RESEARCH ARTICLE
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Influence of Tourism Attractions on Tourism Sustainability in Selected Parts of Nandi County, Kenya

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Abstract

Tourists are satisfied when their needs are met in a destination. When destinations lack attractions, it is hard to be called a tourism entity. Natural beauty and climate among others are a vital aspect that influence vacationers to visit or revisit a given destination. These features entice individuals to the destination and also contribute to the general experience of the tour thereby sustaining tourism. The research intended to assess the influence of tourism attractions on tourism sustainability in selected parts of Nandi County. The results for the study could give a guideline to the improvement of tourism dimensions towards sustainability in Nandi County. The study employed a survey research design. The target population was 598 visitors with a sample size of 239. Questionnaires were used to gather data from tourists visiting the selected parts. Validity was realized through selection of study sample that was of the utmost representative group. Cronbach's alpha was used as a measure of reliability. Descriptive statistics were employed in SPSS Version 2021. There were 6 tourist destinations visited in selected parts of Nandi County with 172 respondents sampled; 158 (91.9%) Kenyans, 4 (2.3%) German, 4 (2.3%) Indians, 2 (1.2%) from USA while 4 (2.3%) were either from New York, Nigeria and Brazil. In regards to gender, majority were male (65.1%). Most respondents (36.0%) were aged from 21 to 30 years. Majority of the respondents, (97.7%) had formal education. Out of the total respondents, 17.4% had visited Diguna falls, 3.5% Kaptumo Africa Native Court, 14.5% Koitalel Samoei Museum, 26.7% Ngaunat caves, 14.0% Eden spring guest house and 23.8% Chepkiit falls. The respondents were asked to state how valuable was cultural dimensions to their visit in Nandi County; 11.0% indicated that they were not very valuable, 9.3% not valuable, 22.1% undecided, 29.1% valuable while 28.5% very valuable. On natural attractions, 4.1% revealed that they were not very valuable 2.3% not valuable, 15.7% were undecided, 27.9% valuable and 50.0% very valuable. On built attractions, 5.8% opined not very valuable, 9.9% not valuable, 27.3% were undecided, 30.8% valuable while 26.2% very valuable. In conclusion, cultural attractions were found to be the most valuable to tourists visit in Nandi County. The findings revealed that tourism attractions have an influence on the tourism sustainability in selected parts of Nandi County. The study recommended more studies to be done to establish the influence of tourisms accessibility on tourism sustainability in selected parts of Nandi County, Kenya.

Keywords: Tourism Attractions, Tourism Sustainability, Kenya

INTRODUCTION

Tourism sustainability has become of great concern among different governments and scholars worldwide. It refers to a fundamental process and the capacity to maintain or endure the level of tourism activities over a longer period of time. It also refers to tourism that meets the needs of the

present without compromising the ability of future generations to meet their own needs (Gisore & Ogutu, 2015). Tourism sustainability incorporates environmental responsibility, which serve as a guarantee for tourism's long-term viability. These principles include; environmental, economic and social-cultural aspects of tourism development (UNWTO, 2014). Amanda (2021), posits that for tourism to be considered as sustainable, there must be sustainability principles and pillars such as; environmental, economic, and socio-cultural.

Fundamentally, tourism sustainability provides better decisions made concerning sustainable development for tourism and give attention to indicators that may affect destinations (UNWTO, 2004). Scholars like; Carrillo & Jorge (2017); Asmelash & Kumar (2019); Marinao (2017); Ramukumba (2018), opined that tourists satisfaction revisits and recommendations are suitable tools or indicators to measure tourism sustainability which should be reflected before making a decision to go to a destination. According to Chen et al. (2011), tourists' who are satisfied with a certain destination usually recommend others or revisit a destination and hence it results into a thriving tourism industry.

Since there are many measures of tourism sustainability, Dupeyras & MacCallum (2013), opine that relevance, availability, meaning, freshness, sensitivity, clarity, reliability, comparability, normativity and credibility should be considered as the rationale behind the adoption of any measure. The measures adopted in this study include; tourist satisfaction, recommendation and revisits. Tourists are said to be satisfied after their comparison on their pre-visit and post-visit experience (Ramseook-Munhurrun et al., 2016; Al Shamaileh & Alnaser, 2018). Tourists' revisit means tourist coming back to initially visited destination and later they make an assessment on the experience they had during their visit to a certain tourist destination (Muskat et al., 2019).

According to Page (2014), a visitor(s) goes to an exceptional destination that display products like; attractions, provisional services, well managed resources, administrative boundaries and an outstanding appearance. According to Neupane (2021), a destination is considered to contain features that can be enumerated as eight A's; attractions, access, accommodation, amenities, activities, affinity, actors, act and administration. Also, Fazenda et al. (2010), opine that element that make up the destination: attractions, amenities, access, marketing and pricing.

The current study adopted attractions as a destination dimension. There have been instances of tourism activities decline in some of the destinations like Diguna Falls, Kaptumo Africa native court, Koitalel Samoei, Ngabunat caves, Eden spring guest house and Chepkiit falls as reported by Talam et al. (2021) in Nandi County which calls for this study. Empirically, few studies had examined the influence of attractions on tourism sustainability. Ariya et al. (2017), considered; tourism destination attractiveness dimension as perceived by tourists and not tourism destination dimensions. Therefore, it is against this background that this study sought to find out the influence of attractions on tourism sustainability in selected parts of Nandi County.

METHODOLOGY
Study Area
The study was carried out in Nandi County (Figure 1), which is in the North Rift of Kenya, occupying an area of 2,884.4 square kilometres. It has five sub-counties/ constituencies namely; Mosop, Aldai, Tinderet, Nandi Hills and Chesumei. It is 458.10 km^2 in size with an estimated population of 149,256 peoples as per 2009 census. The rainfall varies between 1,200 mm and 2,000 mm annually, with temperatures of between 15°C and 25°C. Soil in the northern part of the county is a well-drained volcanic loamy soil capable of supporting tea farming while to the south,

soils are loam with quite a lot of sand and gravel. The economic activities in Nandi County are; tea planting, maize and sugar

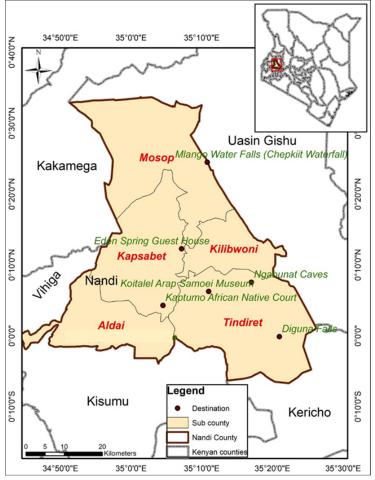cane farming. Agriculture is therefore the main economic activity.

Figure 1: Map of Nandi County showing selected tourist attraction sites.

Research Design

Exploratory research design was used in this study to generate the required information. according to Creswell & Clark (2017), this allows study to make wide-ranging inference about a population variable.

Population

Population is the totality of individuals in question (Zar, 2013). The target population for the study was approximately 598 tourists according to average visitor statistics at the county (Nandi County Department of Tourism Culture and Social Welfare, 2019 cited in Talam et al. (2021). These were

visitors who were estimated to be visiting all the 6 tourist destinations in selected parts of Nandi County in a period of one month. These attractions were; Chepkiit falls 34 (5.7%), Diguna falls 34 (26.8%), Eden spring guest house 106 (17.7%), Kaptumo Africa native court 43 (7.2%), Koitalel Samoei museum 125 (20.9%) and Ngabunat caves 130 (21.7%) (Tourism, Culture and Social Welfare Nandi County, 2018).

Sampling Procedures and Sample Size

For effective and correct data correction, a representative sample size has to be generated from the population (Zikmund et

al., 2010; Quinlan, 2011). Stratified and systematic sampling methods were used in this study to select 239 respondents from among tourist visiting the six sites. A finite Yamane's (1967) formula was used to generate the sample as follows;

$$n = \frac{N}{1 + N(e)^2} \quad n = \frac{598}{1 + 598(0.05)^2} = 239$$

…………. Equation 1

Stratified sampling was used to allocate the stratum samples as follows;

$$nh = n(Nh/N)$$

Where; n is the total sample size, h = stratum number, nh = Sample size in stratum h, Nh =Population size in stratum h, where h= 1, 2, 3, 4..., N = Total population size. After stratification, visitors were sampled using simple random sampling technique. The sample size was shown in Table 1.

Table 1: Sample Size

Stratas	Population (Visitors per Month) h	Sample size per strata
Chepkiit falls	33	14
Diguna Falls	160	64
Eden spring guest house	106	42
Kaptumo Africa native court	43	17
Koitalel Samoei	125	50
Ngabunat caves	130	52
Total	598 (N)	239

Data Collection Instruments

Data was collected by use of open as well as closed-ended questionnaires. Questionnaires in this section has been advocated from Teeroovengadum et al. (2018).

Data Collection Procedures

Primary as well as secondary sources of data were used to allow for distribution of truthful information (Kombo & Tromp, 2009). A research permit was obtained from the National Commission for Science, Technology & Innovation (NACOSTI). While the researcher sought the consent of the Nandi County, department of Tourism, Culture and Social Welfare, upon approval, the researcher together with two trained research assistants proceeded with the data collection exercise.

Data Analysis and Presentation

Statistical Package for Social Sciences (SPSS) version 21 software was used to analyze data. Data collected was coded, analyzed and relationships between variables was computed using cross-tabulation chi squares. Chi-square goodness of fit test were used to determine whether expected frequencies significantly differed from the actual frequencies. Results were presented using tables, figures and qualitative statements or descriptions.

RESULTS

Demographic Characteristics of the Respondents

There were two hundred and thirty-nine questionnaires (239) issued. One hundred and seventy-two (172) were filled in and returned giving a response rate of 72.00% which was adequate for the study (Babbie, 2012). From the responses, Kenyan nationality 158 (91.9%) represented the majority of the respondents while the rest were from other countries such as Germany 4 (2.3%), India 4 (2.3%), USA 2 (1.2%) and others such as East African counties such as Uganda, Tanzania. Male respondents constituted the largest fraction (65.1%) as illustrated in table 1. In terms of age, majority were below the age of 30 years 108 (62.7%) while those above the age of 40 year constituted the lowest proportion 23 (13.4%). Based on occupation, majority of the respondents were students 72 (41.9%)

followed by those who were employed 55 (32.0%) while the least were from the "others" category (5.2%). In terms of the education level category, all respondent had formal education with majority having attained secondary level education and above 161 (93.6%). According to the destination visited, a large proportion of tourist had visited Ngabunat caves 46 (26.7%) and Chepkiit Falls 41 (23.8%) while few had visited Kaptumo Africa Native Court 6 (3.5%). Destinations most preferred was Ngabunat caves 59 (34.3%) as illustrated in table 1.

Table 1: Demographic characteristics of the Respondents

n=172		Frequency	Percent
Nationality	Kenyan	158	91.9
	German	4	2.3
	Indian	4	2.3
	USA	2	1.2
	Others	4	2.3
Gender of the respondents	Female	60	34.9
	Male	112	65.1
Age in years	18-20 years	46	26.7
	21-30 years	62	36.0
	31-40 years	41	23.8
	> 40 years	23	13.4
Occupation category	Student	72	41.9
	Employed	55	32.0
	Self-employed	36	20.9
	Others	9	5.2
Education background	Primary	7	4.1
	Secondary	67	39.0
	Tertiary	31	18.0
	Graduate	47	27.3
	Postgraduate	16	9.3
	Others	4	2.3
Destinations visited	Diguna Falls	30	17.4
	Kaptumo Africa Native Court	6	3.5
	Koitalel Samoei Museum	25	14.5
	Ngabunat caves	46	26.7
	Eden spring guest house	24	14.0
	Chepkiit Falls	41	23.8
Destinations most preferred	Diguna Falls	24	14.0
	Kaptumo Africa Native Court	2	1.2
	Koitalel samoei museum	19	11.0
	Ngabunat caves	59	34.3
	Eden spring guest house	31	18.0
	Chepkiit falls	37	21.5

Influence of Tourism Attractions on Tourism Sustainability

When asked whether there was any influence of tourism attractions on the sustainability of tourism, all 172 respondents (100%) agreed that there was such an influence. Respondent were then asked to mention the attractions that were influencing tourism sustainability.

Majority indicated that natural attraction mostly influenced (42.6%) followed by those who indicated cultural attractions as second (31.4%) while the rest (26.0%) indicated that built attractions had no significant difference ($\chi^2 = 4.58$, d.f.=2, p = 0.1013) as portrayed in figure 1.
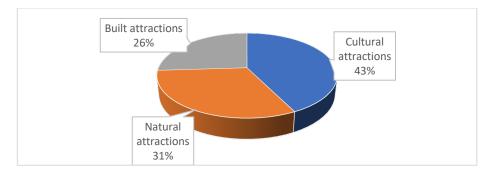
Figure 2: Tourism attractions influencing tourism sustainability.

Influence of cultural attractions on tourism sustainability

The respondents were asked to state how valuable was cultural dimensions to their visit in Nandi County. Out of total respondents sampled, 19 (11.0%) opined that they were not very valuable, 16 (9.3%) not valuable, 38 (22.1%) undecided, 50 (29.1%) valuable while 49 (28.5%) very valuable. In cross tabulation with nationality of the respondents, most Kenyans indicated that cultural attractions were valuable 93 (58.86%) while few indicated otherwise 18.93%). Only 22.2% were neutral about the statement with a significant difference (χ^2 =20.5, df=4, p=0.0004). Equally, most respondents of German nationality (75.0%) opined those cultural attractions were valuable with a few of them being neutral (25.0%) with a significant difference (χ^2 =12.5, df=2, p=0.0019). In contrast, respondents in the 'other' category of nationalism answered other, with the majority (50%) responding that cultural attractions were not valuable, which was substantially higher (χ^2 =12.5, df=2, p=0.0019), as seen in figure 2.
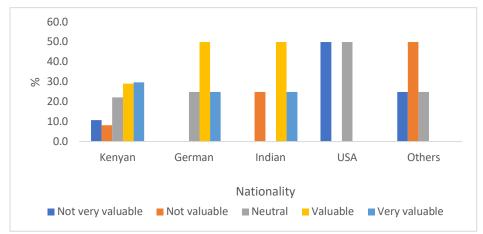

Figure 3: Cross tabulation of Influence of cultural attractions and nationalism of the respondents to tourism sustainability.

In cross tabulation with age, majority of the respondent above the age of 21 years indicated that cultural attractions were valuable while those below the age of 20 were neutral. Those in the age bracket of 21-30 years, 37.1% of them indicated that cultural attractions were valuable while 27.4% indicated that they were very valuable with a significant difference (χ^2 =27.2, df=4, p<0.0001). similarly, those aged between 31-40 years portrayed the same trend with 24.4% of them indicating that cultural

attractions were valuable while 31.7% indicating that they were very valuable with a significant difference (χ^2 =16.9, df=4, p=0.0020). The same trend was observed for

those aged more than 40 years with 43.5% indicating that they were very valuable with a significant difference (χ^2 =49.9, df=4, p<0.0001).
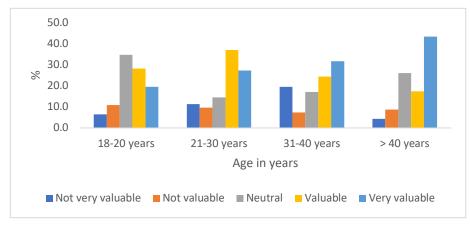

Figure 4: Cross tabulation of influence of cultural attractions and age of the respondents to tourism sustainability.

In cross tabulation with education, majority of the respondent who agreed that cultural attractions were very valuable in influencing tourism sustainability were in tertially (χ^2

=50.8, df=4, p<0.0001) postgraduate (χ^2 =41.15, df=4, p<0.0001) and in others categories (χ^2 =12.5, df=2, p=0.0019) as portrayed in figure 3.
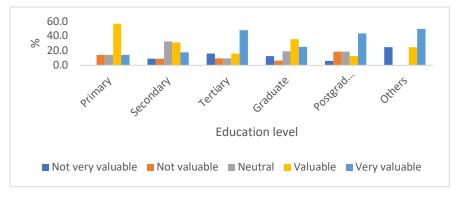

Figure 5: Cross tabulation of influence of cultural attractions and education level of the respondents to tourism sustainability.

Influence of natural attractions on tourism sustainability

The respondents were asked to state how valuable was natural attractions were to tourism sustainability in Nandi County. Majority of the sampled respondents 86 (50.0%) agreed that natural attractions were very valuable while few 4 (2.3%) indicated

that they were not with a significant difference (χ^2 =78.0, df=4, p<0.0001).

In cross tabulation with nationality of the respondents, most Kenyans indicated that natural attractions were very valuable 78 (49.2%). Only 15.2% were neutral about the statement with a significant difference (χ^2 =74.6, df=4, p<0.0001). Most respondents of German nationality (75.0%) opined those

natural attractions were very valuable. In contrast, 50.0% of respondents from USA nationalism indicated not very valuable

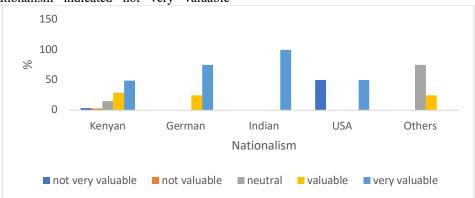while the rest indicated very valuable as portrayed in figure 5.

Figure 6: Cross tabulation of influence of natural attractions and nationalism of the respondents to tourism sustainability.

In cross tabulation with age, majority of the respondent above the age of 40 years (69.6%) and those between the age od 18 to 20 years (56.5%) indicated that natural attractions were very valuable. Those in the age of 21-30 years, few indicated that indicated that

natural attractions were not valuable with a significant difference (χ^2 =66.3, df=4, p<0.0001). Similarly, those aged between 31-40 years portrayed the same trend (χ^2 =51.3, df=4, p<0.0001) as portrayed in figure 7.
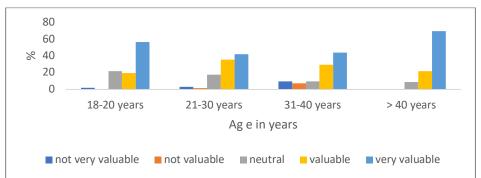

Figure 7: Cross tabulation of influence of cultural attractions and age of the respondents to tourism sustainability.

In cross tabulation with education, majority (61.3%) of the respondent who agreed that natural attractions were very valuable in influencing tourism sustainability were in

tertially (χ^2 =114.5, df=4, p<0.0001) primary (71.4%) postgraduate 56.3% (χ^2 =94.7, df=4, p<0.0001) and in others categories 75.0% as portrayed in figure 8.
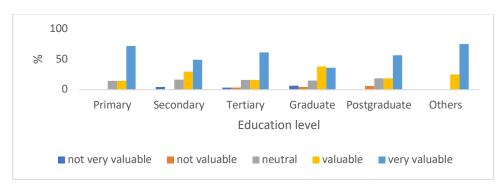
Figure 8: Cross tabulation of influence of natural attractions and education level of the respondents to tourism sustainability.

Influence of natural attractions on tourism sustainability

The respondents were asked to state how valuable was built attractions were to tourism sustainability in Nandi County. In cross tabulation with nationality of the respondents, few Kenyans indicated that built attractions were not very valuable 9 (5.7%). Only 27.8% were indicated they were very valuable with a significant difference ($\chi2$ =24.5, df=4, p=0.0001). 50.0 of German nationality were neutral while the rest indicated they were valuable. In contrast, 50.0% of respondents from USA nationalism indicated not very valuable while the rest indicated very valuable as portrayed in figure 9.
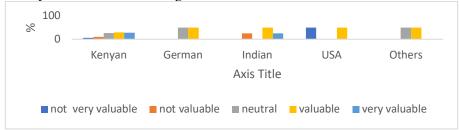

Figure 9: Cross tabulation of influence of built attractions and nationalism of the respondents to tourism sustainability.

In cross tabulation with age, majority of the respondent above the age of 40 years indicated that built attractions were valuable (34.8%). Those in the age of 21-30 years, few (2.2%) indicated that indicated that built attractions were not very valuable. Similarly, all the other age groups portrayed the same trend as portrayed in figure 10.
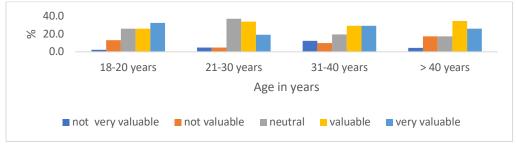

Figure 10: Cross tabulation of influence of built attractions and age of the respondents to tourism sustainability.

In cross tabulation with education, majority (50.0%) of the respondent who agreed that built attractions were very valuable in influencing tourism sustainability were in other categories of education level as portrayed in figure 11.
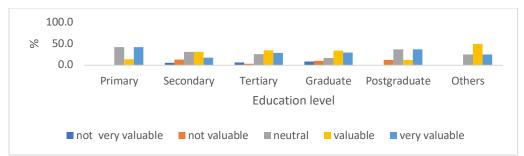

Figure 8: Cross tabulation of influence of built attractions and education level of the respondents to tourism sustainability.

DISCUSSION

From the findings, majority of the respondents indicated that cultural attractions have influence on tourism sustainability. This implies that cultural attractions are valuable to their visit in Nandi County. The findings are in line with those of Vengesayi et al. (2009), that cultural attractions are valuable to tourists visit to any destination. Sánchez-Rivero & Pulido-Fernández (2012) adds that tourists are satisfied when their needs such as cultural attractions, are met in a destination.

According to Matarrita-Cascante et al. (2010), tourists are attracted a certain destination on the basis of diversity of cultural features-ways of life, folklore, artistic expressions among others stipulates attractions that are important to many individuals. For instance, individuals of Chinatowns in the United States have their ways of customs, languages, and events that offer chances for social meetings like celebratory and spiritual occasions, dances, music, food among other entertainment. This has become an influential aspect that inspires visitors when choosing a destination (Swarbrooke & Page, 2012). This creates an image that attract individuals /cluster of persons in an area.

On natural attractions, findings indicated that they were valuable implying that natural attractions are valuable to tourists visit in Nandi County. The study findings are similar to that of Pantano et al. (2017), that tourist's value natural attractions when deciding on which destination to visit.

On built attractions, few respondents opined that it was not very valuable to them. The study findings are in tandem with those of Boniface et al. (2016) that built attractions influences the tourist's decision to visit a certain destination. Built attractions also increases attractiveness of a tourism destination. It includes attributes like package tours and amenities for sports and leisure, hotel and transport facilities. These attractions together with natural attractions are significant predictors of revisit intention (Um et al., 2006; UNWTO, 2017).

Education level, age and nationalism tended to influence the participant's responses. This is in line with Yan & Tourangeau (2008) that data from older and educated respondents tend to provide a somewhat more precise indication of the characteristics being measured than do data from younger and un educated respondents.

CONCLUSION

The study established that, cultural attractions are valuable to tourists visit in Nandi County. Built attractions were also found to be valuable to tourists visit in Nandi County. Tourism attractions variables revealed that tourism attractions have an

influence on the tourism sustainability in selected parts of Nandi County.

RECOMMENDATION

The following recommendations are made in light of the findings and conclusion of the study. On attraction, the study recommended that there is need for more support for heritage conservation. Research also recommends more work to be done to determine the influence of accessibility, accommodation and amenities to tourism sustainability in the area. The study recommends that a further study on the same research topic should be carried out in Elgeyo Marakwet County and other tourism destinations in Kenya. It would be interesting to find out whether similar findings will be found in other counties in Kenya. Further studies on destination dimensions and tourism sustainability should consider other determinants of tourism sustainability besides destination dimensions.

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