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**THE CONNECTION BETWEEN LENGTH OF RESIDENCY AND LOCAL RESIDENTS' ATTITUDES TOWARDS CULTURAL TOURISM DEVELOPMENT AT KOGELO, KENYA**

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**ABSTRACT**

*The purpose of the study was to determine the relationship or interconnection between length of residency and local residents' attitudes towards cultural tourism development at Kogelo area, Kenya. The locals were randomly sampled where 137 were studied. Descriptive statistic was used to assess the relationship between length of residency and the attitudes of the local residents. The relationship was determined using linear regression and F distribution test was used to test the hypothesis for the research. Residents who had always lived at Kogelo area and those who lived there since the 1990s formed the majority of the respondents by 26.3% each. Additionally, most of the residents accepted tourism development in the area (73%). The calculated value of F of 0.535 was less than the critical or table value of 2.37, and therefore the hypothesis (Ho1) that stated that length of residency does not have a significant effect on the attitudes of local residents towards cultural tourism development among the Kogelo community was accepted.*

**Key words:** Culture; Cultural tourism development; length of residency; local residents' attitudes

**INTRODUCTION**

Tourism is viewed as a channel of transferring wealth and investment from developed countries to less developed ones (Sharpley, 2002; Hall, 2007; Zhao & Ritchie, 2007). A writer once said that culture, like God and politics is everywhere (Adair, 1992). It has been an important resource in the tourism industry and a major attraction to specific typologies of tourists. On the other hand, culture is a great resource in the tourism industry in the sense that it has the potential of being transferred from one generation to another. Most of the African cultures are inexpensive and not complex to maintain and preserve, because of the values people attach to it. Cultural tourism entails all aspects of travel whereby people learn about each other's ways of life and thought (Richard, 1996; Smith, 2003; Goeldner & Ritchie, 2012).

It has been argued that all forms of tourism are cultural tourism because they deal with human personality. Development is the modification of the environment to whatever degree and the application of human, financial, living, and nonliving resources to satisfy human needs and improve the quality of human life (Scheyvens, 2011; Goeldner & Ritchie, 2012). Cultural tourism can be a great impetus of socio-economic development of a destination. Destinations can develop tremendously from the revenues accrued from cultural tourism and its related activities.

Cultural tourism has in recent years been described as the fastest growing tourism sub-sector worldwide (McGettigan & Rozenkiewicz, 2013; Fernandes, 2013). In Kenya, there has been a

steady growth in cultural tourism in recent years and the ascendancy of Obama to the presidency of the United States of America brought great optimism to the people of Kogelo area. This is because it revived the cultural pride and sense of belonging to a community that produced the president of USA.

Consequently, this ascendancy has since 2007 had a tremendous effect on the development of cultural tourism in Kenya and in particular the western Kenya circuit where Kogelo village is located. As more visitors both local and international have continued to visit the area, this village's fame has continued to spread all over the world. This continued fame, coupled with the areas sudden growth in cultural tourism development inspired this study with a view of assessing how the length of residency of the locals affected their attitudes towards cultural tourism development. The study was conducted at Kogelo in Siaya County between July and September 2011, which is the area that boasts of being the homeland of the father to the president Barrack Obama Jr. of USA. The objective of the study was to establish whether length of residency has an effect on the attitudes of local residents towards cultural tourism development in the area of Kogelo. The hypothesis was as follows:

Ho: Length of residency does not have a significant effect on the attitudes of local residents towards cultural tourism development among the Kogelo community.

## **PROBLEM STATEMENT**

Cultural tourism is one of the oldest types of tourism and still remains to be a backbone of the tourism industry in most parts of the world (Richards & Munsters, 2010). In 2007, 40% of all international tourism (360 million arrivals) was as a result of cultural tourism (Organization for Economic Co-operation and Development (OECD), 2009). This percentage rose to 50% of all international tourism (467 million arrivals) in 2010 (Goeldner & Ritchie, 2012). From the foregoing statistics, it can be construed that cultural tourism is of principal significance and length of residency which is a factor that can affect the local residents' attitude towards this type of tourism should not be taken lightly. The problem lies on the premise that length of residency is a variable that has been overlooked in terms of its effect on the local residents' attitudes towards cultural tourism development. Some studies have realized that persons who have stayed longer at a locality usually have a positive attitude towards the culture of the area (Fernandes, 2013). Despite length of residency being such an important factor, studies have not been done to establish its relationship to local residents' attitudes towards cultural tourism development.

## **LITERATURE REVIEW**

Culture is viewed as being about the whole way of life of a particular people or social group with distinctive signifying systems involving all forms of social activity, and artistic or intellectual activities (Smith, 2003). The conceptual definition of cultural tourism is people moving to cultural attractions that are away from their usual residence, with the purpose to collecting novel information and experiences to gratify the cultural needs (Richards, 1996; McDonnell & Burton, 2005). The technical definition of cultural tourism is all movements of persons to specific cultural attractions, such heritage sites, artistic and cultural manifestations, arts and drama outside their normal place of residency (Richards, 1996; Richards & Munsters, 2010; McGettigan & Rozenkiewicz, 2013).

Tourism and culture were seen as separate units in tourism destinations during most of the 20th century (OECD, 2009), but are currently seen as a single unit because of the significant role they can play in the physical, economic, social and symbolic transformation of the community (Smith, 2003). Moreover, culture and tourism are mutually fortifying by virtue of the fact that tourism is also viewed as an economic regenerator, part of the potential of which may be realized in tourism through culture (Hughes, 1998; Vidal-Casellas, Crous-Costa, & Oliveras-Schwarz, 2013).

Tourism and culture are symbiotically related and this relationship is important in the advancement of the industry. Cultural tourism is considered one such endogenous approach to development, as tourists are keen to visit areas of un-spoilt natural beauty and authentic cultural heritage (Fernandes, 2013). The local residents' attitude towards cultural tourism development is important in ensuring the sustainability of the same. With a majority of residents viewing tourism as an impetus for economic development, it is not surprising that most of the studies imply that, overall, locals have positive attitudes toward tourism (Andereck, Valentine, Knopf, & Vogt, 2005; Fernandes, 2013). Length of residency plays a vital and significant role in shaping the attitudes of the locals towards tourism development (Ambroz, 2008).

## **THEORETICAL FRAMEWORK**

The study utilised the Social Exchange Theory (SET), which is a theory that views social stability and change as a process where parties negotiate exchanges (in the case of the study local residents and the cultural tourism industry). The theory also clarifies that human relations are created by the application of a cost-benefit analysis that is subjective and alternatives are compared (Homans, 1958). From this theory, the local residents can participate willingly in an exchange with tourists if they are absolutely sure that they are going to incur reasonable cost, but gain significant benefits. This theory is relevant to the study because the local residents' attitude is more likely to be influenced if they know they are going to gain from the negotiated exchanges.

## **SCOPE OF THE STUDY**

The research covered Kogelo village and its surroundings which have the potential for cultural tourism since the resident community has preserved its culture, and continues to uphold and practice most of its cultural practices, taboos and beliefs among others. The research endeavored to assess how length of residency determinants of the local residents' attitudes towards cultural tourism development. The data was collected using semi-structured questionnaires.

## **METHODOLOGY**

The study used explanatory research design which is applied when the problem is known and descriptions of the problem are with the researcher, but the causes or reasons or the description of the described findings is yet to be known (Kothari, 2004; Sahu, 2013). In the research, 137 respondents were sampled using simple random sampling, which is a sampling technique where all members of the population under study had the same probability of being selected to participate in the survey (Altinay & Paraskevas, 2008; Passer, 2014). The data was collected using questionnaires which are set of questions to be asked from respondents, with instructions that are appropriate showing which questions are supposed to be asked, and in what order (Sreejesh, Mohapatra, & Anusree, 2014). The study used descriptive statistics, which was intended to

illuminate the data, so that their core characteristic was revealed (Bowers, 2008). F-test was used to test the hypothesis and is usually used to check whether the two samples are from the same normal population with equal variance or from two normal populations with equal variances (Kothari, 2004; Field, 2009).

## RESULTS AND DISCUSSIONS

From the study, it was realized that length of residency had a mean of 3.64 and standard deviation of 1.97 (Table 1). Acceptance of cultural tourism development by residents of Kogelo had a mean of 1.27 and standard deviation of 0.446. This meant that a majority of the residents accepted cultural tourism development in the area. Moreover, those who had always lived in Kogelo area and those who had been there since the 1990s, each constituted 26.3% of the respondents. Those who had been there since the 1960s represented 8%, since the 1970s accounted for 11.7%, those from the 1980s had 6.6%, since 2000 were 19.7% and from the 2010 were 1.5% of the respondents. From the results, the majority of the respondents were those who had always lived in Kogelo area and those who had been there since the 1990s. This shows that length of residency is a crucial factor in terms of cultural tourism development at the area of study. On the other hand, 73% of the residents accepted cultural tourism development in the area compared to 27% who did not. This meant that most of the respondents accepted the development of cultural tourism in their area. This finding is of great significance because the general acceptance of cultural tourism development at Kogelo area will determine its significance and relevance.

**Table 1: Length of Residency and Acceptance of Cultural Tourism Development**

Variable	Frequency	Percentage	Descriptive statistics
<b>Length of residency</b>			
Always lived here	36	26.3	Mean : 3.64 Std Deviation : 1.970 n = 137
1960s	11	8.0	
1970s	16	11.7	
1980s	9	6.6	
1990s	36	26.3	
2000s	27	19.7	
2010s	2	1.5	
<b>Acceptance of Cultural Tourism Development</b>			
Yes	100	73.0	Mean : 1.27 Std Deviation : 0.446 n = 137
No	37	27.0	

A cross tabulation was conducted between length of residency and acceptance of cultural tourism development as depicted in Table 2. Concerning those who had always lived at Kogelo area, 88.9% (32) accepted cultural tourism development in the region, while 11.1% (4) did not. This is an interesting observation because those who had always lived at the study area readily accepted the development of cultural tourism. 45% who had lived in the area from 1960s accepted cultural

tourism development while 54 did not. Of those who lived in the area from 1970, 50% affirmed to acceptance of cultural tourism development while 50% did not. This is to mean that on the average, there was the equal acceptance and rejection of cultural tourism development by the locals within these two decades.

In addition, 77.8% who had lived in the area from 1980s accepted cultural tourism development while 22.2 did not. Of those who lived in the area from 1990, 75% affirmed to acceptance of cultural tourism development while 25% did not. Within these two decades, there was a general acceptance of cultural tourism development at Kogelo area. Furthermore, 74.1% who had lived in the area from 2000s accepted cultural tourism development while 25.9 did not. Of those who lived in the area from 2010, 73% affirmed to acceptance of cultural tourism development while 27% did not. Finally, the two decades of 2000s and 2010s depicted that there was a general acceptance of cultural tourism development at Kogelo area. However, the overall deduction of the study was that the residents who had resided for longer periods in Kogelo readily accepted cultural tourism the majority being those who resided in the area from 1990. The residents with a shorter length of residency tended to have a lesser acceptance level regarding cultural tourism development.

**Table 2: Cross Tabulation between Length of Residency and Acceptance of Cultural Tourism Development**

		Acceptance of cultural tourism development		Total	
		Yes	No		
<b>Length of residency</b>	Always lived here	Count	32	4	36
		% within length of residency	88.9%	11.1%	100.0%
	1960s	Count	5	6	11
		% within length of residency	45.5%	54.5%	100.0%
	1970s	Count	8	8	16
		% within length of residency	50.0%	50.0%	100.0%
	1980s	Count	7	2	9
		% within length of residency	77.8%	22.2%	100.0%
	1990s	Count	27	9	36
		% within length of residency	75.0%	25.0%	100.0%
	2000s	Count	20	7	27
		% within length of residency	74.1%	25.9%	100.0%
	2010s	Count	1	1	2
		% within length of residency	50.0%	50.0%	100.0%
	Total	Count	100	37	137
		% within length of residency	73.0%	27.0%	100.0%

n = 137

With regard to Analysis of Variance, the independent variable being length of residence while acceptance of cultural tourism being the dependent variable. Table 3 indicate that the level of significance was 0.466 and F calculated was 0.535 The calculated value of F is less than the table or critical value of 2.37, and therefore the hypothesis (Ho1) that stated that length of residency

does not have a significant effect on the attitudes of local residents towards cultural tourism development among the Kogelo community was accepted. Therefore, it can be inferred that length of residency is an important factor with regard to cultural tourism development, but does not the local residents' attitude towards this type of tourism. This is to imply that the length of a person's stay at a locality does not influence their acceptance of cultural tourism development.

**Table 3: Analysis of Variance<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	0.107	1	0.107	0.535	0.466 <sup>b</sup>
	Residual	26.901	135	0.199		
	Total	27.007	136			

a. Dependent Variable: Acceptance of Cultural Tourism Development

b. Predictors: (Constant), Length of residency

### CONCLUSIONS AND IMPLICATIONS

In conclusion, there was a direct relationship between length of residency and local residents' attitudes towards cultural tourism development. Generally, the results clearly showed that a majority of the residents accepted tourism development in Kogelo area. Implying that acceptance of cultural tourism development was affected by the duration of individuals stay in an area. The longer the duration of stay, the higher the acceptance of cultural tourism development. In essence, the acceptance of tourism whichever type was of paramount importance because it can determine its sustainability. On the other hand, length of residency cannot be overlooked anymore. The rejection of the hypothesis that stated that length of residency does not have a significant effect on the attitudes of local residents towards cultural tourism development among the Kogelo community echoed this important fact.

Rejection of cultural tourism by the residents has a direct impact on the level of development. The acceptance of tourism is deemed a revelation of local residents' attitude towards the same (tourism). The study depicted a general acceptance of cultural tourism by the residents, and this showed that they had a positive attitude cultural tourism development in the area. The various stakeholders in the tourism industry have a noble task of viewing the length of residency as a variable that can influence the local residents' attitude towards tourism, and devise marketing strategies with this in mind.

### OPPORTUNITIES FOR FURTHER RESEARCH

The researcher foresees the possibility of research to ascertain the relationship between length of residency and community participation in tourism. On the contrary, some findings had revealed that long-term residents are generally less favorable to tourism development (Ambroz, 2008). However, participation is an important ingredient of ensuring meaningful and significant tourism development. So research can be conducted to find out the correlation between length of residency and participation in community projects that translate to tourism development. Although, it has revealed that there are several levels or stages of participation (Plummer & Taylor, 2004), a study can be done to establish how each of these levels or stages is influenced by an individual length of residency in an area.

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