

THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

An Evaluation of Influence of Historical Sites in Promotion of Archaeotourism in Bungoma County, Kenya, 1964 - 2021

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Abstract:

Various studies attest that historical sites can be utilized in the promotion of Archaeotourism, generation of revenue for investment in social and economic activities improving the quality of life for citizens of any nation. However, the ability of any country to tap revenue from Archaeotourism activities depends on:

- *The attractiveness of historical sites,*
- *Measures put in place to promote awareness of the existence of such historical sites, and*
- *The state of the environment to support the security and comfort of the potential tourists*

Bungoma County is among the Countries endowed with historical sites that may be harnessed to promote the generation of revenue from Archaeotourism. Kenya's economic blueprint, dubbed Vision 2030, envisages a Country with high-quality life for its citizen through marked socio-economic development at a growth rate above 10 percent by 2012 and to be exceeded or maintained thereafter. Such an ambitious level of economic development demands tapping of financial resources from all possible sources for the purpose of investment. This study aimed to establish how Bungoma County generated revenue from Archaeotourism activities. The study was guided by Resource Dependence Theory and Expectancy Theory (ET). The study targeted the working class population of local residents, residents living around unmanned historical sites, and the management of Game Parks. Primary and secondary data were used to capture critical information for the study. Primary data was collected through a questionnaire, observation, and interview schedule. The study found that the County has good roads and security-critical attributes for the enhancement of attractiveness of a tourism destination. However, poor publicity and hotel facilities were critical barriers to the exploitation of the potentiality of the tourism sector. As such, despite the existence of historical sites, there was little revenue generated for investment in socio-economic activities. The study recommends scaling up awareness about the tourism potential of the County and putting up quality hotels to boost the image of Bungoma County as a potential target tourism destination.

Keywords: *Archaeotourism, attributes, historical sites, social-economic development, vision 2030*

1. Introduction

Tourism has been recognized as one of the greatest industries with the annual global attraction of millions of people, both domestic and international. For instance, in the World Tourism Organization, in 2006 alone, 842 million international tourists visited different Countries, representing about 12 percent of the global population (WTO, 2007).

Wall (2020) defines tourism as the momentary travel of people to a destination outside their usual areas of operation and residence, with events carried out during the vacation in those termini and the services generated to gratify their necessities. On the other hand, World Trade Organization defines tourism as the undertakings of an individual traveling outside his or her usual dwelling for less than a quantified period of time whose key tenacity of travel is other than for undertaking an activity waged from the place stayed (Utama, Rai, Marhaendra & Patni, 2021).

Tourism can be classified into types depending on the people involved and the place of origin and destination. On this basis, tourism can be classified as international or domestic (Al-Naimi, 2021). On this basis, international tourism comprises overseas travelers to a target, while domestic tourism relates to nationals of a country visiting a different region in the same country. Domestic tourism was ignored during the early periods of the nation's involvement in the 1970s and 1980s. However, throughout those two eras, masses of people were expressively engaged in local tourism, congregating into a mass of tourist areas like beaches, hill places, and municipalities for short holidays.

Furthermore, throughout those days, most travelers were swayed by vacation and escape from work, as well as visiting families and relations. Even though approachability to terminuses was modest, many still followed it with private transportation. Indeed it was only during the visit to Malaysia in the Year 1990 that a concerted effort was started to promote uninterrupted progression in local tourism.

In tourism, an individual's motivation to travel is driven by what is called 'push' and 'pull' factors (Martaleni et al., 2021). The 'push' causes are the numerous supposed deleterious dynamics about the situation in which the probable tourists presently find themselves. On the other hand, the 'pull' is an apparent favorable aspect of a latent or actual target. However, the nature, level, and importance of specific 'push' and 'pull' forces vary on the basis of specific tourism situations (Norvianti et al., 2021). Therefore, the motive for one to travel in tourism is summarized as 'seeking' causes and 'escaping' causes (Martaleni et al., 2021).

Among the 'pull factors' are ancient and historical places, termed 'archaeotourism'. Guilbeault et al. (2021) define 'archaeotourism' as travel that concentrates on touring and feeling antique sites and historical places, with the driving force being a desire for the past and curiosity in learning about the ancient or historical cultures that inhabited the area being visited.

Regardless of the motive of travel, tourism, by virtue of its activity, has implications in the social, political, cultural, and economic spheres (Pop et al., 2020). The utter size and intricacy of the offer of tourist amenities have led to the growth of travel and tourism businesses. Tourism should be considered to be a distinct branch of the economy as it is closely interrelated with the expansion levels and development of the other subdivisions of the economy (ibid).

Adrian (2018) observes that tourism has developed as a goods consumer and service recipient in its modern form. Based on the disbursements it accomplishes, part is channeled directly to commercial units from the tourism products such as food, transportation, housing, and other portion into the State budget or local market in the form of taxes. The remaining portion goes to other segments of the economy to disburse the merchandise conveyed and services offered by these segments to meet the demands of the tourism sector.

Investments in different sectors linked to tourism as industries have generated millions of job opportunities both direct and indirect in host nations due to expenditure in the process of traveling on issues like food and accommodation, with huge expenditure made annually on advertisement and development of tourism products (Leiper et al., 2018). Thus, tourist activities, such as 'archaeotourism', can play a critical role in generating revenue to promote the economic development of both the local community and the economy of the 'host' nation (Magadán & Rivas, 2018).

In 2006 alone, about 806 million people traveled to foreign countries in 2005, incurring some US\$680 billion in expenditures linked to the intake of services and goods in terminus nations. If income from transnational passenger conveyance engaged by corporations external to the tourists' countries of abode is fused, the transmission worth of tourism in 2005 surpassed US\$800 billion, implying that more than US\$2 billion a day, making about 6 percent of the total foreign earnings (Rogerson, & Saarinen, 2018). Similarly, the World Travel and Tourism Council (WTTC) reported that in 2012, Travel and Tourism added USD 194.9bn to GDP (7.7% of GDP) and created about 4,411,000 job opportunities, which is equivalent to 6.8 percent of total job opportunities.

Tourism in Kenya emerged in the 1930s when tourists started coming in small numbers, with numbers growing in later periods upon the establishment of infrastructural facilities like hotels for accommodation and roads. The proper shape of tourism was the 1940s, upon the end of the Second World War. According to Namulanda (2008), Kenya is one of the best tourist termini in Africa, appealing to close to six percent of the global tourists who visit Africa. Appealing to Kenya as a tourist-target is motivated by the presence of beaches and wildlife, more so to tourists from Europe. Therefore the decision of a tourist to visit a particular site depends on the attractiveness of the site.

Tourist satisfaction refers to the quality of visitors' experience and the mental result resulting from dealings with different provision features in a target (Huang et al., 2010). According to Ellis and Vogelsong (2002), past travel involvements expressively sway future destination choice, and tourist gratification is considerably linked to client faithfulness, recurrence visitation, and positive social communication. Tourists' experience has an impression on travel claims that impact tourist destinations (Rajeev & Shyju, 2008).

The ability to offer an attractive tourist destination designates having a deep indulgence of the intentions that leads a tourist to select a particular destination amid all existing alternatives. Additionally, the actions performed during the stay at the outing destination and the involvements during these events are a clear source of gratification for the tourist (Armario, 2008). This implies that customer gratification sways the choice of a target, the intake of products and services, and the decision to return. Therefore, customer satisfaction is progressively directing a commercial goal, and more and more corporations strive for quality in their product or service (Esu & Arrey, 2009).

Security of a destination is one of the elements that determine the level of satisfaction and hence the decision to choose a place as a target destination. Security is a critical element for the realization of any form of development. Global influences and scopes of the tourism economy are liable for solidifying the position of the security issues from individual to local and global levels. Van der Vlugt, Curl, and Scheiner (2022) reported that the international travel industry impacts the economy and the political stability of whole regions, zones, and the world. Any occasion of insecurity in any travel destination greatly impacts flows to and from the destination dramatically.

Besides security, the ease of travel and stay in a particular region, as revealed by the state of infrastructure, is also a key determinant of influencing destination choice. Therefore, infrastructure is critical in the promotion of tourism activities. Infrastructure includes things like roads, railways, airports, and lodges, among others. Dubrovnik established a lavish structure for wellness and maritime leisure, which positioned Dubrovnik as a terminus for special events like

honeymoons (Dubrovnik tourism office, 2017). Improved Transportation rises access to destinations, and lodgment rises its capacity.

According to Swarbrooke and Horner (2001), the range of tourism infrastructure is wide and linked to all those foundations in a target that allow and lift tourism advancement. Webster and Ivanov (2014) observe that the provision of infrastructure for support of tourism activities such as hospitality facilities, like hotels, restaurants, and shops, can be a public/ private partnership, all of which are anchored on domestic economic, social, and political policies prevailing in a country. Failure to provide adequate infrastructure hampers tourism activities, making it a place more costly and uncondusive for visitation. As such, the competitive capability of the place as a tourism destination is hampered as the potential tourists may prefer to visit elsewhere, and such amenities may be available. Crouch and Ritchie (1999) observe that established set-up and amenities greatly influence destination attractiveness.

However, despite the existence of opportunities and a supportive environment for tourism activities, there is a need to create awareness among tourists to visit a particular region. Therefore, the promotion of tourism activities is essential as it creates awareness about the availability of opportunities. Mohanty (2020) asserts that advertisement and communication create awareness about opportunities that exist in different locations guiding tourists in making choices about the destination to visit on the basis of their needs in the same vein, reducing challenges posed by information distortion. Similarly, Mishra and Mohanty (2021) point out that other determinants, such as wastewater and energy, among others, are also crucial to the provision of reliable services and thus enhance the attractiveness of the destination.

Tourism is a vibrant varying system made of two key parts: consumers and suppliers that relate in a designed setting: the terminus with the tourism scheme being shaped by the source and a destination, where the source entails the demand side (tourists) and the destination the supply side. The organization works because of the merchandises and fascinations the destinations offer to the market. Tourism ceases to exist in the absence of attractions (Islam & Chaudhary, 2020). Concurrently, in the absence of demand, attractions would not be needed, and therefore, tourism would not exist. Besides the two components, Abreu, Ruhanen, and Arcodia (2020) recognize the third constituent in the tourism scheme: 'the linkage.' Linkages have a balancing role in the scheme but are vital for its operation. They refer to transference services, information, and publicity actions that favorably impact the selection procedure of the destination as a Centre for holiday.

A well-tapped tourism has a high potential for providing the window of opportunities for socio-economic development, foreign direct investment, and employment generation, a critical component for promoting the quality of the lives of individuals.

1.1. Statement of the Problem

The need to promote Sustainable Development and increase the quality of the lives of citizens has been one of the current issues that has drawn global attention. It has been witnessed by various Conventions and declarations, such as the United Nations Conference on Environment and Development (UNCEDGs) (Robinson, Hassan, & Burhenne-Guilmin, 1992) and the World Convention on Sustainable Development Goals (UN, 2015).

Such member nations of such Conventions are obliged to work toward meeting the resolutions made at such Conventions. Therefore Kenya, as a signatory to such Conventions, is committed to working towards raising the quality of the lives of her citizens, as attested by her various development Plans and government policy documents (Socrates, & Kimuli, 2020).

Demonstrating the level of commitment, the Kenya government has developed several critical policy papers spreading over a decade. For example, Poverty Reduction Strategy Plan (PRSP) (Maingi, 2021), Economic Recovery Strategy Programme (ERS) (Maiyo & Wasike, 2021), and Kenya Vision 2030 (RoK, 2007), all of them stress the need for citizens to enjoy high-quality life. To attain this vision, the yearly economic development rate of 10 percent was expected by 2012, and the same rate is to be upheld or surpassed thereon. However, Bungoma County is one of the Counties that contributes significantly to the national poverty index. For instance, whereas the national poverty index was 47 percent, the poverty index of Bungoma County was 53 percent (Rok, 2013). The poverty level is a pointer that Bungoma County could face challenges mobilizing resources for investment in socio-economic development activities. Therefore, there is a need for mitigation measures to be initiated to address the state of poverty in Bungoma County as a way of promoting the quality of life of citizens in the County in line with government development plans. The purpose of this study was to establish the influence of Historical sites in generating revenue from archaeotourism in Bungoma County from 1964 to 2021 for investment in socio-economic activities.

1.2. Objectives of the Study

The study was guided by the following objectives:

- Establish the capacity of Bungoma County to support archaeotourism
- Evaluate the extent to which Bungoma County has exploited archaeotourism to generate revenue for socio-economic development

1.3. Research Questions

The study sought to address the following research questions:

- What is the capacity of Bungoma County to support archaeotourism?
- To what extent has Bungoma County exploited archaeotourism to generate revenue for socio-economic development?

2. Theoretical Framework

A proper understanding of any scientific undertaking is anchored in a comprehensive hypothetical hypothesis as it is a key to promoting one's understanding of explanations made (Owen, 1991; Hannaway & Lockheed, 1986). This study aimed to establish the influence of historical sites on promoting tourism development in Bungoma County. The study was guided by Resource Dependence Theory (RDT) advanced by Hillman, Withers, and Collins (2009) and Expectancy Theory (ET) advanced by Vroom (1964)

2.1. Resource Dependence Theory

The Resource Dependency Theory (RDT) was advanced by Hillman, Withers, and Collins (2009). They were interested in establishing how organizational performance is influenced by resources employed in its production (development) process (Wry et al., 2013). RDT explains how an organization (Country) can develop or remain undeveloped on the basis of capital resources. The level of capital available for investment is determined by the inflow revenue generated from activities such as tourism.

2.2. Expectancy Theory

This theory is used to explain why people choose to behave in a particular way. According to the proponent Victor Vroom (1964), an individual is always confronted with choices, among which selection has to be done. The theory postulates that Expectancy has three components:

- Expectancy: effort → performance
- Instrumentality: performance → outcome
- Valence: V(R) outcome → reward

According to Expectancy Theory, the strength of a tendency to act in a certain way depends:

- On the strength of an expectation that the act will be followed by a given outcome, and
- On the attractiveness of that outcome to the individual

Therefore, the selection of choice for the individual is based on expected value once the option is pursued.

3. Methodology and Research Design

The study utilized a descriptive survey research design. Descriptive design is used in studies that mainly involve Social Sciences. The major advantage of the descriptive design is that it allows the researcher to gather information and summarize, present, and interpret it for clarification without any form of manipulation (Orodho, 2002).

The study targeted:

- All working residents of Bungoma County,
- Management of game parks,
- Residents who reside around strategic historical sites such as caves, Hotel managers in Bungoma County, and
- Minister of Tourism in County government of Bungoma

The study utilized both primary and secondary data. Primary data was collected using a structured questionnaire, interview schedule, and observation schedule. Secondary data was collected using document analysis. Items in the questionnaire modeled on the Likert scale using (1) for Strongly Agreed running up to (5) for Strongly Disagree aimed at collecting quantitative data from farmer respondents. The questionnaire sought the background information of residents, visits to historical sites, motives for visitation, state of infrastructure, and their understanding of the importance of tourism on economic development.

Analysis Guide was used to collect information that required documentary evidence. Under this, the study sought information on entry at manned historical sites and Hotel bookings. Mitchell (2010) observes that since data quality is variable, there is a need to have rules pegged on evidence. However, there is a need for caution to ensure that information is only retrieved from reliable sources. Document analysis sought information on the entry of tourists at gated historical sites. These documents were deemed reliable in backing up information captured through other instruments.

4. Results

The study sought to evaluate the influence of historical sites in the promotion of archaeotourism in Bungoma County, Kenya, from 1964 to 2021

4.1. Capacity of Bungoma County to Support Archaeotourism

This section presents the second objective of the study, which sought to establish the capacity of the environment in Bungoma County to support archaeotourism activities. Evaluation of the capacity of the environment aimed at rating the attractiveness of the environment in terms of support based on infrastructural facilities and security prevailing in Bungoma County as a potential tourist destination. Data to address this objective was captured from resident respondents, the County Tourism Officer (CTO), and the management of various hotels.

Variable Statement	N	Minimum	Maximum	Mean	Std. Deviation
Bungoma County has a well-developed road work for the promotion of tourism activities	374	1.00	5.00	4.0294	1.03902
The state of security in Bungoma County is good for the promotion of tourism activities	374	1.00	5.00	4.2754	.89478
Bungoma County has a well-developed airport important in the promotion of international tourism	374	1.00	2.00	1.3369	.47328
Bungoma County has Quality hotels for the promotion of tourism activities	374	1.00	4.00	2.3262	1.05886
A well-developed railway network is a key to the promotion of tourism	374	1.0	3.0	1.489	.5612
Valid N (listwise)	374				

Table 1: Resident Response to Capacity of Environment of Bungoma County to Support Tourism

Table 1 reveals the rating of various infrastructural facilities that have the potential for the promotion of tourism by resident respondents. The findings reveal that the state of security and road infrastructure development was highly rated by residents at a mean of 4.2754 and Standard Deviations of .89478 and 4.0294 and 1.03902, respectively. In comparison, railway networks and airport and Quality hotels were lowly rated with all having a mean of less than 2.5 on the Likert Scale, where 5 is the highest score.

Affirming this position, the CTO had this to say:

-----as a County government, we understand the role of infrastructure in the promotion of general social economic development of any region. As such, priority has been placed on opening up various regions through the development of an extensive road network. No region has been left out. Mt. Elgon, which was locked previously with people mainly relying on donkeys for movement of their produce, is fully opened up. Security is updated, and nobody has any fear of not taking up their own business due to insecurity.

In view of the rating of the most appropriate drivers for the promotion of tourism and comparison of findings in table 1, it can be reasonably concluded that safe for the low rating of the nature of hotels, the environment in Bungoma County is favorable for supporting tourism activities as airstrip and railway network were lowly rated in terms of their ability to influence tourism activities.

4.2. Impact of Archaeotourism to Generate Revenue on Socio-economic Development of Bungoma County

The study first sought to establish the economic impact of archaeotourism under an ideal situation. Various positive reports relating to the influence of archaeotourism and economic development were given to the resident respondents. Data generated were used to run regression analysis and regression Models before establishing the actual situation in Bungoma County. The findings are given in tables 3, 4, and 5 below.

Variable Statement	N	Minimum	Maximum	Mean	Std. Deviation
Earnings from a well and properly developed tourism industry have great potential to stimulate social and economic development activities of a region	374	1.00	5.00	4.2380	.72456
The level of Individual occupation is important in influencing tax collection for the promotion of social and economic development	374	3.00	5.00	4.4545	.55460
In an endeavor to promote tourism in a region, infrastructure such as roads may be developed, leading to opening up remote areas for social-economic development	374	2.00	5.00	4.3209	.70520
A well-developed tourism industry is capable of earning a country foreign exchange through the attraction of foreign exchange	374	3.00	5.00	4.4439	.56796
Developed tourism industries are capable of generating both direct and indirect job opportunities for individuals in a country	374	3.00	5.00	4.4813	.57975
Valid N (listwise)	374				

Table 2: Descriptive Statistics on Residents' Responses Regarding Influence of Tourism on Social Economic Development

The findings from table 2 reveal that all residents were almost entirely in agreement that a well-developed tourism industry has great potential to stimulate the social and economic development of a region at a mean of 4.2380 with an SD of .42456.

The level of individual occupation is important in influencing tax collection for the promotion of social and economic development at a mean of 4.4545 with an SD of .55460.

In an endeavor to promote tourism in a region, infrastructure such as roads may be developed, leading to opening up remote areas for social and economic development at a mean of 4.3209 with an SD of .70520. A well-developed tourism industry is capable of:

- Earning a country's foreign exchange through the attraction of foreign exchange at a mean of 4.4439 with an SD .56796, and
- Generating both direct and indirect job opportunities for individuals in a country at a mean of 4.44813 with an SD of .57975

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.564	.608		7.504	.000
	The level of Individual occupation is important in influencing tax collection for the promotion of social and economic development	-.494	.074	-.378	-6.681	.000
	In an endeavor to promote tourism in a region, infrastructure such as roads may be developed, leading to opening up remote areas for social and economic development	.152	.054	.148	2.820	.005
	A well-developed tourism industry is capable of earning a country foreign exchange through the attraction of foreign exchange	.273	.070	.214	3.885	.000
a. Dependent Variable: Earnings from a well Tourism industry, if properly developed, have great potential to stimulate the social and economic development activities of a region						

Table 3: Regression Analysis of Study Variables

The results in table 3 reveal that values in the significance column for all study variables assume a value that is less than 0.05. The interpretation is that any value that is less than 0.05 means that the independent variable has significance influence. In contrast, any variable whose value is more than 0.05, it means the variable has less or insignificance influence on the dependent variable (Selina, 2021). There all study variables have a significance influence on earnings from tourism for the promotion of social economic development. In order to get the actual extent of the influence of the independent study variables on the dependent study variable (Earnings from tourism), a regression model was run. The findings for the same are reflected in table 4.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 ^a	.424	.419	.55234

a. Predictors: (Constant), Well-developed tourism industry is capable of earning a country foreign exchange through the attraction of foreign exchange. In an endeavor to promote tourism in a region, infrastructure such as roads may be developed, leading to opening up remote areas for social and economic development. The level of Individual occupation is important in influencing tax collection for the promotion of social and economic development

Table 4: Regression Model on Influence of Study Variables under Ideal Situation

Table 4 shows the value R shows how much the dependent variable 'earnings from tourism for promotion of social economic development' can be attributed to independent study variables. The value of R is 0.651, signifying Multiple Correlations, which reveals a high Correlation. The adjusted R² is for control of R² so that it adopts the best fit model of the population. The value of the adjusted R Square from the table is 0.419. This indicates that 41.9 percent of dependent variables can be traced to independent variables.

With this conviction about the relationship between independent and dependent study variables under an ideal situation, it was necessary to establish the actual state of Bungoma County. The same line of investigation was assumed in trying to establish the actual state. The findings are given in tables 5, 8, 9, and 10.

Study Variable	N	Minimum	Maximum	Mean	Std. Deviation
Availability of developed infrastructure, Bungoma County	374	2.00	5.00	4.1417	.74223
A Well-developed tourism industry in	374	1.00	5.00	2.2460	1.00850
A lot of earnings from tourism from foreign exchange Many direct and indirect job opportunities	374	1.00	5.00	2.1310	1.01276
Limited revenue from tourism in Bungoma	374	3.00	5.00	4.2567	.71626
Valid N (listwise)	374				

Table 5: Descriptive Statistics of Residents' Responses on Actual State of Study Variables in Bungoma County

The findings from table 5 reveal that respondents disagreed that Bungoma County had a well-developed industry, with the level of agreement having a mean of 2.2460 and SD of 1.00850. Similarly, the level of agreement of a lot earning from foreign exchange had a mean of 2.1310 with an SD of 1.01276, an indicator of disagreement. However, the residents agreed that the County has a well-developed infrastructure which is critical for stimulating tourism activities and other sectors of the economy, with a mean agreement level of 4.1417 and an SD of .74223. Overall, the residents agreed that Bungoma County had generated limited revenue from tourism activities, with a mean agreement level of 4.2567 and an SD of .71626.

Similarly, the study sought from resident respondents the frequency at which they visited various historical sites in the County in the previous year. From the responses, it was established that 25(6.7%) of them visited frequently, 43(11.5%) of them visited irregularly, and 306(81.8%) of them had never visited. This information implies that over 80 percent of the local residents had never visited any historical site in the County the previous year, and only 6.7 percent of them visited regularly.

As if to agree with these findings, the CTO had this to say:

----of course, as County, we make earnings from direct and indirect tourism activities. However, as a County, we may have a lot of attractive sites like beaches, Wildlife places like Maasai Mara, and a well-developed hotel industry. However, with what we have, we are trying to see how we can continuously become innovative to promote tourism in our region. We have to start somewhere, and this is our beginning.

However, since the study was concerned with establishing the influence of archaeotourism tourism on society, it was necessary to run a regression analysis and regression model to generate critical data for inferential statistics.

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.073	.280		18.112	.000
	Availability of developed infrastructure, Bungoma County	-.060	.054	-.062	-1.118	.264
	Bungoma County has a well-developed tourism industry that earns it foreign exchange through the attraction of foreign exchange	-.274	.055	-.385	-4.950	.000
	Bungoma County has a well-developed tourism industry that generates a lot direct and indirect job opportunities for individuals in the County	.022	.053	.031	.413	.680
a. Dependent Variable: Revenue collected in Bungoma County from tourism activities						

Table 6: Regression Analysis of Study Variables

The findings from table 6 reveal that the only variable that had to influence significant influence on revenue collection from tourism activities in Bungoma County was developed infrastructure. It has a value of 0.000 in the significance column. However, job opportunities and earnings from foreign tourism had an insignificant impact as they all have a significant value above 0.05, the recommended threshold for a variable with significant influence (Selina, 2021). Despite the fact that regression analysis reveals that there was limited influence of the tourism industry on the socio-economic development of Bungoma County, a regression model was run to establish the actual level of influence. The findings are given in table 7.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.338 ^a	.114	.107	.67686
a. Predictors: (Constant) Bungoma County has a well-developed tourism industry that generates many direct and indirect job opportunities for individuals in the County. In an endeavor to promote tourism, Bungoma County has developed infrastructure such as roads have been developed leading to opening up remote areas for social and economic development. Bungoma County has a well-developed tourism industry that earns it foreign exchange through the attraction of foreign exchange				

Table 7: Regression Model on Study Variables

Table 7 shows that the value of R, which signifies Multiple Correlation, is 0.338, which is low. The adjusted R² is for control of R² so that it adopts the best fit model of the population is 0.107. This implies that 10.7 percent of independent variables can be traced to the dependent variable. This represents a negative deviation of over 30 percent envisaged under the ideal situation reflected in table 4.

Earlier studies revealed that the ability of a country to accrue benefits from tourism activities only lies on the level of development of tourism activities in a country's failure, which makes a country lose on the same. For instance, Al-Darwesh (2017), in a study titled 'The Role of Domestic Tourism in Supporting the National Economy, from the Point View of Employers', tried to establish the role of domestic tourism in promoting the Jordanian economy. The study found that one of the obstacles that hindered internal tourism was the high cost of tourism.

5. Conclusions and Recommendations

5.1. Conclusions

Assessment of the capacity of the environment for the promotion of tourism activities reveals that the County has good security and a developed road network which are critical elements in the promotion of tourism. However, low-quality hotels developed and airstrip were hampering her ability to attract particularly international tourism. Creation of a favorable environment to attract investors was highly rated. However, other aggressive measures to market domestic and international tourists were low both by the government and Hotel owners. Such limited revenue was collected from tourism activities.

Though there is a correlation, it reveals that there is a very high correlation between the revenue generated and indirect and direct job opportunities generated by the tourism sector. The correlation between revenue collected was negative. However, conservation of forests and cultural heritage were positive critical elements of tourism in Bungoma County.

5.2. Recommendations

Based on the findings of the study, the researcher recommends that:

- Bungoma County should put up quality hotels that are set to the level of international standards to attract international tourists.
- There is a need for Bungoma County to embrace domestic tourism as a way of widening its revenue base for the promotion of investment in social and economic development activities due to its great potential that remains untapped. Similarly, conservation measures should be strengthened to ensure further cultural heritage preservation.

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