redundancy to, while still acknowledging that pastoralism, and agricultural practices are still relevant.

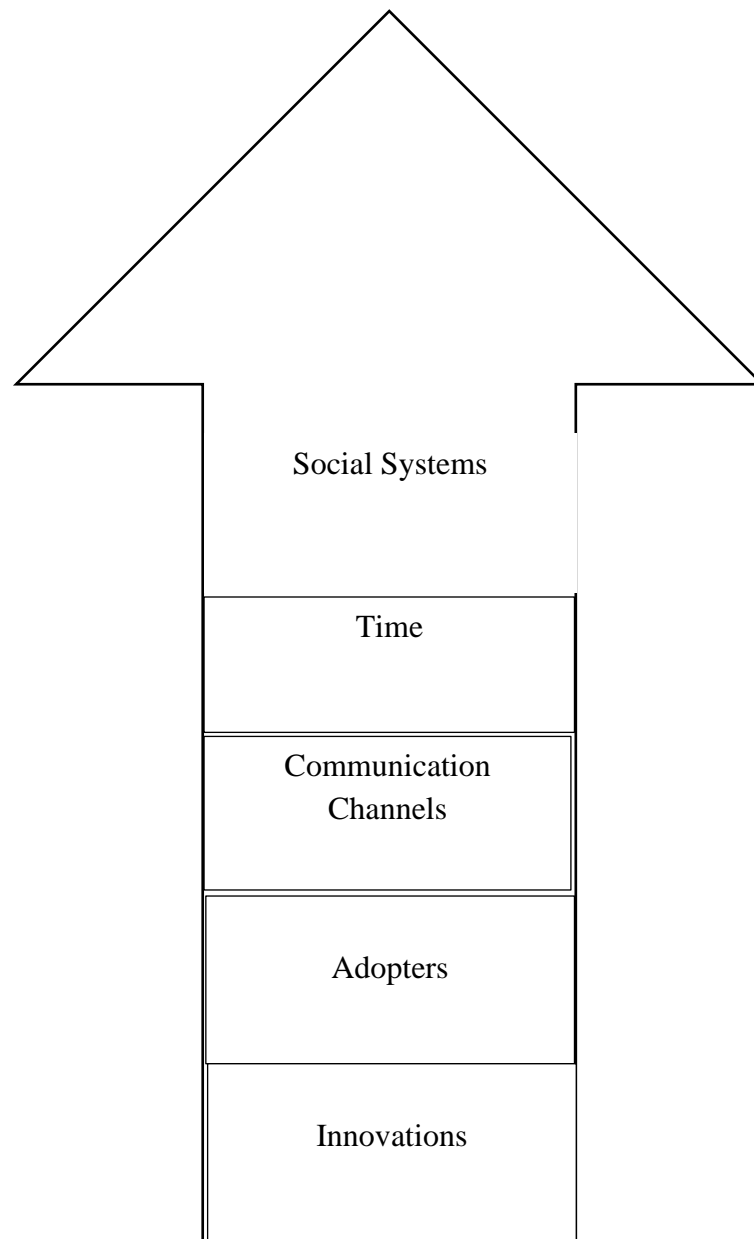


Figure 1: A Representation of the Theory
(Rogers, 1995)

Communication channels are characterized by information transfer modes and means and are manifested in event tourism diversification and the number of event tourists who actually make to visit. Time indicates the period before event tourism is fully accepted and embraced by the local community in their rural areas. Social systems are the macro and micro factors that are subject to influence event tourism. The traditional society therefore finds more relevance in resisting change and retaining their prior routines. Therefore, when examining the contribution of event tourism to community household incomes, it is important to consider this.

2.7 Conceptual Framework

The conceptual framework which the researcher will put in operation will be a model where research variables and the relationship between them will translate into a visual picture to illustrate the interconnections between the independent, intervening and dependent variables (Veal, 2006). This is shown below:

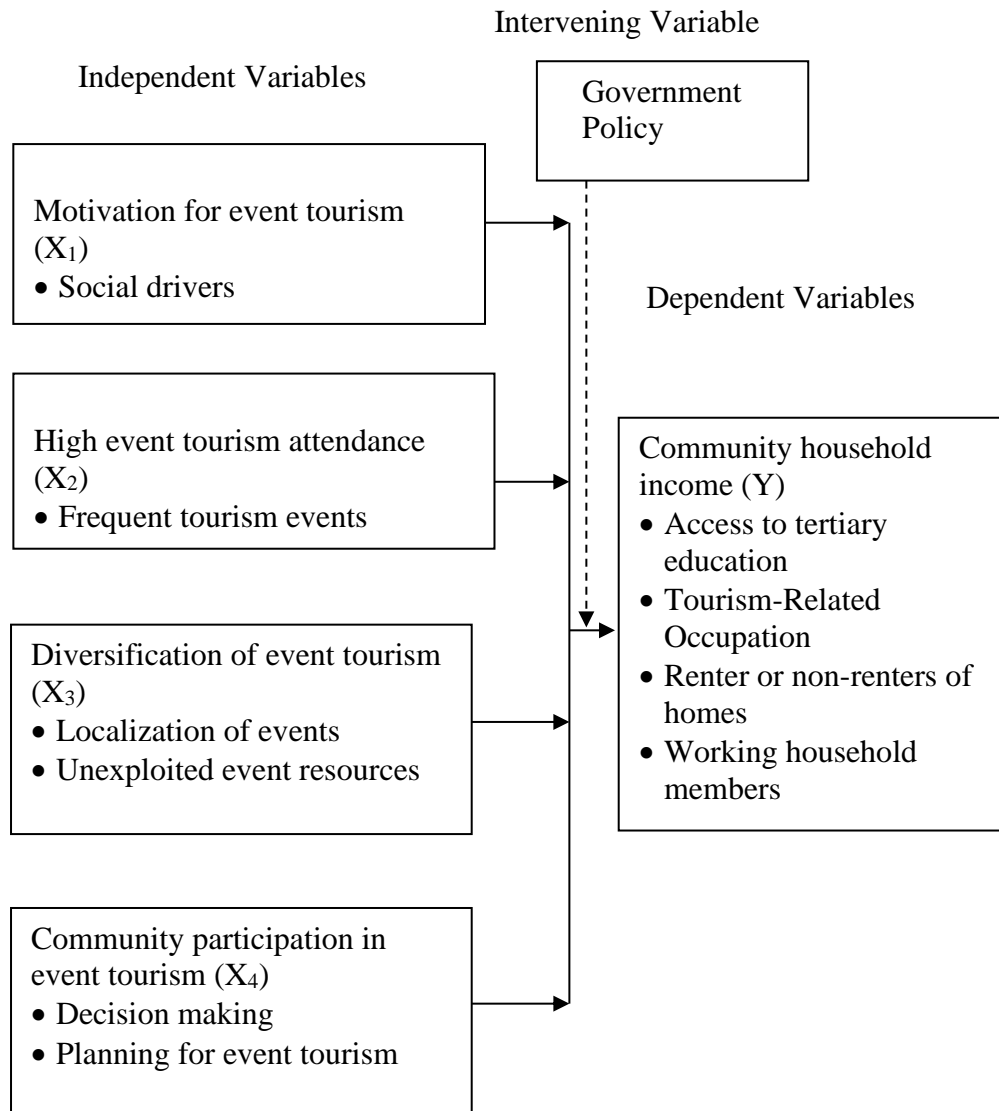


Figure 2: Conceptual Framework

The framework presented in Figure 2 indicates that community household income in Kenya (Y) is a function of many factors including, high event tourism attendance (X₁) + Motivation for event tourism (X₂) + Diversification of event tourism (X₃) + Community participation in event tourism (X₄). $Y = a + b_1X_1 + X_2b_2 + X_3b_3 + X_4b_4$ Where a-Constant (other factors) b₁, b₂, b₃, b₄ –Coefficients.

Community household income can be seen by the number of locals employed in jobs generated from event tourism, local access to tertiary education, owner occupancy of homes and number of working household members. High event tourism attendance is associated with longer tourism events that are more frequently held, an aspect which is fundamental in contributing to community household income.

Motivation for event tourism can be seen through social drivers, which stem from individual need for escapism and the perception of place, and organizational drivers which are derived from the event organizers' need to sell, and fund an event, which paramount towards contributing to community household income.

Diversification of event tourism entails localizing event tourism to ensure that unidentified destinations are opened up and different dimensions of events can be subsequently remodeled, where synchronized event tourism products can be developed to realize community household income. Community participation in event tourism has a positive correspondence on community household income especially because the community gets to express particular economic concerns they have, when planning for event tourism. Developing event tourism requires bearing in mind that government support is necessary and developing event tourism in isolation will not realize the community household income that could otherwise be seen (Bowdin et al., 2006).

CHAPTER THREE

METHODOLOGY

3.1 Location of the Study

Isiolo North Constituency is located at latitude 0⁰21'16" N and longitude 37⁰34'55" E. The region lies on the upper eastern region with arid and semi-arid climatic zones, about 285 kilometers North of Nairobi. Isiolo North Constituency borders seven other counties; Samburu, and Garissa to the East, Tana River to the South East, Kitui and Meru to the South West, Marsabit to the North West and Wajir to the North East. The population density of Isiolo North County is 143,294 according to the 2009 national census (Isiolo North Constituency, 2015).

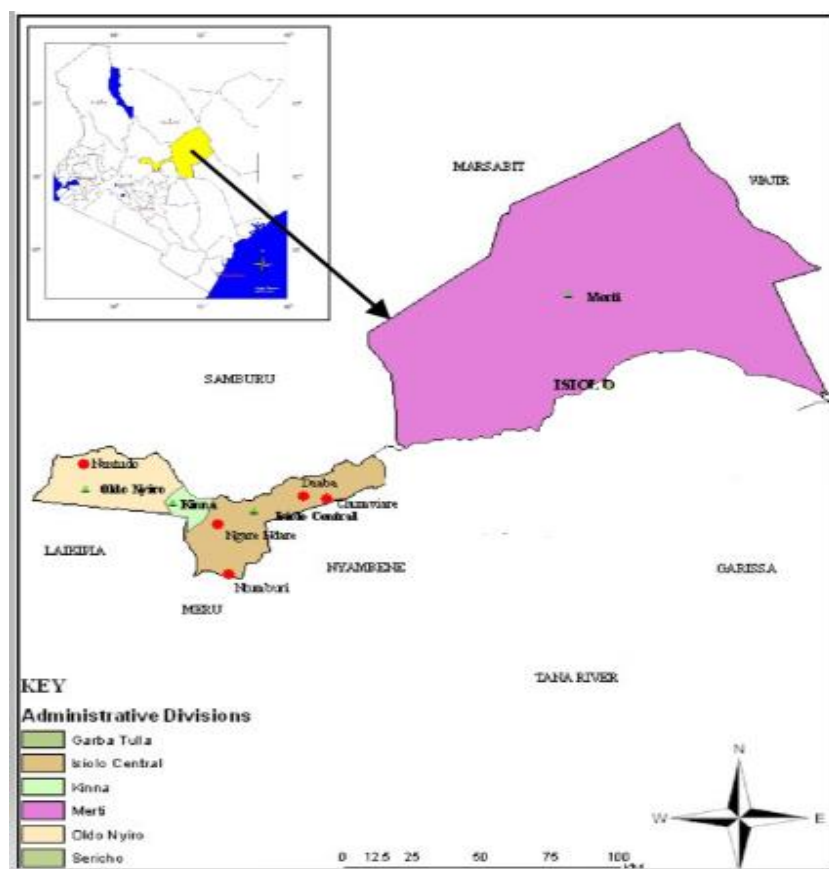


Figure 3: Map of Isiolo North Constituency, Kenya

3.2 Research Design

This research study utilized descriptive survey design as proposed by (Kombo & Tromp, 2006). Descriptive survey is a method of collecting information by administering questionnaires to a sample of individuals (Orotho, 2005). Descriptive studies are not only restricted to fact finding, but may often result in the formulation of important principles of knowledge and solutions to significant problems (Veal, 2006).

Survey method was chosen because information provided would answer questions posed.

3.3 Population for the Study

The target population for the study was 49,086, representing the adult community members in Isiolo North Constituency.

Table 1: Target Population of the Household Heads, Senior Tourism Officers and Hotel Managers of Medium Sized Hotels

Ward	Population	Community Adults (18+yrs)	Household Heads	Tourism Officers	Senior Hotel Managers
Wabera	17,431	8,541	6,064	2	8
Bulla Pesa	22,722	11,134	7,904	2	10
Chari	4,781	2343	1,663	2	6
Burat	18,774	9199	6,531	2	12
Cherab	15,560	7624	5,413	2	4
Ngare Mara	5,520	2705	1,920	2	12
Oldo-Nyiro	15,388	7540	5,353	2	7
Total	100,176	49,086	34,851	14	49

Source: Isiolo North Constituency (2015)

According to the Agricultural Sector Development Support Programme, Household Baseline Survey Report (2014) 49% of the population in Isiolo North Constituency represents the adults. The researcher identified the accessible population by categorizing the target population into household heads, senior hotel managers of medium sized hotels and senior tourism officers at the ward level. Distribution of these categories is shown in Table 1.

The study targeted the household heads, managers from medium sized hotels and senior tourism officers at ward level because, they were a direct source of information regarding development of event tourism, and were immediate beneficiaries of event tourism development. According to (Kombo & Tromp, 2006) an effective population should have ideas on the topic investigated, and the accessible population had sufficient and reliable information to address the objectives of the research study. The population of Isiolo North Constituency had a household head representation of 62% male

dominance and 11% female dominance according to the KNBS, Economic Survey (2010).

3.4 Sampling Procedure and Sample Size

Purposive sampling was used to obtain the number of senior tourism officers and hotel managers of medium sized hotels, whereby, only the respondents holding the senior positions were identified to avoid data duplication. The sample size, for the community adult household heads, was obtained using Krejcie and Morgan (1970) model as below. The sample size per ward was obtained proportionately.

$$s = \frac{X^2 N P (1 - P)}{d^2 (N-1) + X^2 P (1-P)}$$

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level

(3.841).

N = the population size.

P = the population proportion (assumed to be 0.50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (0.05)

$$\begin{aligned} & \frac{3.841 * 34,851 * 0.5(1-0.5)}{0.05^2(34,851-1) + 3.841 * 0.5(1-0.5)} \\ & = 380 \end{aligned}$$

The total sample size had 409 respondents; 380 adult household heads, 7 senior tourism officers and 21 senior managers of medium sized hotels. The summary is as shown in Table 2.

Table 2: Table of Sample Size

Ward	Adult Household Heads		Tourism Officers		Hotel Managers	
	Population	Sample	Population	Sample	Population	Sample
Wabera	4,357	66	2	1	10	6
Bulla Pesa	5,680	86	2	1	12	5
Chari	1,195	18	2	1	8	3
Burat	4,693	71	2	1	14	5
Cherab	3,890	59	2	1	6	6
Ngare Mara	1,380	22	2	1	16	9
Oldo-Nyiro	3,847	58	2	1	5	2
Total	25,044	380	14	7	71	21

3.5 Research Instrument

The study utilized questionnaires and interview schedules to collect data based on the objectives of the study. The questionnaires were administered to the 380 household heads. The questionnaire had both open-ended as well as close ended questions to allow for flexibility of the respondents as well as restrict them in some circumstances. The interview schedule was used to collect data from the senior hotel managers of medium sized hotels and the senior tourism officers. Questionnaires were used for the convenience in collecting data from a large sample.

Section A of the questionnaire and interview schedule comprised; socio-economic and demographic characteristics of the respondents, which were close-ended questions. Section B, C and D of the instruments tested the effect of, high event tourism attendance, motivation for event tourism, event tourism diversification and community participation, on community household income.

3.6 Piloting

A pilot study was carried out in Cherab Ward of Isiolo North Constituency using the test-retest method to check, the adequacy of the resources of the research study including times, materials and finances. The researcher was also able to ascertain the consistency of the participants' responses.

3.7 Validity

Content validity of the instrument was examined. The researcher consulted University Supervisors and other Experts from the Department of Environmental Studies and

Resources Development. This was both during preparation of the instruments and after piloting.

3.7.1 Reliability

In order to estimate reliability of the instrument, Cronbach's Alpha of correlation was used and a coefficient was generated which gave r^2 value of 0.712. Therefore, this indicated that the research instruments were reliable since in social science, a correlation coefficient of $r^2 = 0.7$ or more is generally accepted to represent a reliable research instrument.

3.8 Data Analysis and Presentation

After data collection, the researcher categorized data according to the categories of respondents and coded according to the variables under study. The researcher generated indexes from indicators of the independent variables and tested the index against the dependent variable; community household income. Descriptive statistics and inferential statistics were used to analyze the variables under study. Regression analysis was used to find trends in the data collected and make predictions arising from the relationships between the variables. All tests were done at a significant level of (0.05) and were aided by Statistical Package for Social Sciences (SPSS). Data was presented in form of tables. A summary of data analysis procedure is presented in the table below: -

Table 3: Summary of Data Analysis

Objective	Independent variable	Dependent variable	Approach of Analysis
To determine the influence of high event tourism attendance on household income (Access to Tertiary Education)	Frequent tourism events	Household Income (Access to Tertiary Education)	Frequencies Logistic Regression
To establish the influence of motivation for event tourism on household income (Type of Occupation)	Social drivers -Organizational drivers	Household Income (Type of Occupation)	Frequencies Logistic Regression
To determine the influence of event tourism diversification on household income (Owner Occupancy of Homes; Renter or Non-renter)	Localization of events Unexploited event tourism resources	Household Income (Owner Occupancy of Homes; Renter or Non-Renter)	Frequencies Logistic Regression
To determine the influence of community participation on household income (Working Household Members)	Involvement in making decisions Involvement in Planning	Household Income (Working Household Members)	Frequencies Logistic Regression

3.9 Ethical Consideration

The researcher sought clearance from the graduate school and obtained a research permit before embarking on data collection. An informed consent was also sought from all the respondents. They were made aware that it was voluntary participation and confidentiality of information would be preserved and used for the purpose of this study. Documented references were cited and acknowledged in the study body and a list of the bibliography in respect of the same given in the reference section.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Response Rate

The research a sample size of 409 respondents who included 380 adult household heads, 7 senior tourism officers and 22 senior managers of medium-sized hotels. All the interview schedules and questionnaires were duly completed and returned. This marked a response rate of 100%. Apart from the bio-data of the respondents, the rest of this chapter presents data analysis of the four independent variables namely high event tourism attendance, motivation for event tourism, diversification of event tourism and community participation.

4.2 Bio-data of the Respondents

The majority respondents were male (52%). Males were a majority among community household heads and tourism officers while they were a minority among hotel managers. This is shown in Table 4.

Table 4: Gender Distribution of the Respondents

Respondent	Male		Female		Total	
	F	%	F	%	F	%
Community	199	52	182	48	381	100
Tourism Officer	5	71	2	29	7	100
Hotel Managers	9	43	12	57	21	100
Total	213	52	196	48	409	100

F=Frequency, %= Percentage

Majority of the respondents were aged between 38-47 years (62%). There were no Tourism Officers aged between 48-47 years while 5% of the Hotel Managers were aged between 48-57 years. This is shown in Table 5.

Table 5: Age of the Respondents

Respondent	18-27 Years		38-47 Years		48-57 Years		Total
	F	%	F	%	F	%	
Community	128	34	236	62	17	5	381
Tourism Officer	3	43	4	57	0	0	7
Hotel Managers	7	33	13	62	1	5	21
Total	34		62		4		100

Isiolo North Constituency has seven wards, with each contributing a different number of respondents. The Tourism Officers were obtained purposively, one from each Ward. Majority of the Hotel Managers (33%) and Community Household Heads (70%) were from Bulla Pesa. Oldo Nyiro had the minority (1%) of Hotel Managers as well as Wabera. This is shown in Table 6.

Table 6: Ward Distribution of the Respondents

Ward	Community		Tourism Officer		Hotel Managers		Total	
	F	%	F	%	F	%	F	%
Wabera	56	15	1	14	0	0	57	14
Burat	55	14	1	14	3	14	60	15
Bulla Pesa	70	18	1	14	7	33	77	19
Chari	64	17	1	14	6	29	70	17
Cherab	58	15	1	14	3	14	64	16
Ngare Mara	43	11	1	14	1	5	44	11
Oldo Nyiro	35	9	1	14	1	5	37	9
Total	381	100	7	100	21	100	409	100

4.3 Influence of Motivation for Event Tourism on Community Household Income (Type of Occupation)

The researcher sought to determine the influence of motivation for event tourism on community household income. The indicators of motivation for event tourism used were social drivers and organization drivers. The indicator used by the researcher to represent community household income was the main occupation of the respondents, examining whether their occupations were related to tourism or not related to tourism. The results on whether the occupation of the respondents was tourism related or not tourism related was presented. Majority of the respondents (55%) were in occupations that were tourism related, while (45%) of the respondents were in occupations that were not related to tourism. This is shown in Table 7.

Table 7: Type of Occupation of the Respondents

Respondent	Not Tourism Related		Tourism Related		Total	
	F	%	F	%	F	%
Community	185	49	196	51	381	100
Tourism Officer	0	0	7	100	7	100
Hotel Managers	0	0	21	100	21	100
Total	185	45	224	55	409	100

The results on the perception of the influence of social drivers on promoting tourism related occupations indicated that the largest percentage of community household heads were in agreement that social drivers were a contributor towards promoting tourism related occupations, while the least were neutral. For example, amongst community household heads (41%) were in agreement that seeking personal rewards promoted tourism related occupations, (36%) were in disagreement and (23%) were neutral. The largest percentage of tourism officers were in disagreement while the least were in agreement. For example, (28%) were in agreement that seeking personal rewards promoted tourism related occupations, (29%) were neutral and (43%) were in disagreement. The largest percentage of hotel managers were in agreement while the least were neutral. For example, (43%) were in agreement that seeking personal rewards promoted tourism related occupations, (33%) were in disagreement and (24%) were neutral. This is seen in Table 8.

Table 8: Perception of Influence of Social Drivers on Promoting Tourism Related Occupations

Respondent	SA		A		N		D		SD		Total
	F	%	F	%	F	%	F	%	F	%	F
Community											
Seeking personal rewards	68	18	89	23	88	23	65	17	71	19	381
Escaping personal environments	73	19	66	17	88	23	88	23	66	17	381
Seeking interpersonal rewards	67	17	61	16	123	32	74	19	56	15	318
Escaping interpersonal environment	57	15	74	19	122	32	60	16	68	18	381
Tourism Officers											
Seeking personal rewards	1	14	1	14	2	29	1	14	2	29	7
Escaping personal environment	2	29	1	14	2	29	1	14	1	14	7
Seeking interpersonal rewards	1	14	0	0	3	43	2	29	1	14	7
Escaping interpersonal environment	1	14	2	29	3	43	0	0	1	14	7
Hotel Manager											
Seeking personal rewards	5	24	5	24	5	24	4	19	2	10	21
Escaping personal environments	3	14	4	19	5	24	5	24	4	19	21
Seeking interpersonal rewards	4	19	2	10	8	38	4	19	3	14	21
Escaping interpersonal Environment	3	14	4	19	8	38	2	10	4	19	21

SA=Strongly Agree, A=Agree, N=Neither Agree nor Disagree, D=Disagree, SD=Strongly Disagree.

The items on perception of influence of motivation (social drivers) on household income were used to generate an index. The index was then categorized in to 3 levels (Low, Moderate, High) indicating how positive the respondents were about the influence. The results showed that majority of the community household heads (72%) were either moderately or highly positive that motivation could promote tourism related jobs while only (29%) were least positive about the influence. This is shown in Table 9. The same trend was observed with tourism officers and hotel managers, where the majority were either moderately or highly positive about the influence

Table 9: Positivity Level of Social Drivers Promoting Tourism Related Occupations

Respondent	Low		Moderate		High		Total F
	F	%	F	%	F	%	
Community	109	29	194	51	78	21	381
Tourism Officer	2	29	4	57	1	14	7
Hotel Managers	6	29	10	48	5	24	21
Total	117	29	208	51	84	21	409

Motivation=Social Drivers

Table 10: Perception of Influence of Organization Drivers on Promoting Tourism Related Occupations

Respondent	SA		A		N		D		SD		Total F	
	F	%	F	%	F	%	F	%	F	%		
Community												
Profit for the Organization	73	19	66	17	110	29	72	19	60	16	381	
Deep Customer Relation	60	16	72	19	110	29	66	17	73	19	381	
Build Salesforce Performance	77	20	62	16	104	27	63	17	75	20	381	
Reliability of the Organization	77	20	62	19	104	27	62	16	76	20	381	
Tourism Officer												
Profit for the Organization	0	0	2	28	0	0	3	43	2	29	7	
Deep Customer Relation	2	29	3	43	0	0	2	28	0	0	7	
Build Salesforce Performance	1	14	0	0	3	43	2	29	1	14	7	
Reliability of the Organization	1	14	2	29	3	43	0	0	1	14	7	
Hotel Managers												
Profit for the Organization	3	14	9	43	3	14	3	14	3	14	21	
Deep Customer Relation	3	14	4	19	3	14	8	38	3	14	21	
Build Salesforce Performance	5	24	4	19	7	33	0	0	5	24	21	
Reliability of the Organization	5	24	0	0	7	33	4	19	5	25	21	

The results on perception of the influence of organization drivers on promoting tourism related occupations indicated that amongst community household heads, there was an equal distribution amongst those in agreement and those not in agreement, with the least

percentage being those who were neutral. For example, amongst community household heads (36%) were in agreement and (35%) were in disagreement that profit for the organization promoted tourism related occupations, while (29%) were neutral. Tourism officers had a similar trend, while the largest percentage of hotel managers were in agreement while the least percentage were neutral. For example, (57%) were in agreement that profit for the organization promoted tourism relate occupations, while (28%) were in disagreement and (14%) were neutral. This is shown in Table 10.

Table 11: Positivity Level of Organization Drivers Promoting Tourism Related Occupations

Respondent	Low		Moderate		High		Total
	F	%	F	%	F	%	F
Community	257	68	51	13	73	19	381
Tourism Officer	3	43	2	29	2	29	7
Hotel Managers	16	76	4	19	1	5	21
Total	276	68	57	14	76	19	409

Motivation=Organization Drivers

The items on perception of influence of motivation (organization drivers) on household income were used to generate an index. The index was then categorized in to 3 levels (Low, Moderate, High) indicating how positive the respondents were about the influence. The results showed that majority of the community household heads (68%) were least positive that motivation could promote tourism related jobs while only (32%) were moderately and highly positive about the influence. Majority of the tourism officers (58%) were moderately and highly positive while (43%) were least positive about the influence. Majority of the hotel managers (76%) were least positive and only (24%) were moderately and highly positive about the influence. This is shown in Table 11.

Table 12: Regression Coefficients for the Influence of Motivation (Social and Organization Drivers) on Promoting Tourism Related Occupations

	B	S.E.	Wald	Df	Sig.	Exp(B)
Social Drivers	-0.143	0.143	0.997	1	0.318	0.867
Organization Drivers	0.031	0.126	.060	1	0.806	1.031
Constant	0.419	0.342	1.504	1	0.220	1.521

Dependent variable: Type of Occupation

A binary logistic regression was then carried out to test the hypothesis ‘Motivation for event tourism has no statistical significant effect on community household income’. The dependent variable was binary (yes and no) and the test was predicting the odds of the independent variables promoting tourism related business. The independent variables were the indices generated for social drivers and organizational drivers. The results indicated that the odds of promoting tourism related occupation for social drivers were 0.87 while the odds for organization drivers were 1.03. This is shown in Table 12.

Despite the predicted odd, none of the predictors were significantly able to predict the outcome since the “p” values for social drivers (0.318) and organizational drivers (0.806) were greater than the level of significance ($\alpha=0.05$). Consequently, the null hypothesis “there was no significant influence of social and organizational drivers on promoting tourism related occupations” could not be rejected. The results were in agreement with Bowdin et al (2006) who, in their study emphasized that motivation for event tourism has various contributors and each event engaged in is dependent on the type of the event tourist. The research finding on Table 12 did not reject the null hypothesis H₀₂ that there is no statistical significant influence of social and organizational drivers on promoting tourism related occupations in Isiolo North Constituency. This agrees with Park, Resinger & Kang (2008) who indicate that events can sustain the economic environment of an event destination adding that the motives for event tourists or the visitors are highly governed by the event’s theme, which should, subsequently enhance guest satisfaction and specifically the event.

Tourism in all types and form is an engine that can mitigate extreme poverty through income generation from job creation (UNWTO, 2011) However, the sustainability of tourism related occupations is not only supported through engagement of social and organizational drivers but by several conditions that are prerequisite for creating favorable working conditions such as enhanced stability of the political scene, reduction of inequality, reduction of the effects of seasonality of the sector, eradication of sexual harassment and work stress amongst others (Aynalem et al., 2016). The results of the objective agreed with the diffusion of innovations theory Rogers (1975). The results suggested that motivation for event tourism (social and organization drivers) is not statistically significant in ensuring the local community secures occupations related to tourism. Adopting towards motivation of event tourism is by few individuals, who

are redundant due to the pre-existing economic activities which equally create income. This represents the adopters dimension of diffusion of innovations theory. Most of the events held in Kenya are predominant in urban areas, and have been advanced through meetings, incentives, and conferences. The government has generated revenue and so have the event developers. The trickle-down effect of MICE has not been furthered to community household income through social and organizational drivers. As a result, the geographical advantage of event tourism in Kenya has obliterated tourism related occupations, to a quantifiable measure. Community household heads, hotel managers and tourism officers in Isiolo North Constituency have envisioned the items of social and organizational drivers as innovative areas to that can propagate occupations in tourism related fields. Event tourism remains ambiguous and the society is highly wary of any disruptions to normal cultural routines. Ideally, drivers of event tourism that create motivation for event tourism can be modified and laid out to align to event tourist attitudes and themes of events irrespective of the geographical privileges of lack of. Innovation into event tourism as a product and stakeholder collaboration in implementing the items of motivation can be achieved through adopting the idea that event tourism motivation can create tourism related occupations. An innovative idea has high potential for adoption where the adopters are keen to change attitudes and perceptions, through an elaborate and well-functioning system of communication. The current research indicates conflicting interactions between innovations and adopter's stages of diffusion of innovation theory used.

4.4 Influence of High Event Tourism Attendance on Community Household Income (Access to Tertiary Education)

The researcher sought to determine the influence of high event tourism attendance on community household income. The indicators used by the researcher to represent high event tourism attendance were; event tourism spreading for over three days, event tourism being held quarter yearly and event tourism generating tourism business. The indicator used by the researcher to represent community household income was access to tertiary education. The results on the number of respondents who accessed tertiary education were presented. The results showed that the highest percentage (58%) of community members had not accessed tertiary education, while the least percentage (35%) had accessed tertiary education. The hotel managers and tourism officers had all accessed tertiary education. This is shown in Figure 4.

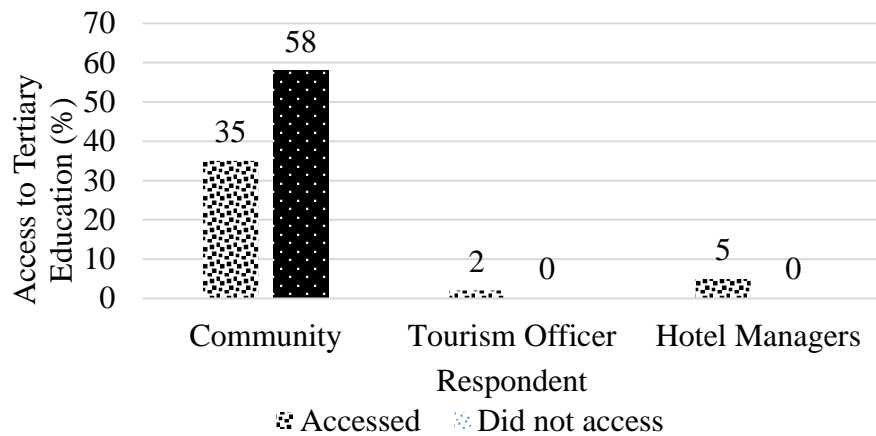


Figure 4: Access to Tertiary Education amongst Respondents

The results on the type of events held in Isiolo North Constituency was presented. The results on the type of events held in Isiolo North Constituency showed that the highest percentage were commercial events (29%) with the least held being other events (8%) that did not fall into the categories of cultural, political or sport events. This is shown in Figure 5.

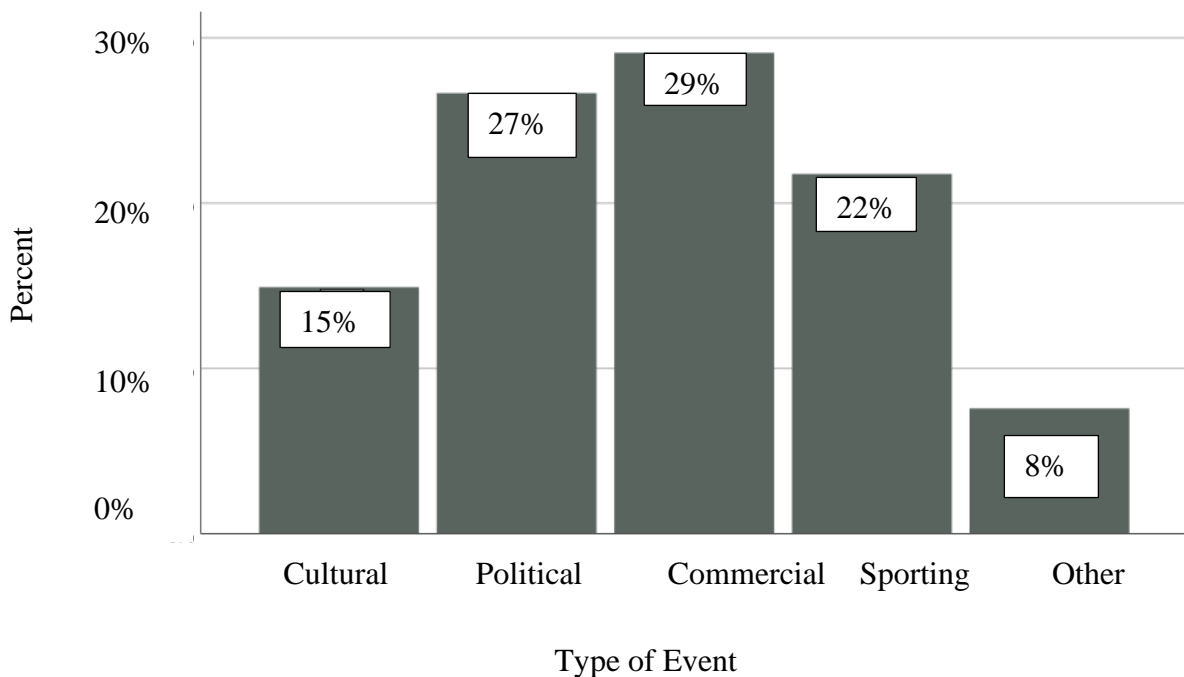


Figure 5: Events Held within Isiolo North Constituency

The results on the perception of the influence of, event tourism spreading for over three days, event tourism being held quarter yearly, and event tourism generating tourism business, on promoting access to tertiary education indicated that the largest percentage

of community household heads were equally distributed amongst those who were in agreement and those not in agreement, while the least were neutral. For example, amongst community household heads (42%) were in agreement that event tourism generating tourism business promoted access too tertiary education, (40%) were in disagreement and (18%) were neutral. The same trend was observed amongst tourism officers and hotel managers where there was an equal distribution amongst those in agreement and those in disagreement, with the least percentage being neutral. This is shown in Table 13.

Table 13: Perception of Influence of High Event Tourism Attendance on Promoting Access to Tertiary Education

Respondent	SA		A		N		D		SD		F
	F	%	F	%	F	%	F	%	F	%	
Community											
Spreading event tourism over three days	68	18	66	17	11	30	72	19	61	16	381
No change when event tourism is extended	61	16	72	19	11	30	65	17	68	18	381
Holding event tourism quarter yearly	93	24	73	19	75	20	69	18	71	19	381
No change when event tourism is held often	76	20	69	18	75	20	73	19	88	23	381
Event tourism generating tourism business	77	20	82	22	69	18	69	18	84	22	381
Event tourism does not generate tourism business	85	22	67	18	69	18	83	22	77	20	381
Tourism Officer											
Spreading event tourism over three days	1	14	2	29	3	43	0	0	1	14	7
No change when event tourism is extended	1	14	0	0	3	43	2	29	1	14	7
Holding event tourism quarter yearly	2	29	1	14	1	14	1	14	2	29	7
No change when event tourism is held often	2	29	1	14	1	14	1	14	2	29	7
Event tourism generating tourism business	3	43	2	29	1	14	0	0	1	14	7
Event tourism does not generate tourism business	1	14	0	0	1	14	2	29	3	43	7
Hotel Managers											
Spreading event tourism over three days	7	33	6	29	3	14	3	14	2	10	21
No change when event tourism is extended	2	10	2	14	3	14	6	29	7	33	21
Holding event tourism quarter yearly	3	14	3	14	5	24	5	24	5	24	21
No change when event tourism is held often	5	24	5	24	5	24	3	14	3	14	21
Event tourism generating tourism business	5	24	3	14	6	29	3	14	4	19	21

Event tourism does not generate tourism business	4	19	3	14	6	29	3	14	5	24	21
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Table 14: Positivity Level of High Event Attendance Promoting Access to Tertiary Education

Respondent	Low		Moderate		High		Total
	F	%	F	%	F	%	
Community	72	19	24	6	285	75	381
Tourism Officer	2	29	0	0	5	71	7
Hotel Managers	5	24	2	10	14	67	21
Total	79	19	26	6	304	74	409

The items on perception of influence of high event tourism attendance on household income were used to generate an index. The index was then categorized into 3 levels (Low, Moderate, High) indicating how positive the respondents were about the influence. The results showed that majority of the community household heads (81%) were either moderately or highly positive that high event tourism attendance could promote access to tertiary education while only (19%) were least positive about the influence. The same trend was observed with tourism officers and hotel managers, where the majority were either moderately or highly positive about the influence. This is shown in Table 14.

A binary regression was then carried out to test the hypothesis ‘High event tourism attendance has no statistical significant effect on community household income’. The dependent variable was binary (yes and no) and the test was predicting the odds of the independent variables promoting access to tertiary education. The independent variable was the index generated for high event attendance. The results indicated that the odds of promoting access to tertiary education for event attendance were (1.205) for event attendance. This is shown in Table 15.

Table 15: Regression Coefficients for the Influence of High Event Attendance (Frequency of Events) on Promoting Access to Tertiary Education

	B	S.E.	Wald	Df	Sig.	Exp(B)
Event attendance	.186	.129	2.081	1	.149	1.205
Constant	-.818	.347	5.543	1	.019	.441

Dependent variable: Access to Tertiary Education

The results were in agreement with Getz (2008) who indicated that high event attendance involves a myriad of interactions amongst geographical elements, people involved and the entire event management system.

Similarly, Prodan, Maxim, Manolescu, Arustei, & Guta (2015) indicated that access to tertiary education is a national issue requiring national policies, consideration of the labor market and the level of development of any region. They emphasize that access to tertiary education should be approached in an integrated manner since the issue is influenced by other factors that do not pertain to tertiary education such as interest in pursuing education, family background and education history of the parents amongst others, which the current study did not address.

The results of this objective agreed with the DOI theory Rogers (1995). The results suggested that access to tertiary education as a result of high event tourism attendance may not be as direct an impact as stated. The information received by the adopters, in this regard, the local communities, regarding event tourism is further influenced by push and pull factors influencing the society, such as persistence or lack of to access tertiary education amongst others. This represents a challenge of communication channels and the stability of the existing social systems. In Kenya, there are successful annual major events, especially in Lamu and Nairobi (Odunga, Belsoy, Nthinga, & Maingi, 2011). These events have significantly supported local economies in the mentioned areas, however, a considerably less number of Lamu residents will use event tourism as the means to access tertiary education. As a result, event tourism has been used as a tool to generate income and not necessarily a tool through which most residents will use to eventually access tertiary education.

The community in Isiolo North Constituency is mostly comprised of pastoralist homesteads, a practice that has endeared through generations. Access to tertiary education is majorly influenced by the existing policies and the education history of the society, which is almost non-existent. Ideally, event tourism generates income and creates job opportunities both directly and indirectly. Securing an income to most locals requires assurance of sustainability of the income, which, most events, being held periodically, translates to the need to secure other stable sources of income. Access to tertiary education is therefore a complex issue requiring complex input by various stakeholders backed up by existing policies.

4.5 Influence of Event Tourism Diversification on Community Household Income (Renter or Non-Renter of Homes)

The researcher sought to determine the influence of event tourism diversification on community household income. The indicators of event tourism diversification used were localization and exploitation of event tourism resources. The indicator used by the researcher to represent community household income was owner occupancy of homes, examining whether the respondents were renters or non-renters. The results on whether the respondents were renters or non-renters showed that the majority of respondents (53%) were renters while the least (47%) were non-renters. This is in Figure 6.

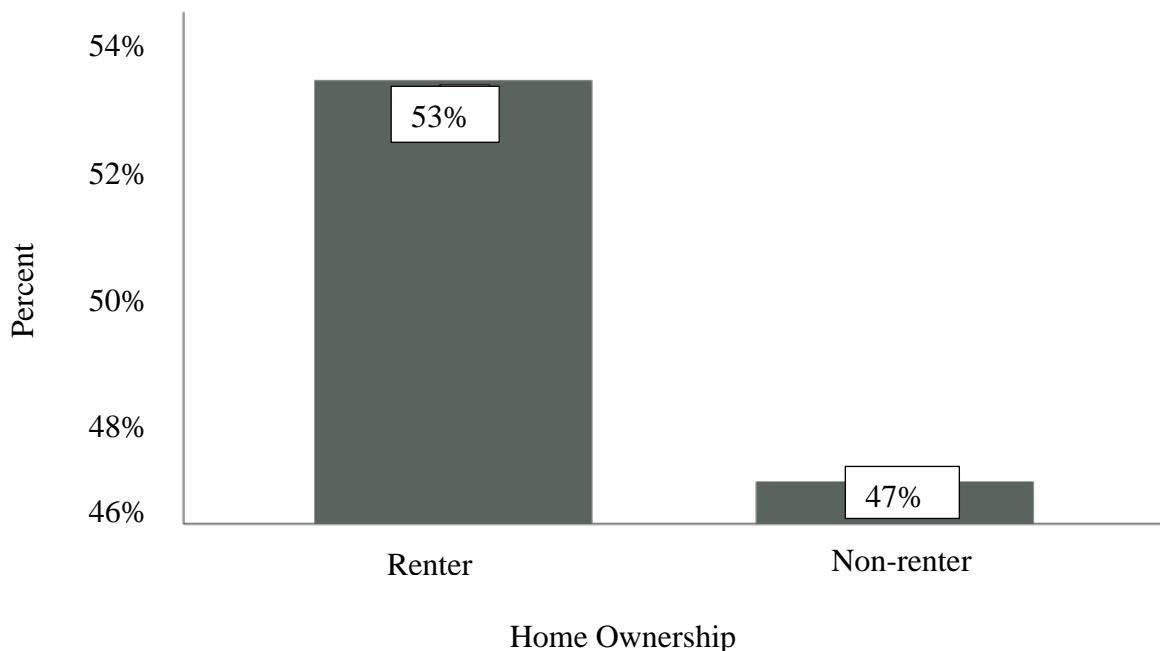


Figure 6: Nature of Home Ownership

The results on the perception of the influence of localization and exploitation of event tourism on promoting home ownership indicated that amongst community members, there was an equal distribution amongst those in agreement and those not in agreement, that localization and exploitation of event tourism resources was a contributor towards promoting home ownership, while the least were neutral. For example, amongst community household heads (37%) were in agreement that more innovation in culture promoted home ownership, (38%) were in disagreement and (26%) were neutral. The same trend was observed amongst tourism officers and hotel managers, where there was an equal distribution amongst those in agreement and those in disagreement that localization and exploitation of event tourism resources contributed towards home

ownership with the least percentage being those who were neutral. This is shown in Table 16.

Table 16: Perception of Influence of Event Tourism Diversification on Promoting Home Ownership

Respondent	SA		A		N		D		SD		Total
	F	%	F	%	F	%	F	%	F	%	F
Community											
Event tourism catering to all event tourists	88	23	74	19	77	20	61	16	81	21	381
Specializing event tourism	82	22	62	16	77	20	73	19	88	23	381
Centralizing event tourism destinations	88	23	81	21	59	16	73	19	80	21	381
Localizing event tourism destinations	80	21	72	19	59	16	82	22	88	23	381
More innovation of culture	64	17	77	20	96	26	91	24	53	14	381
More innovation in all tourism resources	54	14	91	24	96	25	77	20	63	17	
Tourism Officer											
Event tourism catering to all event tourists	0	0	1	14	4	57	1	14	1	14	7
Specializing event tourism	1	14	1	14	4	57	1	14	0	0	7
Centralizing event tourism destinations	3	43	2	29	0	0	0	0	2	29	7
Localizing event tourism destinations	2	29	0	0	0	0	2	29	3	43	7
More innovation of culture	1	14	1	14	1	14	1	14	3	43	7
More innovation in all tourism resources	3	43	1	14	1	14	1	14	1	14	7
Hotel Managers											
Event tourism catering to all event tourists	1	5	7	33	2	10	6	29	5	24	21
Specializing event tourism	5	24	6	29	2	10	7	33	1	5	21
Centralizing event tourism destinations	4	19	4	19	3	14	5	24	5	24	21
Localizing event tourism destinations	5	24	5	24	3	14	4	19	4	19	21
More innovation of culture	4	19	4	19	6	29	5	24	2	10	21
More innovation in all tourism resources	2	10	5	24	6	29	4	19	4	19	21

The items on perception of influence of event tourism diversification (Localization and exploitation of event tourism resources) on household income were used to generate an index. The index was then categorized into 3 levels (Low, Moderate, High) indicating how positive the respondents were about the influence. The results showed that majority of the community household heads (68%) were either moderately or highly positive that event tourism diversification could promote owner occupancy of homes while only (32%) were least positive about the influence. The same trend was observed with tourism officers and hotel managers where the majority were either moderately or highly positive about the influence. This is shown in Table 17.

Table 17: Positivity Level of Event Tourism Diversification Promoting Home Ownership

Respondent	Low		Moderate		High		Total	
	F	%	F	%	F	%	F	%
Community	124	33	98	26	159	42	381	100
Tourism Officer	2	29	2	29	3	43	7	100
Hotel Managers	8	38	8	38	5	24	21	100
Total	134	33	108	26	167	41	409	100

Diversification=Localization and Exploitation of event tourism resources

A binary regression was then carried out to test the hypothesis ‘Event tourism diversification has no statistical significant effect on community household income’. This test was selected because the dependent variable was binary (yes and no) and the test was predicting the odds of the independent variable promoting owner occupancy of homes. The dependent variable was owner occupancy of homes and the independent variable were the indices generated for event tourism diversification; localization and exploitation of event tourism resources. The results indicated that the odds of promoting home ownership for event tourism diversification were (0.905). This is shown in Table. 18.

Table 18: Regression Coefficients for the Influence of Event Tourism Diversification on Promoting Owner Occupancy (Renter or Non-renter)

	B	S.E.	Wald	Df	Sig.	Exp (B)
Event tourism diversification	-0.100	0.116	0.739	1	0.390	0.905
Constant	0.075	0.261	0.083	1	0.773	1.078

Dependent variable: Owner Occupancy of Homes

Despite the predicted odd, the predictor was not significantly able to predict the outcome since the “p” value for event tourism diversification (.390) was greater than the level of significance ($\alpha=.05$). Consequently, the null hypothesis “there was no significant influence of event tourism diversification on promoting owner occupancy of homes” could not be rejected.

The results were in agreement with Popescu and Corbos (2012) who in their study emphasized that diversifying event tourism can best be influenced by states through implementation of exceptional philosophies that visitors can revel. Further, Goldblatt

(2002) indicate that diversification of event tourism has a positively significant impact on community ability to secure homes from the tourism businesses arising through different cultural products. Owner occupancy of homes is influenced by indirect factors for example mobility or restricted mobility, which in turn is influenced by factors such as change of employment status, level of education attained by the household head, number of household members, demographics amongst others (Mulder, 2006). The results of the objective agree with the diffusions theory (Rogers, 1975). The results suggest that localization of tourism events and not exploiting event tourism resources, are not highly significant in ensuring that the local community members own homes. Time can influence how decisions are reached at and how these decisions become habits. This presents the social systems and time in diffusion of innovations theory. Community members in Isiolo North Constituency view owner occupancy of homes as a new concept. Past generations have practiced pastoralism as a major economic activity and owner occupancy of homes has not been part of the community traditions and practices.

These communities have acknowledged event tourism as an income generating activity, however, social systems and time remain the inhibitors and effects of change towards the new innovation, which is event tourism being used as a catalyst to enhance owner occupancy of homes. Ideally, local communities are more productive when they have settled in an area, owning the same and identifying with the area. The locals are able to transform practices and embrace new practices while gradually mirroring contemporary community settlement and development. However, the issue of owner occupancy of homes has various influencers that may far outweigh the ability of the local society to adopt to. This is further attributed to the characteristics that a population possesses, which may only be modified by policy formulation and implementation.

4.6 Influence of Community Participation in Event Tourism on Community Household Income (Working Household Members)

The researcher sought to determine the influence of community participation in event tourism on community household income. The indicators of community participation in event tourism were community involvement in decision making and in planning. The indicator used by the researcher to represent community household income was the

number of working household members, examining whether they secured jobs as a result of being involved in event tourism.

Table 19: Number of Working Household Members

Respondent	Low		High		Total	
	F	%	F	%	F	%
Community	284	75	97	26	381	100
Tourism Officer	0	0	7	100	7	100
Hotel Managers	15	71	6	29	21	100
Total	306	75	103	25	409	100

Low=Less than 5, High=More than 5

The results on whether the number of working household members was high or low was presented. Majority of respondents (75%) had less than five working household members in their household while the least percentage (25%) of respondents had more than five working household members. This is shown in Table 19. The results on the perception of the influence of community involvement in event tourism decision making on promoting an increase in the number of working household members indicated that there was an equal distribution amongst community household heads for those in agreement and those not in agreement that community participation in event tourism decision making was a contributor towards promoting an increased number of working household members while least percentage were neutral about the influence. For example, amongst community household heads (39%) were in agreement that community gathering relevant information about decisions to be made promoted an increase in the number of working household members, (39%) were in disagreement and (23%) were neutral.

The largest percentage of tourism officers were in agreement while the least were neutral. For example, (57%) were in agreement that community discussing the best alternative decisions to be made promoted an increase in the number of working household members, (28%) were in disagreement and (14%) were neutral. The largest percentage of hotel managers were in agreement while the least were neutral. For example, (53%) were in agreement that community identifying decisions to be made on event tourism promoted an increase in the number of working household members, (27%) were in disagreement and (19%) were neutral. This is shown in Table 20.

Table 20: Perception of Influence of Community Involvement in Event Tourism Decision Making Processes on increasing Number of Working Household Members

Respondent	SA		A		N		D		SD		Total
	F	%	F	%	F	%	F	%	F	%	
Community											
Identifying decisions to be made	70	18	62	16	125	33	66	17	58	15	381
Letting others makes decisions	58	15	66	17	126	33	61	16	70	18	381
Gathering relevant information	77	20	71	19	86	23	78	21	69	18	381
Letting others gather information	63	17	76	20	86	23	73	19	83	22	381
Identifying alternatives	72	19	79	21	90	24	79	21	61	16	381
Letting others identify alternatives	61	16	79	21	90	24	79	21	72	19	381
Weighing the alternatives	73	19	56	15	113	30	87	23	52	14	381
Letting others weigh the alternatives	51	13	83	22	113	30	60	16	74	19	381
Choosing the best alternative	79	21	79	21	84	22	60	16	79	21	381
Letting others choose the best alternative	83	22	64	17	86	23	77	20	71	19	381
Taking action	89	23	83	22	75	20	62	16	72	19	381
Letting others take action	76	20	66	17	75	20	79	21	88	22	381
Reviewing decisions	74	19	77	20	99	26	80	21	51	13	381
Letting others review	55	14	81	21	93	24	77	20	75	20	381
Tourism Officer											
Identifying decisions to be made	3	43	1	14	2	29	0	0	1	14	7
Letting others makes decisions	1	14	0	0	2	29	1	14	3	43	7
Gathering relevant information	3	43	1	14	1	14	1	14	1	14	7
Letting others gather	1	14	1	14	1	14	1	14	3	43	7
Identifying alternatives	2	29	1	14	2	29	0	0	2	29	7
Letting others identify	2	29	0	0	2	29	1	14	2	29	7
Weighing the alternatives	1	14	1	14	3	43	1	14	1	14	7
Letting others weigh	1	14	1	14	3	43	1	14	1	14	7
Choosing the best alternative	1	14	3	43	1	14	1	14	1	14	7
Letting others choose	1	14	3	43	1	14	1	14	1	14	7
Taking action	1	14	2	29	1	14	2	29	1	14	7
Letting others take action	1	14	3	43	1	14	1	14	1	14	7
Reviewing decisions	0	0	1	14	2	29	2	29	2	29	7
Letting others review	2	29	2	29	2	29	1	14	0	0	7
Hotel Managers											
Identifying decisions to be made	5	24	6	29	4	19	2	10	4	19	21
Letting others makes decisions	3	14	2	10	4	19	6	29	6	29	21
Gathering relevant information	4	19	2	10	5	24	8	38	2	10	21
Letting others gather	2	10	8	38	5	24	2	10	4	19	21
Identifying alternatives	3	14	6	29	4	19	4	19	4	19	21
Letting others identify	4	19	4	19	4	19	6	29	3	14	21
Weighing the alternatives	5	24	5	24	7	33	2	10	2	10	21
Letting others weigh	2	10	2	10	7	33	5	24	5	24	21
Choosing the best alternative	4	19	3	14	7	33	3	14	4	19	21
Letting others choose	4	19	5	24	7	33	1	5	4	19	21
Taking action	6	29	3	14	6	29	2	10	4	19	21
Letting others take action	4	19	3	14	6	29	2	10	6	29	21
Reviewing decisions	4	19	1	5	9	43	5	24	2	10	21
Letting others review	2	10	4	19	10	48	1	5	4	19	21

The items on perception of influence of community participation in decision making on household income were used to generate an index. The index was then categorized into 3 levels (Low, Moderate, High) indicating how positive the respondents were about the influence. The results showed that majority of the community household heads (79%) were either moderately or highly positive that community involvement in decision making could promote an increase in the number of working household members while only (21%) were least positive about the influence the same trend was observed with tourism officers and hotel managers, where the majority were either moderately or highly positive about the influence. See Table 21.

Table 21: Positivity Level of Community Involvement in Decision Making on Promoting an Increased Number of Working Household Members

Respondent	Low		Moderate		High		Total	
	F	%	F	%	F	%	F	%
Community	80	21	114	30	187	49	381	100
Tourism Officers	2	29	2	29	3	43	7	100
Hotel Managers	6	29	5	24	10	48	21	100
Total	88	22	121	30	200	49	409	100

The results on perception of the influence of community involvement in event tourism planning on promoting an increase in the number of working household members indicated that there was an equal distribution among community household heads amongst those in agreement and those not in agreement that community involvement in event tourism planning was a contributor towards promoting an increase in the number of working household members, while the least were neutral. For example, amongst community household heads, (35%) were in agreement that developing goals and objective promoted an increase in the number of working household members, (37%) were in disagreement and (28%) were neutral. The largest percentage of tourism officers were in disagreement, while the least were neutral. For example, (57%) were in disagreement that developing goals and objectives promoted and increase in the number of working household members, (29%) were in disagreement and (14%) were neutral. There was an equal distribution amongst hotel managers for those in agreement and those not in agreement. For example, (43%) were in agreement and (38%) were in disagreement while only (19%) were neutral about the influence. This is shown in Table 22.

Table 22: Perception of Influence of Community Involvement in Event Tourism Planning on increasing Number of Working Household Members

Respondent	SA		A		N		D		SD		Total
	F	%	F	%	F	%	F	%	F	%	F
Community											
Identifying problems and needs	85	22	74	19	72	19	77	20	73	19	381
Letting others identify problems and needs	74	19	79	21	74	19	70	18	84	20	381
Developing goals and objectives	69	18	66	17	107	28	76	20	63	17	381
Letting others develop goals and objectives	65	17	78	21	102	27	66	17	70	18	381
Developing alternative strategies	84	22	66	17	108	28	56	15	67	18	381
Letting others develop alternative strategies	67	18	60	16	102	27	68	18	84	22	381
Selecting strategies and developing detailed plans	71	19	77	20	79	21	68	18	86	23	381
Letting others select strategies and develop detailed plans	82	22	72	19	78	21	77	20	72	19	381
Designing monitoring and evaluation plans	68	18	74	19	86	23	80	21	73	19	381
Letting others monitor and evaluate	71	19	82	22	83	22	77	20	68	18	381
Tourism Officer											
Identifying problems and needs	2	29	2	29	1	14	1	14	1	14	7
Letting others identify problems and needs	1	14	1	14	1	14	2	29	2	29	7
Developing goals and objectives	0	0	2	29	1	14	3	43	1	14	7
Letting others develop goals and objectives	1	14	3	43	1	14	2	29	0	0	7
Developing alternative strategies	2	29	0	0	2	29	3	43	0	0	7
Letting others develop alternative strategies	0	0	3	43	1	14	0	0	3	43	7
Selecting strategies and developing detailed plans	1	14	0	0	2	29	2	29	2	29	7
Letting others select strategies and develop detailed plans	1	14	2	29	2	29	0	0	2	29	7
Designing monitoring and evaluation plans	1	14	0	0	2	29	0	0	4	57	7
Letting others monitor and evaluate	4	57	0	0	2	29	0	0	1	14	7
Hotel Managers											
Identifying problems and needs	2	10	3	14	4	19	7	33	5	24	21
Letting others identify problems and needs	5	24	7	33	3	14	3	14	3	14	21
Developing goals and objectives	5	24	4	19	4	19	4	19	4	19	21
Letting others develop goals and objectives	3	14	6	29	4	19	4	19	4	19	21
Developing alternative strategies	2	10	5	24	7	33	3	14	4	19	21
Letting others develop alternative strategies	4	19	4	19	7	33	4	19	2	10	21
Selecting strategies and developing detailed plans	3	14	4	19	6	29	6	29	2	10	21
Letting others select strategies and develop detailed plans	0	0	7	33	6	29	4	19	4	19	21
Designing monitoring and evaluation plans	3	14	3	14	6	29	7	33	2	10	21
Letting others monitor and evaluate	3	14	6	29	6	29	3	14	3	14	21

The items on perception of community participation (community involvement in event tourism decision making planning) on household income were used to generate an index. The index was then categorized into 3 levels (Low, Moderate, High) indicating how positive the respondents were about the influence. The results indicated that majority of the community household heads (79%) were moderately and highly positive that community involvement in event tourism could promote and increase in the number of working household members, while only (21%) were least positive about the influence. Majority of the tourism officers (86%) were moderately or highly positive while (14%) were least positive about the influence. Majority of the hotel managers (95%) were moderately or highly positive while only (5%) were least positive about the influence. This is presented in Table 23.

Table 23: Positivity Level of Community Participation in Planning on Promoting Increased Number of Working Household Members

Respondent	Low		Moderate		High		Total	
	F	%	F	%	F	%	F	%
Community	83	22	40	11	258	68	381	100
Tourism Officer	1	14	2	29	4	57	7	100
Hotel Managers	1	5	3	14	17	81	21	100
Total	85	21	45	11	279	68	409	100

A binary regression was then carried out to test the hypothesis ‘Community participation in event tourism has no statistically significant effect on community household income’. The dependent variable was binary (low and high) and the test was predicting the odds of the independent variables promoting an increased number of working household members. The independent variables were the indices generated for decision making and planning for event tourism. The results indicated that the odds of promoting a high number of working household members for community involvement in decision making were (0.747) while the odds for community involvement in event tourism planning were (0.686). This is shown in Table 24.

Table 24: Regression Coefficients for the Influence of Community Participation (Decision Making and Planning for Event Tourism) on Promoting an Increase in the Number of Working Household Members

	B	S.E.	Wald	Df	Sig.	Exp (B)
Community involvement in decision making	-0.046	0.143	0.104	1	0.747	0.955
Community involvement in event tourism planning	-0.056	0.138	0.163	1	0.686	0.946
Constant	-0.846	0.486	3.030	1	0.082	0.429

Dependent variable: Increase in number of working household members

Despite the predicted odd, none of the predictors were significantly able to predict the outcome since p-values for community involvement in decision making (0.747) and community involvement in event tourism planning (0.686) were greater than the level of significance ($\alpha=0.05$). Consequently, the null hypothesis “there was no significant influence of community involvement in decision making and event tourism planning on promoting an increase in the number of working household members” could not be rejected.

The results contradicted the findings of Janeczko et al. (2002) who argued that events attract continued and extended stay which translates to more spending and thus increased jobs amongst locals at the event destination. The research findings on Table 24 did not reject the null hypothesis H_{04} that there is no statistical significant influence of community participation in decision making and planning for event tourism on promoting an increased number of working household members in Isiolo North Constituency. The findings however, were in agreement with Dieke (2008) who indicated that community participation in decision making and planning for event tourism has been immensely challenged by the rise in enclave tourism which significantly reduces the amount of interaction time that tourists would have with the local residents. Constantin & Gregory (2006) added that a high or low number of working household members was significantly dependent on the size and the age of the children if any, arguing that the household head is left to fend for the young family while the other members are left to take care of the household therefore foregoing their jobs and sources of income. The results of the objective agree with the diffusion of innovations theory Rogers (1975). The results suggested that community participation

in decision making and planning for event tourism is not highly significant in ensuring that there is an increased number of working household members.

Active community involvement in planning and decision making in event tourism remains a grey area for tourism stakeholders, putting into consideration the international dominance of the industry. This presents the adopters challenge towards innovations; where cultural systems as well present the need to effectively communicate about the importance of welcoming change, while integrating stable partnerships; tourism stakeholders being collectively and actively engaged in event tourism decision making and planning. In Kenya, most households have a sole breadwinner with most times, the parents taking on the role of earning an income for the household. Often the mother may take time away from work to raise the children but this is on condition that the man is ready, willing and able to provide for the household.

However, the modern day household has both parents working to sustain the needs of the household. Therefore, the ability of event tourism to generate more tourism related occupations has not been condensed to fit a particular segment of entrepreneurs but it is an all-inclusive business (Ondicho, 2000). Communities in Isiolo North Constituency are composed of households with two adults and children. The households may seem a bit larger in terms of household members. However, upon reaching adulthood, the children are expected to fend for themselves and gradually work towards establishing their own households, applying for both young men and the young adult women. Ideally, community participation in decision making and planning for event tourism should establish a solid foundation that creates an opportunity to create an avenue for community income generating ideas and activities, since, management plans and strategic plans can now be all inclusive to incorporate local needs in entrepreneurship. Planning and decision making are management key functions that are critical in community development and especially when resource mapping and resource use for economic sustainability is concerned.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Summary of the Findings

Tourism is a highly seasonal and sensitive industry in Kenya, remaining highly vulnerable to threats of terrorism, disease epidemics, political instability amongst others (Omagwa & Aduda, 2015) rendering event tourism an unstable occupation. Community participation in event tourism development has been difficult to sufficiently achieve, especially if participation is in management level (Lee, 2012). This is attributed to lack of stable policies in Kenya, that would create strategic plans to intentionally engage communities, either as groups and or through an all-inclusive criterion (Reid & Arcodia, 2002).

The purpose of the study was to investigate the influence of event tourism development on community household income in Isiolo North Constituency of Kenya. The objectives of the study were: to establish the influence of motivation for event tourism on community household income, to determine the influence of high event tourism attendance on community household income, to determine the influence of event tourism diversification on community household income, and to determine the influence of community participation in event tourism on community household income, in Isiolo North Constituency. The theory of diffusion of innovations Rogers (1995) was adopted in the study. The theory has a framework of five levels in which new ideas are spread across different cultures, and are spread under the elements of innovations, adaptations, communication channels, time and social systems.

In regard to “the influence of motivation for event tourism on promoting tourism related occupations”, it was found that none of the predictors (social drivers and organizational drivers) significantly influenced tourism related occupations ($p > .05$ for each predictor). Similarly, in the second objective, it was found that high event tourism attendance did not significantly promote access to tertiary education ($p > .05$). In determining “the influence of event tourism diversification on promoting owner occupancy of homes”, event tourism diversification did not significantly promote owner occupancy (non-renter) of homes ($p = .390$). Further, community participation in event tourism planning and decision making did not significantly promote the number of working household members as both community involvement in decision making

and community involvement in event tourism planning had probability (p) values greater than the level of significance.

5.2 Conclusion

In general, the results indicated that event tourism development in the study area did not significantly influence community household income. This was clear from the findings of each of the objectives. In none of the objectives was event tourism development significantly influencing any aspect of community incomes. In this regard; motivation for event tourism, high event tourism attendance, event tourism diversification and community participation in event tourism had individually no statistical significant effect on community household income in Isiolo North Constituency. These results could indicate that event tourism development has not been integrated with the community substantially. This could probably be because the level of development is not high enough for its effect to be experienced across the community. Further, although there exist tourism facilities, their effect could be much smaller than could be determined at the level of testing for the present study.

5.3 Recommendations

The study makes the following recommendations:

The County Government should come up with appropriate policies that offer incentives to the community and tourism business operators to increase the rate of event tourism development and the community's capacity to take advantage of and benefit from event tourism by: -

- i. Encouraging the local residents to invest in tourism related areas by offering awareness on existing opportunities, expediting local infrastructure development with regard to water, electricity, roads, stadia, amongst others to existing and proposed tourist facilities.
- ii. Encouraging local youth to pursue tourism related courses by financing them through bursaries and scholarships. This way, local expertise would be reinforced in tourism related entrepreneurial ventures.
- iii. Providing Academic support to talented individuals like footballers, athletes, poets, handcrafters amongst others to increase local interest, support and contribution to event tourism.

- iv. Funding events like inter-school, college or university sport, music and art or talent competitions. This will create an early foundation for steering forth and instilling the culture of holding events. Once this is achieved, different Ministries can incorporate different event that all fall under the umbrella of tourism events.

Through relevant bodies, the National Government through different parastatals and the private sector could aggressively market local events so that they attain regional recognition and eventual international recognition. This way, local community members in different Counties will embrace the idea of holding events, which would ultimately attract both domestic and international tourism.

5.4 Suggestions for Further Studies

In order to further research, a study of the impacts of seeking personal rewards on destination development in Kenya, is suggested.

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APPENDICES

Appendix 1: Cover Letter for the Questionnaire

August, 2016.

Dear Respondent,

Re: Request for Research Data – Influence of Event Tourism Development on Community Household Income in Isiolo North Constituency

I am currently pursuing a Master Degree of Tourism Management at Chuka University. In partial fulfillment of the stated degree, one of the requirements is a research project. I am conducting a study on “the influence of event tourism development on community household income”. In this connection, a survey will be undertaken to determine how effective event tourism can be in contributing to local community household income. Tourism has been a major economic booster for the Kenya economy for over 20 years and it necessary to evaluate the effectiveness of alternative forms of tourism in contributing to community household incomes.

A questionnaire has been designed to assist in this evaluation. All the information provided will be treated in strict confidentiality, and will be used for academic purposes only. The findings of the study shall be availed to the company/ yourself on request. Kindly spare a few minutes to fill in the questionnaire and return it to me upon completion.

Thanking you in advance for your time in completing the questionnaire.

Yours truly,

WANG'ONDU KEZIAH

Appendix 2: Questionnaire for Community Adult Household Heads

This questionnaire seeks to collect data to be used in a research study on influence of event tourism development on community household income in Isiolo North Constituency. You are kindly requested to fill the questionnaires as honestly as possible. The information you provide will be treated as confidential and be used for the intended purpose of this study only. Where appropriate, please indicate your response by use of a tick [√] or fill in the blanks as appropriately instructed in each section.

SECTION A: PERSONAL INFORMATION

1. Location: (Please tick your resident ward)

Wabera	Burat	Bulla Pesa	Chari	Cherab	Ngare Mara	OldoNyiro

2. Please indicate your gender: Male [] Female []

3. Please indicate the nature of your occupation:

	Self Employed	Contract Employed	Permanent Employed
Accommodation			
Transport			
Food and Catering			
Consultant			
Other			

4. Age

18-27 Years []

28-37 Years []

38-47 Years []

48-57 Years []

Over 57 Years []

5. Level of Education (Please tick)

Primary	Secondary	University	Other (Specify)

6. Please indicate the nature of your home occupancy:

Renter	Owner

7. Please indicate the total number of household members [] and the number of working household members []

SECTION B: INFLUENCE OF HIGH EVENT TOURISM ATTENDANCE ON COMMUNITY HOUSEHOLD INCOME

7. Indicate the type of events that have been held within Isiolo North Constituency (Please tick)

Cultural	Political	Commercial	Sporting	Other (Specify)

8. To what extent do you agree that the following aspects of high event tourism attendance influence community household income? (Please tick (✓) in the appropriate box)

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Event tourism outspreading for over 3 Days					
Event tourism being held quarter yearly					
Event tourism generating tourism business					
No significant change when event tourism is extended					
Event tourism does not generate major tourism business					
Event tourism being held randomly					

SECTION C: INFLUENCE OF MOTIVATION FOR EVENT TOURISM ON COMMUNITY HOUSEHOLD INCOME

9. For event tourism to succeed, do you support emphasizing on motivating the attendees?

Yes [] No []

9. To what extent do you agree that the following aspects of motivation for event tourism influence community household income? (Please tick (✓) in the appropriate box)

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Seeking personal rewards					
Escaping personal environments					
Seeking interpersonal rewards					
Escaping interpersonal environments					
Profit for organizations					
Deeper customer-organization relationships					
Building sales force performance					
Reliability of the organizations					

SECTION D: EVENT TOURISM DIVERSIFICATION ON COMMUNITY HOUSEHOLD INCOME

10. To what extent do you agree that the following aspects of diversification of event tourism influence community household income? (Please tick (✓) in the appropriate box)

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Event tourism catering to all categories of event tourists					
Specializing event tourism					
Centralizing event tourism destinations					
Localizing event tourism destinations					
More innovation of culture					
More innovation in all tourism resources					

11. Please indicate events that have been held within Isiolo North Constituency that have not been recognized especially on any social platform (Facebook, Twitter, Instagram).....

**SECTION E: COMMUNITY PARTICIPATION IN EVENT TOURISM ON
COMMUNITY HOUSEHOLD INCOME**

12. To what extent do you agree that the following aspects of community participation in decision making towards event tourism influence community household income?

(Please tick (✓) in the appropriate box)

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Identifying decisions to be made					
Letting other decision makers identify decisions					
Gathering relevant information					
Letting others gather information					
Identifying alternatives					
Letting others identify alternatives					
Weighing the alternatives					
Letting others weigh the alternatives					
Choosing the best alternative					
Letting others choose the best alternative					
Taking action					
Letting others take action					
Reviewing decisions and their consequences					
Letting others take action					

13. To what extent do you agree that the following aspects of community participation in planning for event tourism influence community household income? (Please tick (✓) in the appropriate box)

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Identifying problems and needs					
Letting others identify problems and needs					
Developing goals and objectives					
Letting others develop goals and objectives					
Developing alternative strategies					
Letting others develop alternatives					
Selecting strategies and developing detailed plans					
Letting others strategize and develop plans					
Designing monitoring and evaluation plans					
Letting others monitor and evaluate					

Thank you very much for your time!

Appendix 3: Interview Schedule for Tourism Officers

My name is Wang’ondu Kezia, currently undertaking a Msc. Degree in Tourism Management at Chuka University, and I identified you as a suitable interviewee for my research study. I would like to ask you some questions about, your background, the experiences you have had in regards to event tourism and your opinion on the influence of event tourism development on community household income in Isiolo North Constituency. I hope to use this information in documenting a comprehensive thesis, while upholding all manner of confidentiality. The interview should take about 15 minutes.

SECTION A: SOCIOECONOMIC CHARACHERTISTICS

1. Gender: Male [] Female []
2. Occupation.....
3. Age.....
4. In which Ward do you reside

Wabera	Burat	Bulla Pesa	Chari	Cherab	Ngare Mara	OldoNyiro	Other (Specify)

5. How long have you resided in the indicated (4) Ward.....
6. Please indicate the nature of your occupation:

	Self Employed	Contract Employed	Permanent Employed
Accommodation			
Transport			
Food and Catering			
Consultant			
Other			

7. Age
 - 18-27 Years []
 - 28-37 Years []
 - 38-47 Years []
 - 48-57 Years []
 - Over 57 Years []

8. Level of Education

Primary	Secondary	University	Other (Specify)

9. Please indicate the nature of your home occupancy:

Renter	Owner

10. What is the total number of your household members [] and the number of working household members []

SECTION B: INFLUENCE OF HIGH EVENT TOURISM ATTENDANCE ON COMMUNITY HOUSEHOLD INCOME

10. What type of events have been held within Isiolo North Constituency

Cultural	Political	Commercial	Sporting	Other (Specify)

11. To what extent do you agree that the following aspects of high event tourism attendance influence community household income?

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Event tourism outspreading for over 3 Days					
Event tourism being held quarter yearly					
Event tourism generating tourism business					
No significant change when event tourism is extended					
Event tourism does not generate major tourism business					
Event tourism being held randomly					

SECTION C: INFLUENCE OF MOTIVATION FOR EVENT TOURISM ON COMMUNITY HOUSEHOLD INCOME

12. For event tourism to succeed, do you support emphasizing on motivating the attendees?

Yes [] No []

10. To what extent do you agree that the following aspects of motivation for event tourism influence community household income?

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Seeking personal rewards					
Escaping personal environments					
Seeking interpersonal rewards					
Escaping interpersonal environments					
Profit for organizations					
Deeper customer-organization relationships					
Building sales force performance					
Reliability of the organizations					

SECTION D: EVENT TOURISM DIVERSIFICATION ON COMMUNITY HOUSEHOLD INCOME

13. Are you aware of any effort that the County Government has inaugurated towards creating more events?

.....

14. What has been the contribution of your department towards creating more awareness for event tourism?

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15. To what extent do you agree that the following aspects of diversification of event tourism influence community household income?

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Event tourism catering to all categories of event tourists					
Specializing event tourism					
Centralizing event tourism destinations					
Localizing event tourism destinations					
More innovation of culture					
More innovation in all tourism resources					

16. Are there events that have been held within Isiolo North Constituency that have not been recognized as much as they should?

.....

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**SECTION E: COMMUNITY PARTICIPATION IN EVENT TOURISM ON
COMMUNITY HOUSEHOLD INCOME**

17. To what extent do you agree that the following aspects of community participation in decision making towards event tourism influence community household income?

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Identifying decisions to be made					
Letting other decision makers identify decisions					
Gathering relevant information					
Letting others gather information					
Identifying alternatives					
Letting others identify alternatives					
Weighing the alternatives					
Letting others weigh the alternatives					
Choosing the best alternative					
Letting others choose the best alternative					
Taking action					
Letting others take action					
Reviewing decisions and their consequences					
Letting others take action					

18. To what extent do you agree that the following aspects of community participation in planning for event tourism influence community household income?

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Identifying problems and needs					
Letting others identify problems and needs					
Developing goals and objectives					
Letting others develop goals and objectives					
Developing alternative strategies					
Letting others develop alternatives					
Selecting strategies and developing detailed plans					
Letting others strategize and develop plans					
Designing monitoring and evaluation plans					
Letting others monitor and evaluate					

Thank you very much for your time!

Appendix 4: Interview Schedule for Hotel Managers of Medium Sized Hotels

My name is Wang’ondu Kezia, currently undertaking a Msc. Degree in Tourism Management at Chuka University, and I identified you as a suitable interviewee for my research study. I would like to ask you some questions about, your background, the experiences you have had in regards to event tourism and your opinion on the influence of event tourism development on community household income in Isiolo North Constituency. I hope to use this information in documenting a comprehensive thesis, while upholding all manner of confidentiality. The interview should take about 15 minutes.

SECTION A: SOCIOECONOMIC CHARACHERTISTICS

1. Gender: Male [] Female []
2. Occupation.....
3. Age.....
4. In which Ward do you reside

Wabera	Burat	Bulla Pesa	Chari	Cherab	Ngare Mara	OldoNyiro	Other (Specify)

5. How long have you resided in the indicated (4) Ward.....
6. Please indicate the nature of your occupation:

	Self Employed	Contract Employed	Permanent Employed
Accommodation			
Transport			
Food and Catering			
Consultant			
Other			

7. Age
 - 18-27 Years []
 - 28-37 Years []
 - 38-47 Years []
 - 48-57 Years []
 - Over 57 Years []

8. Level of Education

Primary	Secondary	University	Other (Specify)

9. Please indicate the nature of your home occupancy:

Renter	Owner

10. What is the total number of your household members [] and the number of working household members []

SECTION B: INFLUENCE OF HIGH EVENT TOURISM ATTENDANCE ON COMMUNITY HOUSEHOLD INCOME

10. What type of events have been held within Isiolo North Constituency

Cultural	Political	Commercial	Sporting	Other (Specify)

11. To what extent do you agree that the following aspects of high event tourism attendance influence community household income?

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Event tourism outspreading for over 3 Days					
Event tourism being held quarter yearly					
Event tourism generating tourism business					
No significant change when event tourism is extended					
Event tourism does not generate major tourism business					
Event tourism being held randomly					

SECTION C: INFLUENCE OF MOTIVATION FOR EVENT TOURISM ON COMMUNITY HOUSEHOLD INCOME

12. For event tourism to succeed, do you support emphasizing on motivating the attendees?

Yes [] No []

13. To what extent do you agree that the following aspects of motivation for event tourism influence community household income?

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Seeking personal rewards					
Escaping personal environments					
Seeking interpersonal rewards					
Escaping interpersonal environments					
Profit for organizations					
Deeper customer-organization relationships					
Building sales force performance					
Reliability of the organizations					

SECTION D: EVENT TOURISM DIVERSIFICATION ON COMMUNITY HOUSEHOLD INCOME

14. Are you aware of any effort that your facility has inaugurated towards creating more events?

.....

15. What has been the contribution of your facility towards creating more awareness for event tourism?

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16. To what extent do you agree that the following aspects of diversification of event tourism influence community household income?

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Event tourism catering to all categories of event tourists					
Specializing event tourism					
Centralizing event tourism destinations					
Localizing event tourism destinations					
More innovation of culture					
More innovation in all tourism resources					

17. Are there events that have been held within Isiolo North Constituency that have not been recognized as much as they should?

.....

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**SECTION E: COMMUNITY PARTICIPATION IN EVENT TOURISM ON
COMMUNITY HOUSEHOLD INCOME**

18. To what extent do you agree that the following aspects of community participation in decision making towards event tourism influence community household income?

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Identifying decisions to be made					
Letting other decision makers identify decisions					
Gathering relevant information					
Letting others gather information					
Identifying alternatives					
Letting others identify alternatives					
Weighing the alternatives					
Letting others weigh the alternatives					
Choosing the best alternative					
Letting others choose the best alternative					
Taking action					
Letting others take action					
Reviewing decisions and their consequences					
Letting others take action					

19. To what extent do you agree that the following aspects of community participation in planning for event tourism influence community household income?

Aspect	Strongly Agree (1)	Agree (2)	Neither Agree Nor Disagree (3)	Disagree (4)	Strongly Disagree (5)
Identifying problems and needs					
Letting others identify problems and needs					
Developing goals and objectives					
Letting others develop goals and objectives					
Developing alternative strategies					
Letting others develop alternatives					
Selecting strategies and developing detailed plans					
Letting others strategize and develop plans					
Designing monitoring and evaluation plans					
Letting others monitor and evaluate					

Thank you very much for your time!