Influence of Core Resources on Performance of Cultural Heritage Tourism in Kenya

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Abstract

Competition among tourism destinations has become more severe in the modern global world, in terms of attracting new visitors who hopefully get emotionally attached and their repeat visit create and sustain a high competitive advantage. This study sought to establish the Influence of Core Resources on Performance of Cultural Heritage Tourism in Western Kenya. Descriptive embedded case design and survey design was adopted for the study. The target population consisted of 6 selected sites, 18 Focus Group Discussion for respondents, 16 Key informants and 8,014 members of households living within the selected Cultural Heritage sites in Western Kenya. The selected heritage sites were: Kit Mikayi, Crying stone, Sikele Sia Mulia, Thimlich Ohinga, Obama Kogelo Cultural Heritage and Kisumu Museum. A sample size of 357 respondents from 6 heritage sites was sampled for the study using purposive for heritage sites and household heads, stratified random sampling for respondents from household heads, and saturated sampling for key informants under the study. Validity was tested by making clear statements and by use of expert judgement by university lecturers. Reliability of the instruments was ascertained through a pilot study of two sites and 15 respondents that did not participate in the final study. Internal consistency was obtained by computing Cronbach's Alpha coefficient, which was valued at 0.858. Primary data was collected by use of Questionnaires, Focus Group Discussions and Interview Schedule. Quantitative data was analyzed using descriptive and inferential statistical techniques. Statistical tests, Pearson product-moment of correlation were used to investigate the relationship between independent and dependent variables. Qualitative data was analyzed using thematic framework. Statistical package for social sciences (SPSS) version 20 was used to analyze data. Hypothesis was tested at 95% confidence level ($\alpha = 0.05$). A two tailed test was carried out to test if there was significant relationship between the independent and dependent variables. The findings of the present study indicate a positive correlation between Core Resources and Cultural Heritage Tourism. For instance Core Resources had a significant influence at r= 0.752. However, tangible resource had a higher correlation (r=0.763) than intangible core resource (r=0.724). Western Kenya was endowed with adequate tangible and intangible Core resources. Historical icon and monuments were the highest tourist attractor. Most of the cultural heritage sites in the study revealed poor performance due to poor image of the core resources in most of the sites. Study recommended upgrading the core resources in all heritage sites in western Kenya to make them more competitive. The study recommended development of a Cultural Heritage Gallery as depository for cultural artifacts and exhibition of the narrative documentation of the mythology and entrenchment of Cultural Heritage tourism policy in Kenyan Tourism Act .

Keywords: Core resources, Cultural Heritage, Tourism, Western Kenya, Performance

1.0 Introduction

Tourism is one of the world's largest organization and also the fastest growing economic sectors globally (Brandl, 2011). This an ever-increasing number of destinations worldwide over the past six decades have turned tourism into a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development. United Nations World Tourism Organization UNWTO (2016) highlights indicated that the number of international tourist arrivals in 2015 increased by 4.6% to reach a total of 1186 million worldwide. In Africa however there was a decline by 3% in International tourist arrivals in 2015.Cultural heritage tourism, a branch of tourism organization has received a lot of attention from most academicians. Cultural heritage tourism refers to travelling in a destination to experience the places intangible core resources (hospitality, oral tradition and expressions, customs, social practices, performing arts) and tangible core resources (buildings, icon, museum, archeological remains, artifacts) that has been transmitted from one generation to another. Ismail, Masron and Ahmad (2014) defined Cultural heritage as an appearance of the ways of living developed by a community and passed on from generation to generation, including customs, practices, places, objects and artistic expressions.   Smith & Richards, (2013) considered cultural heritage tourism as a rapidly evolving subdivision of global tourism. The competitiveness of a cultural heritage site depends on the nature of core resources.

1.1 Core Resources:

Tubey and Tubey (2014) defined core resources as various characteristics of a destination that make it attractive to visit. Crouch and Ritchie (1999) regard core resources and attractors as the primary motivation for destination appeal. Crouch (2007) viewed destination's core resources and attractors as determinants of the destination's drawing power. (Dwyer *et al,* 2004) divided resources into two categories: endowed (inherited) resources and created resources. Crouch (2007) identified special events, entertainment, physical attributes of a destination, entertainment, market ties and superstructure as key issues (core resources) that make a destination to provide memorable experience.

In the context of this study, core resources are the endowed site features and service that determine the strength of Cultural Heritage site attractive power to make the sites competitive. Core Resource fall in two categories; Tangible and Intangible Core Resource. Intangible Core Resource are the endowed cultural services that attract tourist to a Cultural Heritage site for instance oral tradition and expressions, oral narrations, festivals, folk song and dance, hospitality of the community around the site. Tangible Core Resource is endowed site features that attract tourist to a Cultural Heritage site and make it competitive for instance, Physical Artifacts, historical buildings and monument, museum and Cultural icon.

1.2 Research Problem

Destination image and reputation is formed and created by varied forms of factors that shape the perception of tourists. Cultural Heritage Tourism destination image and reputation has received a lot of attention globally. For instance, Cultural Heritage Tourism largely based on heritage shares 40% of total tourism income globally and is growing at about 15% annually, triple the growth of general tourism (Maunder, 2011). The fast growth rate however has not been realized in Africa and especially Kenya. For instance, there is no single mention of Cultural Heritage Tourism in Kenya's Tourism Act and Kenya Tourism Board which are key policy documents (Kenya's Republic of Kenya, 2012). Western Tourist Circuit (KWTC) has been described as Kenya's 'best kept secret' but the least explored by both domestic and international tourists. In addition, very little is known about the diverse natural and cultural attractions. The Core Resources in Cultural Heritage destinations are little known internationally yet these are the source of destination competitiveness. There is inadequate academic research conducted on the influence of Core Resources on performance of Cultural Heritage Tourism. This create a gap and need for the researcher to establish the extent to which Core Resources contributes to performance of Cultural Heritage Tourism in Kenya in order to come up with recommendation which can help Cultural Heritage Tourism organizations compete favorably in the region and globally.

1.3 Objectives of the Study

i. To establish the influence of Tangible Core Resources on performance of Cultural Heritage Tourism in Western Kenya
ii. To determine the influence of Intangible Core Resources on performance of Cultural Heritage Tourism in Western Kenya

2.0 Review of Literature

Scholars have previously conducted studies on Core resources. For instance, in Serbia, a model developed by Dragićević (2012) on business tourism destination competitiveness. The core resources and attractors revealed the highest rating on destination attributes like multicultural ambience, gastronomy offer, entertainment, festival and events and the attractiveness of cultural heritage.

A survey by Teo, Khan and Rahima (2014) in Maleka, Malaysia on understanding cultural heritage visitor behavior used a sample of 505 local and foreign tourists. Findings in this study revealed that tourists were willing to pay a higher price to visit heritage destinations so long as there were attractive assets (Core resources) and the environment was favorable.

In Nigeria, Esu and Arrey (2009) investigated the relationship between tourists' overall satisfaction and cultural festival attributes using Cross sectional survey design and a sample of 500 spectators. The findings revealed that cultural tourism festival attributes had significant effect on overall tourists' satisfaction. Four festival attributes were found to be explanatory of the level of satisfaction (event organization, promotion, facilities, and friendly locals). He recommended that these variables should always be factored into the development and marketing of festivals to improve the tourists' satisfaction of event attendees.

In Tanzania, a study by Philemon (2015) on assessing the international tourists' perception on various attributes, using survey design sampled 286. The attributes were culture, wildlife, landscape, accommodation, restaurants, security and safety, infrastructure, and tour guidance. Findings showed that Tanzania is doing relatively well on the basic factor endowments.

In Kenya, Tubey and Tubey (2014) conducted a study on resources and attractions for Sports Tourism in North Rift Region. Using a survey research design, Simple random sampling technique was used to select 50

athletics officials and 35 tourism firm managers. The Core Attractions and Resources were represented by natural resources, culture and heritage resources and created resources. The culture and heritage resources were sites and museums, architectural features, traditional arts, variety of cuisine and cultural precincts and villages. The findings revealed that Culture and heritage was one of the resources that promoted the development of sports tourism in North Rift region.
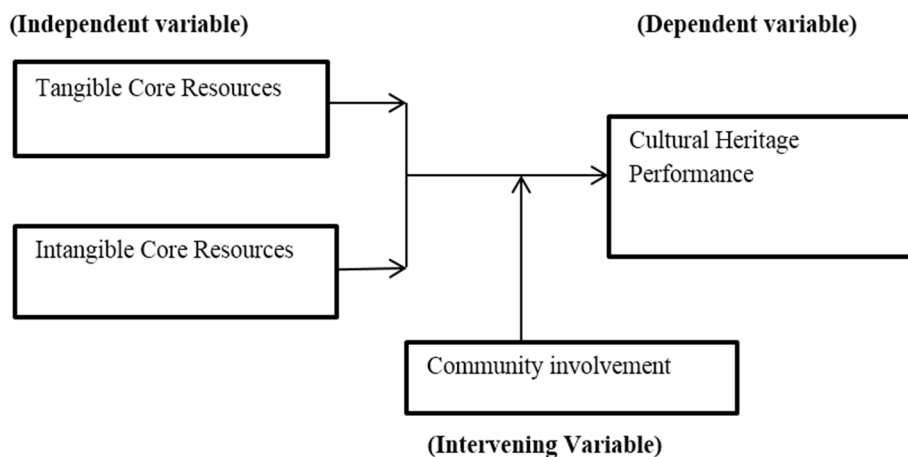
2.1 Conceptual Framework

(Independent variable)

(Dependent variable)

Tangible Core Resources

Intangible Core Resources

Cultural Heritage Performance

Community involvement

(Intervening Variable)

Figure 1: Conceptual framework

3.0 Methodology
3.1 Research Design
The study employed descriptive embedded case design and survey design to carry out the research in the five selected units of analysis in Western Kenya. An embedded case study is a case with more than one sub-unit of analysis (Yin, 2003) An embedded case study methodology provided means of integrating quantitative and qualitative methods into a single research study (Scholz & Tietje, 2002; Yin 2003). Survey design enhanced collection of data from a number of cases at a single point in time in the area of study.

3.2 Study Area
Western Kenya comprised of 13 counties: Kisumu, Siaya, Migori, Homabay, Kisii, Nyamira, Kericho, Kakamega, Bungoma, Busia, Vihiga, Bomet and Trans-zoia. These counties presented wide, rich and varied cultural ethnicity.

The extent of the Western Kenya circuit was defined by latitudes $1^0 20'$ 37" N and 1o 3' 13" S and longitudes 33^0 55' 10"E and 30 $35^0 25'$ 13" E and occupies an estimated area of 26,301Km^2 (4.04 %) of Kenya's total land mass (582, 650Km^2). (Republic of Kenya, 2014). Western Kenya was chosen because it was described as the best kept secret that is least explored by both domestic and international tourists and very little was known and exploited about the diverse natural and cultural attractions. According to the Lake Basin Blue print report in Western Kenya, Kisumu Museum, Kit Mikayi and Kogelo Cultural Heritage are moderately utilized cultural sites in Western Kenya. Yet Thimlich Ohinga, The Crying Stone and Sikele Sia Mulia have unique cultural features but are minimally utilized Republic of Kenya (2014).

3.2.1 Kit Mikayi
Kit Mikayi is a rock formation, around 40 m high. It situated about 29 km west of the town of Kisumu in Western Kenya. Kit-mikayi means 'the stone of the first wife'. An explanation of the shape of this unique stone is that the structure represents the Luo cultural polygamous family which had the first wife's house (Mikayi) built further in between on the right hand side was the second wife's house (Nyachira) while the third wife's house (Reru) was built on the left hand side of the homestead. The site is associated with sacrifices and many legends from pre-Christian times, especially stories explaining the meaning of the name. Kit-Mikayi is a regional point of sightseeing interest. Religious organizations like Legio Maria fast and pray frequently in this rock formation and believe miracles occur when they pray at the rock.

3.2.2 The Crying Stone
The Crying Stone is a striking physical feature found in Ilesi in Kakamega a town in Western Kenya. It resembles a gowned figure, perpetually in tears flowing from 'head to toe' — an image spiced-up by myth and folklore. The communities around this rock use the site for rituals. Under the crying stone is a cave which the Luhyia community call 'Shimichiro' or 'cleansing cave' where those involved in acts of incest and murder are cleansed before they can be re-accepted into the community. Religious sects like Legio Maria use the site for

prayers and fasting but to tourist it is just an attraction site.

3.2.3 Sikele Sia Mulia

Sikele Sia Mulia is a piece of rock which literally translates to Mulia foot prints. The rock has various prints and it is revered by the Bukusu community as a holy place. The rock is in East Bukusu, Bungoma County. Religious organizations like 'Dini ya Msambwa' take this rock as a holy place for worship.

3.2.4 Thimlich Ohinga

Declared as a National Monument in 1983, Thimlich Ohinga serves as an example of the dry stone enclosures widespread in the southern part of Nyanza in Western Kenya. Similar in construction to the well-known ruins of Great Zimbabwe in southern Africa, the Thimlich Ohinga structures represent some of the finest examples in East Africa. Thimlich Ohinga literally refers to a "frightening dense forest" in Dholuo language, a Nilotic group who occupy the region. The stone structure enclosure has walls ranging from 1.0 to 4.2 meters in height were built of loose stones and blocks without any dressing or mortar. Archaeological record of materials found within the site goes beyond 500 years ago. Its exact geographical location on map is at grid reference 019 474 on sheet number 129/4. To tourists the architectural stone structure is an attraction.

3.2.5 Obama Kogelo Cultural Heritage

Obama Kogelo Cultural Heritage is located in Siaya County, Kenya. The cultural heritage site is classified as unique due to very peculiar activities that are different from the other sites. Obama Kogelo Cultural Heritage is nomadic in nature. Much as the location prides of Mama Sarah Obama's home and Kogelo Village Resort, significant cultural heritage activities are planned for as and when demand arises. Dancers, wrestlers and artifacts are not found at a particular location but are sought for when need arise or during Cultural festival by the Luo Community.

3.2.6 Kisumu Museum.

Kisumu Museum is located in Kisumu County. Kisumu The museum stores and disseminates information on cultural and scientific issues with emphasis on Western Kenya. Exhibits include cultural history. A traditional Luo homestead and other traditional Luo artifacts constitute part of the exhibits the museum keeps.

3.3 Target Population

The study was conducted among the household heads and key informants around the six selected cultural heritage sites and among tourism organization officers in County government in the department of Culture and Tourism and in National Museum of Kenya. Target population was 8014.

3.4 Sample Size and Sampling Procedure

A purposive sampling technique was used to settle on the six sites of study. The sites were selected by virtue of being rich in cultural history and were moderately utilized within the Western Kenya circuit. Stratified random sampling technique was used to sample the respondents because of the subgroups (strata) of different respondents that the study endeavored to investigate. Stratified sampling gave a fair representation between different genders whose livelihood was influenced by cultural heritage. Saturated sampling was used for key informants in the study area. Krejcie and Morgan's (1970) were used to determine the sample size of 367 from target population of 8014.

3.5 Research Instruments

Primary data was collected using interviews, questionnaires and focus group discussions. Interviews were used to collect qualitative data from the Tourism management organizations; County Tourism officer, County Cultural officer, National Museum of Kenya officer from each of the counties of study and the C.E.O National Museum of Kenya, a total of 16 interviews were conducted. Three focus group discussions were conducted to generate qualitative data at each of the six selected sites. Each group had between 6 to 10 participants. Questionnaires were used to collect quantitative data from the 200 household heads in the six selected study sites. Secondary data was collected through critical examination of public and private recorded documents that are related to the study.

Reliability refers to the extent to which a test in the research is internally consistent and yields consistent results upon testing and retesting (Orodho, 2012). In the present study the internal consistency of the instruments was obtained by computing Cronbach Alpha (α) coefficient using SPSS Version 20. Averages of all possible 'split-half' correlation coefficients resulting from different ways of splitting the scale items were computed. Hair et al. (2010) recommended a Cronbach's coefficient of 0.7 as suitable for a research. The reliability value for tangible core resources was 0.874 while for intangible core resources was 0.842. As the Cronbach's alpha in this study were all much higher than 0.7, the constructs were therefore deemed to have adequate reliability.

3.6 Data Analysis
Qualitative data was analyzed using thematic framework while quantitative data was analyzed using descriptive and inferential statistics techniques.

$Y \quad = \beta o + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$

$Y \quad$ = Dependent variable (Cultural Heritage performance)

$X_1 \quad$ = Independent variable (Tangible Core Resources)

$X_2 \quad$ = Independent variable (Intangible Core Resources)

$\beta_1 - \beta_2$ = Regression coefficient for each Independent variable

$\beta_0 \quad$ = Constant or intercept (value of dependent variable when all independent variables are zero)

$\varepsilon \quad$ = Random or Stochastic Term.

4.0 Research Findings and Discussions
Cultural Heritage's Core Resources were often the central reason as to why prospective tourists chose one destination over the others. For instance, the results of the present study showed that historical icon and monuments as a Core Resource was the highest tourist attractor, contributing for about two out of three (65.2%) of tourists who visited sites in Western Kenya in the last three years. The present study findings augmented previous study by Karunanithy (2013) who revealed a strong positive correlation between tourist satisfaction and tour package. In addition, historical building, cultural village and entertainment were positively correlated with tourist satisfaction.
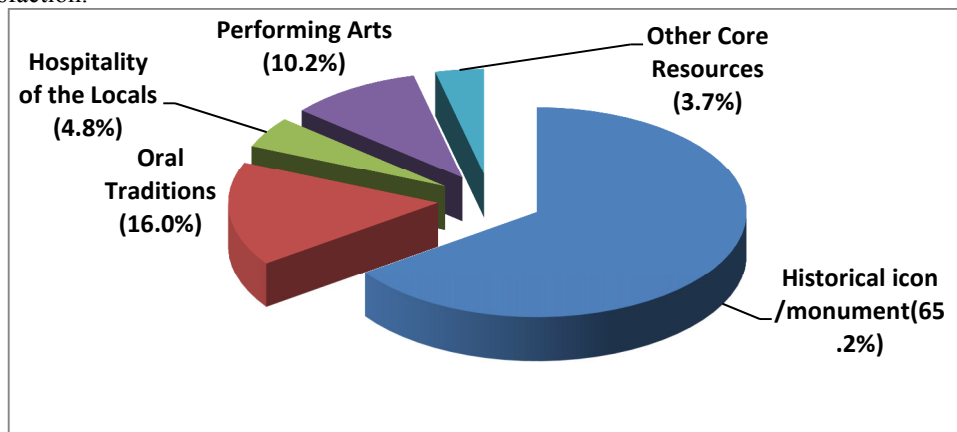

Figure 2: Attraction of Tourists by Core Resources

4.1 Statistical Influence of Core Resources on Performance of Cultural Heritage Tourism.
To do this, a bivariate Pearson's Product-Moment Coefficient of correlation was used to test the null hypothesis, 'there is no statistical significant relationship between Core Resources and Performance of Cultural Heritage Tourism.' Preliminary analyses were performed to establish the relationship of the two levels of Core Resource (intangible and tangible), as shown on Table 1.

Table 1: Correlations between Core Resources (Intangible & Tangible) and Performance of Cultural Heritage Tourism

		Cultural Heritage Performance
Intangible Core Resource	Pearson Correlation	.724**
	Sig. (2-tailed)	.000
	N	187
Tangible Core Resource	Pearson Correlation	.763**
	Sig. (2-tailed)	.000
	N	187

**. Correlation is significant at the 0.01 level (2-tailed).

Table 1 revealed that there was fairly strong statistically significant positive relationship between the two levels of core resource (intangible and tangible) and performance of cultural heritage tourism in Western Kenya (p<0.05, n=187). However, tangible resource had a higher correlation (r=0.763) than intangible core resource (r=0.724). Core Resource as a whole was established to be highly correlated to performance of Cultural Heritage Tourism. This was shown by SPSS results output shown on Table 2.

Table 2: Correlation between Core Resource and Cultural Heritage Performance

		Economic & Social Performance
Core Resource	Pearson Correlation	.752**
	Sig. (2-tailed)	.000
	N	187

**. Correlation is significant at the 0.01 level (2-tailed).

Table 2 showed a strong statistically significant (n=187, r=.752 and p<.05) positive relationship between Core Resources in general and Cultural Heritage Performance. Given that a statistical significant relationship was established, the null hypothesis was rejected. Hence, it was concluded that an improvement in the provision of core resource resulted in increased performance of cultural heritage tourism.

A scatter plot (Figure 3) was generated to further illustrate this relationship between the two variables. It was established by the scatter plot that there was indeed a strong positive correlation between Core Resources and Performance in Cultural Heritage Tourism.
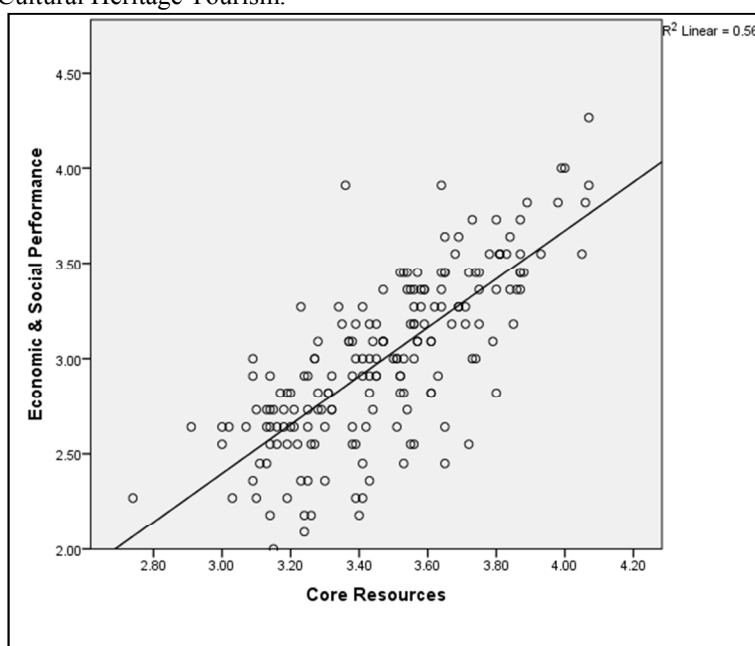

Figure 3: Scatter plot graph: Core Resource and Performance of Cultural Heritage Tourism

The present study findings revealed that for better performance on Cultural Heritage Tourism to be achieved in Western Kenya, both Intangible and Tangible Core Resource need to be upgraded. The study further sought to estimate the level of influence of Core Resource on Performance of Cultural Heritage Tourism. A coefficient of determination (R^2) was computed to measure the level of influence. This study sought to ascertain the level using of regression analysis and the results were as shown on Table 3.

Table 3: Regression Analysis (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.752[a]	.566	.564	.29233

a. Predictors: (Constant), Core Resource
b. Dependent Variable: Performance of Cultural Heritage Tourism

The model showed that Core Resources accounted for 56.6% of the variation on performance of Cultural Heritage Tourism, as suggested by the coefficient of determination (R^2 =.566). This was quite a significant variance shared between the two variables, meaning that there was sizeable effect by Core Resource on the dependent variable. On the other hand, to determine whether Core Resources were significant predictor of performance in Cultural Heritage Tourism. Analysis of Variance (ANOVA) was worked out as shown on Table 4.

Table 4 : ANOVA –Influence of Core Resource on Cultural Heritage Performance

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	20.615	1	20.615	241.239	.000[b]
1	Residual	15.809	185	.085		
	Total	36.424	186			

a. Dependent Variable: Cultural Heritage Performance

b. Predictors: (Constant), Core Resource

The findings of the present study established that Core Resources were significant predicator of Cultural Heritage Tourism performance [$F (1, 185) = 241.239$, $p < .05$, $R^2 = .566$]. The findings meant that the knowledge on amount of Core Resources could be relied on to predict the level of Socio-economic Performance, when the other factors are assumed constant. Crouch (2007) concurred with the present findings when he established that destination's Core Resources determined the strength of the destination's drawing power and that destination's Core Resources were often the fundamental reasons why prospective visitors chose one destination over another.

Qualitative findings from interview guide indicated that Core Resources were the key strategic driver that predicted performance of cultural heritage in western Kenya. The themes which emerged were the power of the Tangible Core Resources and Intangible core resources.

4.2 Tangible Core Resources
Tangible Core Resources are endowed site features that attract tourist to a Cultural Heritage site and make it competitive for instance, Physical Artifacts, historical buildings and monument, museum and Cultural icon.

A tourism director from Kakamega County revealed that the main strategic driver of performance was Tangible Core Resource. In an Interview he noted that;

> *'… tourists would visit heritage site based on the tangible asset (core resource)…a site without artifacts… monument… Icon…even if the community is hospitable, will not attract tourists...'*
> *[County director Kakamega]*

The respondent indicated that tangible asset (Core Resource) was the main strategic driver that attracted most tourists hence enhanced performance of Cultural Heritage Tourism sites. Teo, Khan and Rahima (2014) augmented this study which revealed that tourists were willing to pay a higher price to visit heritage destinations so long as there were attractive assets and the environment was favorable for visit. Pietsch and Ringbeck (2013) also agreed that cultural resources of a country are significant and enhanced a country's competitiveness.

4.3 Intangible Core Resources
Intangible core resource is endowed cultural service that attract tourist to a Cultural Heritage site for instance oral tradition and expressions, oral narrations, festivals, folk song and dance, hospitality of the community around the site. The findings of the present study revealed that Intangible Core Resource were Strategic Drivers that had a significant influence on performance of cultural heritage tourism in Western Kenya. According to Tourism officer of Kakamega County, Intangible Core Resource transmitted from one generation to another was constantly created by the local community in response to their environment, their interaction with nature and their history, which provided a sense of identity and continuity, thus promoting cultural diversity and creativity.

The findings from the present study identified Intangible Core Resource as African folk dances and songs, oral narration, hospitality of the community and workers in the site and cultural festival. The performance was rated best on the length of stay in the heritage site, repeat visits in the site, revenue generated by the community and increase in tourist numbers. The 'friendliness of the people' was recorded as an important factor that influenced performance in terms of length of stay at the site, revenue to the community and provided memorable experience through oral tradition and cultural songs and dance. Esu and Arrey (2009) confirmed that event organization, promotion, facilities, and friendly locals had a significant effect on overall tourists' satisfaction. Similar views were held by previous research by Dragićević (2012) which revealed that multicultural ambience, gastronomy offered, entertainment, festival and events and the attractiveness of cultural heritage gave the highest rating on destination attributes.

5.0 Summary of Findings, Conclusion and Recommendation
5.1 Summary of Findings
The findings of the present study established that Core Resources was a significant predicator of cultural heritage tourism performance in Western Kenya.

5.2 Conclusion
Tangible Core Resources (Physical Artifacts, historical icon, buildings and monument, museum) attracted tourists more hence enhanced performance of Cultural Heritage Tourism compared to Intangible Core Resources

(African folk dances and songs, oral narration, hospitality of the community and workers in the site and festival). The Intangible Core Resources were generated by the community in the sites and made tourists stay longer in a destination.

Performance was rated based on the length of stay in the Cultural Heritage site, repeat visits in the site, revenue generated by the community and increase in tourist numbers.

The present study findings revealed that for better performance on Cultural Heritage Tourism to be achieved in Western Kenya, both Intangible and Tangible Core Resource needs to be upgraded.

Majority of the Cultural Heritage sites in Western Kenya registered low performance due to poor state and inadequate Core Resources.

Recommendations

The community should be involved in planning and management of Cultural Heritage sites to enhance provision of intangible core resources for better performance of Cultural Heritage Tourism in Western Kenya.

The Tangible Core Resources in Cultural Heritage sites should be upgraded to make them attractive and competitive.

The County government in collaboration with the community needs to develop a Cultural Heritage Gallery as depository for cultural artifacts and exhibition for the narrative documentation of the mythology.

Suggestions for further research

The study recommends a study should be done to investigate the influence of branding on performance of Cultural Heritage Tourism in Kenya.

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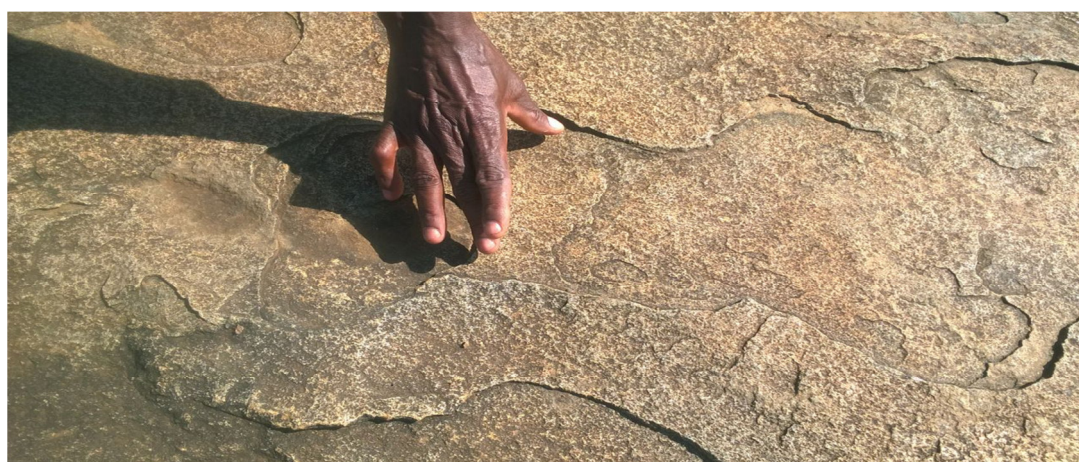
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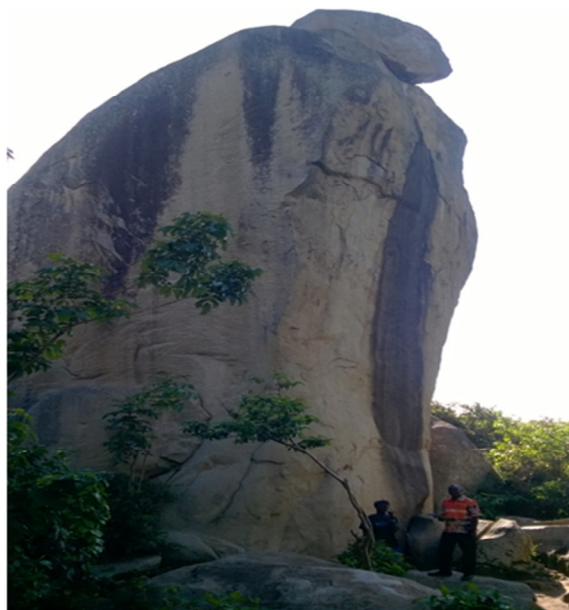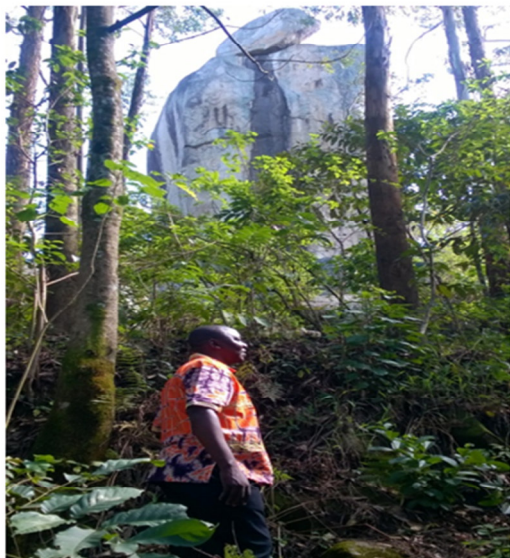
Crying Stone, Kakamega County, Kenya

Cultural dance performed by African Genre Shield and joined by tourists at Kisumu Museum, Kisumu County.
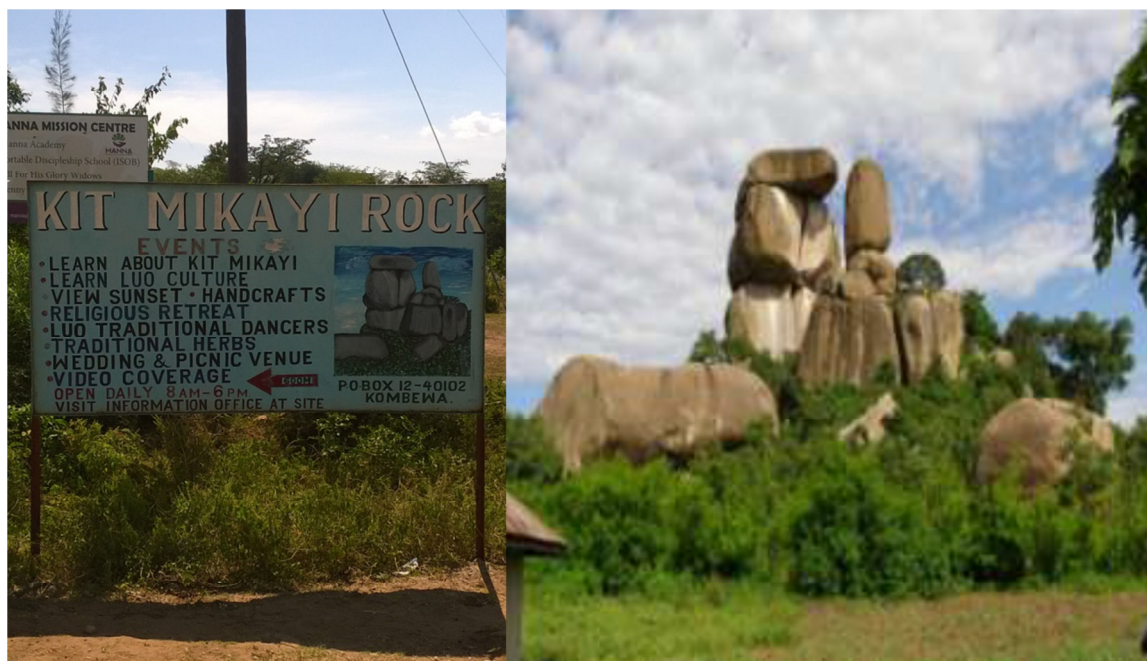

Part of Sikele Sia Mulia rock in Bungoma County.

Kisumu Museum Gallery with artifacts

Part of Thimlich Ohinga, Inset is the entrance to the fortress. Migori County

Kit Mikayi Signage

Kisumu Museum: Assimilation of gender roles among the Luo Community in Western Kenya

MAP OF COUNTIES IN WESTERN KENYA