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2.	Kennedy Obombo Magio Elisa Guillén Arguelles	Magio, K.O. , Argüelles, E.G & Velarde, M.V. (2018). Actitudes de los residentes hacia el turismo en los barrios marginales y basureros: ¿filantropía o una extraña curiosidad por la pobreza? <i>Estudios y Perspectivas en Turismo</i> , Vol. 27, Núm. 3. Pp. 31-62.
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5.	Kennedy Obombo Magio	Velarde M. V., Santillán, M. A. and Magio, K.O. , (2016). Estrategias





		Determinantes para la Competitividad de un Destino de sol y playa: El caso de Mazatlán. <i>Investigaciones Turísticas</i> , Núm. 11, enero-junio, pp 116-142.
6.	Kennedy Obombo Magio	Magio, K.O. Alvarado, A. and Velarde, M.V. (2015). Research Knowledge and its application among tourism graduate students: An assessment of critical issues. <i>American Journal of Tourism Research</i> , Vol. 4, No. 1, p. 1-12.
7.	Kennedy Obombo Magio	Santillán, M. N., Velarde, M.V., & Magio, K.O. (2015). Tecnologías de Información y Comunicación al servicio del turismo en Mazatlán, Sinaloa, México, <i>Ciencias Holguín</i> , Vol. 21, No. 1, p. 20-29.
8.	Kennedy Obombo Magio	Magio, K.O. Velarde, M.V., & Contreras M. R. L. (2014). Gestión de la Empresa Familiar Pequeña del Sector Turístico, <i>Firmy Rodzine (Entrepreneurship and Family Businesses)</i> , <i>Revista del Department of Entrepreneurship and Family Business</i> , Faculty of Management and Social Sciences, Mozowieckil Centrum Poligrafii, Spoleczna Akademia Nauk, Poland. Pp. 43-60. ISSN: 1733-2486.
9.	Kennedy Obombo Magio	Kieti, D., and Magio, K. O. (2013). The Ethical and Local Resident Perspectives of Slum Tourism in Kenya, <i>Advances in Hospitality and Tourism Research (AHTR)</i> , Vol. 1, No. 1, p. 1-21.
10.	Kennedy Obombo Magio	Magio, K.O. Kieti, D.M. and Imbaya, B.O. (2013). Residents' Perceptions of Slum Tourism

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		Development in Kibera, Nairobi, Kenya. <i>African Journal of Tourism and Hospitality (AJTH)</i> vol. 1, No. 1, p. 39-54.
11.	Kennedy Obombo Magio	Magio, K.O. Velarde, M.V., Santillán, M. N. and Ríos G. (2013). Ecotourism in Developing Countries: A Critical Analysis of the Promise, the Reality and the Future <i>Journal of Emerging Trends in Economics and Management Sciences (JETEMS)</i> , Vol. 4, No. 5, p. 481-486.
12.	Kennedy Obombo Magio	Rotich D., and Magio, K. O. , (2012) Developing Community Tourism as a Tool for Poverty Alleviation and Socio-Economic Development. A Case Study of the Bukusu Community. <i>Research on Humanities and Social Sciences</i> , vol. 2, No. 10, p. 207-213.



El ecoturismo en las reservas de la biósfera: Prácticas y actitudes hacia la conservación

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Resumen: El ecoturismo se ha reconocido como una opción viable para integrar la conservación y el desarrollo socioeconómico en las Áreas Naturales Protegidas. Sin embargo, es importante realizar investigaciones empíricas que comprueben la viabilidad económica y la sustentabilidad ecológica del concepto. El objetivo del estudio fue caracterizar al ecoturismo como una estrategia de conservación y desarrollo sustentable en las reservas de la biósfera. Para ello, se analiza la relación entre los beneficios y las actitudes de las comunidades locales hacia la conservación. Se aplicaron métodos mixtos, incluyen, una encuesta cuantitativa (n=138), entrevistas abiertas (n=22) y cuatro grupos focales. Se encontró que el ecoturismo puede generar importantes beneficios económicos para las comunidades locales e incentivar su participación en iniciativas de conservación. También, se encontró que los incentivos económicos directos del ecoturismo por sí solos no son suficientes para transformar las actitudes y prácticas de los residentes a favor de la conservación.

Palabras Clave: Ecoturismo; Conservación; Desarrollo sustentable; Reservas de la biósfera; Los Tuxtlas, México; Maasai Mara, Kenia.

Ecotourism in biosphere reserves: Practices and attitudes towards conservation?

Abstract: Ecotourism has emerged as a viable option for integrating conservation and socio-economic development in protected areas. However, it is important to carry out empirical studies that provide evidence of its economic viability and environmental sustainability. The primary objective of this study was to characterise ecotourism as a strategy for conservation and sustainable development in Biosphere Reserves. To achieve this, we analysed the relationship between the potential benefits and the attitudes of local communities towards conservation. A mix of methods was used, including a quantitative survey (n = 138), open interviews (n = 22) and four focal group discussions. The results show that ecotourism has potential for generating significant economic benefits to the local communities and for encouraging their participation in conservation initiatives. They also revealed that direct economic incentives are not sufficient to change residents' attitudes and practices in favour of conservation.

Keywords: Ecotourism; Conservation; Sustainable developmen; Biosphere Reserves; Los Tuxtlas, Mexico; Maasai Mara, Kenya.

1. Introducción

En los últimos años el ecoturismo se ha presentado como una opción viable tanto para conservar el patrimonio natural (Rudzewicz y Lanzar, 2008) y cultural (De La Rosa, 2003), como para promover un desarrollo sustentable en las Áreas Naturales Protegidas (ANPs) (Vargas del Río y Brenner, 2013).

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ACTITUDES DE LOS RESIDENTES HACIA EL TURISMO EN LOS BARRIOS MARGINALES Y BASUREROS

¿Filantropía o una extraña curiosidad por la pobreza?

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Resumen: En esta investigación se cuestiona si las visitas a basureros y asentamientos humanos en barrios marginales son un tipo de turismo filantrópico o sólo producto de una extraña curiosidad de los turistas. Para ello, se analizan las actitudes de los “pepenadores” que trabajan en el basurero de Mazatlán y los residentes de cuatro barrios marginales del puerto hacia las visitas turísticas. Métodos mixtos que incluyeron una encuesta, entrevistas en profundidad semiestructuradas y observación participante como técnica auxiliar se usaron para recopilar información. Se administraron 140 cuestionarios en escala de Likert a encuestados seleccionados al azar, y a 11 líderes de opinión de la comunidad que se seleccionaron de manera deliberada. El análisis de los datos fue cuantitativo, utilizando la estadística descriptiva e inferencial, y cualitativo a través de un análisis temático. Se encontró que los residentes anfitriones tienen actitudes negativas hacia las visitas turísticas, influenciadas por factores extrínsecos como la interacción con los visitantes y los niveles de beneficios derivados de ellas. Se espera que los hallazgos contribuyan a mejorar la forma de llevar a cabo los tours, permitan a los organizadores tomar en cuenta los principios socioeconómicos de la sustentabilidad y propicien una relación armoniosa entre anfitriones y turistas. Se recomienda un enfoque más inclusivo hacia el turismo en barrios marginales y basureros, e incluir programas como Filantropía de los Viajeros, para mejorar los beneficios a largo plazo y las interacciones entre turistas y lugareños.

PALABRAS CLAVE: Actitudes, residentes, turismo en barrios marginales, basureros, turismo oscuro, Mazatlán, Sinaloa.

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Evaluación de la eficiencia del Sistema de Gestión Integral de Residuos Sólidos Urbanos en el municipio de Benito Juárez, Quintana Roo

Evaluation of the efficiency Integrated Management System for Urban Solid Waste of the in the municipality of Benito Juárez, Quintana Roo

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Resumen

Este trabajo identifica los elementos esenciales del Sistema de Gestión Integral de Residuos Sólidos Urbanos (SiGIRSU) en el municipio de Benito Juárez, Quintana Roo, y evalúa su eficiencia a partir de veinte indicadores distribuidos en cuatro fases específicas: 1) volumen de generación y gestión (procesamiento), 2) organización y funcionamiento, 3) limpieza y recolección de residuos en avenidas, calles y playas, y 4) valorización, aprovechamiento, tratamiento y disposición final. Tiene una base sistémica de análisis que permite describir su estructura, organización y funcionamiento y así reconocer los actores que intervienen, elementos que lo acogen y las interrelaciones existentes. Este ejercicio señala como resultado un nivel medio de eficiencia global del sistema evidenciada por: una débil promoción de separación de residuos desde la fuente de generación, escasa participación de la población que impacta negativamente en los programas de aprovechamiento y valorización, zonas sin servicio de recolección que recuperan los residuos valorizables y eliminan los no valorizables con sus propios medios, contenedores públicos de residuos que en su mayoría no establecen una segregación mínima entre orgánicos e inorgánicos, descuido en el manejo de residuos peligrosos de origen domiciliario y la falta de acciones integrales entre los diferentes actores que participan del sistema.

Palabras clave: residuos sólidos urbanos, eficiencia y análisis de sistemas.

Abstract

This work identifies the essential elements of the Comprehensive Urban Solid Waste Management System (SiGIRSU) in the municipality of Benito Juárez, Quintana Roo and evaluates its efficiency from twenty indicators distributed in four specific phases: 1) volume of generation and management (processing), 2) organization and operation, 3) cleaning and collecting of waste in avenues, streets and beaches and 4) recovery, use, treatment and final disposal. It has a systemic base of analysis that allows describing its structure, organization and functioning and thus, recognizing the actors involved, elements that receive it and the existing interrelationships. The result of this exercise indicates an average level of overall system efficiency evidenced by: a weak promotion of waste separation from the source of generation; little participation of the population that negatively impacts the programs of exploitation and valorization, areas without collection service that recover valuable waste and eliminate non-recoverable waste with their own means, public waste containers that in their majority do not establish a minimum segregation between organic and inorganic; neglect in the management of hazardous waste from home and the lack of comprehensive actions between the different actors participating in the system.

Keywords: urban solid waste, efficiency and systems analysis.

Ecoturismo y conservación en el ejido Ruiz Cortines, Los Tuxtlas



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Resumen

El ecoturismo se ha desarrollado en diferentes países para fomentar la conservación y mejorar las condiciones socioeconómicas de las comunidades; sin embargo, se ha cuestionado la sustentabilidad ecológica y la viabilidad económica del concepto. El presente estudio tiene dos objetivos principales: caracterizar el ecoturismo en el ejido Ruiz Cortines con ejemplos específicos del centro ecoturístico Los Clarines y analizar las actitudes de la comunidad local hacia el ecoturismo como estrategia de conservación. Se adoptó un enfoque de estudio de caso, aplicando métodos mixtos (cuantitativo y cualitativo) y basado en gran medida en un paradigma interpretativo. La información se recopiló a través de una encuesta cuantitativa administrada por el investigador (n=88), entrevistas abiertas (n=11), dos grupos de enfoque, así como la observación y participación directa. Se aplicaron los instrumentos a residentes locales y líderes de opinión, entre otros informantes clave. Se encontró que la magnitud del ecoturismo influye en la distribución de los beneficios y en los impactos relacionados con la actividad. El ecoturismo puede generar importantes beneficios económicos para las comunidades locales e incentivar su participación en iniciativas de conservación, evitando prácticas dañinas al medio ambiente. También se registró que los incentivos económicos directos no son los únicos factores que influyen en las actitudes y prácticas de conservación. Se recomienda considerar al ecoturismo como un solo componente del plan maestro, que busca integrar conservación y desarrollo socioeconómico mediante diferentes estrategias. Este plan debe incluir otros factores como leyes y restricciones, y la participación e involucramiento de las comunidades locales en la gestión de los recursos naturales.

PALABRAS CLAVE: Conservación, desarrollo sociocultural y económico, ecoturismo, sustentabilidad.

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Estrategias determinantes para la competitividad de un destino de sol y playa.

El caso de Mazatlán, Sinaloa, México

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RESUMEN

El presente estudio se realizó con el propósito de dar un entendimiento global de la situación actual en lo referente a la competitividad de Mazatlán como destino turístico; conocer las particularidades del destino permite aplicar procedimientos innovadores y participativos en la búsqueda de competitividad, lo que favorece un mejor desarrollo turístico. El principal valor de esta investigación radica en la necesidad de identificar las estrategias para lograr competitividad y convertir el turismo de sol y playa en una palanca de desarrollo económico y generadora de empleos. El estudio se realizó bajo la perspectiva metodológica cualitativa ejecutada a través de diferentes métodos; por un lado, el enfoque de triangulación implicó análisis documental para contextualizar la competitividad turística del destino y por otro lado, análisis de datos generados de las discusiones en grupos focales con los actores de la actividad turística del destino. Se revisaron los fundamentos teóricos de la competitividad sistémica, con referencia especial al Índice de Competitividad Sistémica de las Ciudades Mexicanas (ICSar-ciudades) únicamente para definir indicadores o categorías analíticas que fueron incluidos en la discusión (marco regulatorio, ambiente de negocios e infraestructura y recursos humanos, culturales y naturales). Entre los principales resultados, se destaca la necesidad

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Research Knowledge and Its Application among Tourism Graduate Students: An Assessment of Critical Issues

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The present paper examines research knowledge and its application among undergraduate and postgraduate tourism students. Key issues shaping the discussion include; importance of research knowledge for the tourism profession, students' attitudes towards learning and applying research skill, factors influencing student's ability to learn and apply research skills and the areas of research process considered as problematic by the students. The research design was exploratory in nature. A mixed research approach was adopted where questionnaires, interviews and focus group discussions were administered on undergraduate and postgraduate students, lecturers and other tourism education stakeholders in Kenya and Mexico. It is a common agreement among tourism scholars that research knowledge forms a critical part of tourism training and education. Findings further indicate that tourism students have negative attitudes towards research and generally consider it a difficult task; this explains why some are reluctant to further their education either after the first or second degrees; they dread the entire process of undertaking research and successfully defending a thesis. Additionally, students demonstrated limited knowledge of research skills and techniques. Educational institutions offering tourism programs are urged to put greater emphasis on research methods and academic writing in the design and execution of their academic programs.

Key Words: research knowledge; tourism; graduate students; educational institutions


Introduction

The importance of teaching research methods and processes to undergraduate and postgraduate students has been a major area of interest to many scholars (see for example Jafari and Ritchie, 1981; Tribe, 2002; Panelli et al., 2005 and Xiao, 2006; Thomas, 2012). It is crucial to understand learning as an independent concept before relating it to research; Sheldon et al. (2008) consider learning as the acquisition of knowledge and skills of a particular subject or field brought about by instruction and practice. According to them, the process of learning is influenced by a number of factors, for example the method of delivery, the knowledge of the subject by the teacher, and the kind of materials used to aid in the learning process, the learning atmosphere and the perception and attitude of the learner towards the subject.

In considering the relevance of research knowledge among tourism students, the following questions have often emerged: Is it important for tourism/events undergraduate students to learn about research methodolog(ies), philosoph(ies), ontolog(ies), epistemolog(ies), axiolog(ies)...? if yes why and to what extent? Is it appropriate for non research active academics to teach research methods? What about if they were active at some point in their

career? Other authors (Fredman, 1997; Xiao, 2006; Majid and Wey, 2011) have equally raised the following issues: First, many tourism and events programs are now part of business degrees; in these, students are already taking compulsory research statistics subjects; are these adequate? Is there a potential problem of duplication if similar subjects are run with a tourism focus? Secondly, a business degree with tourism/events major might typically have eight subjects; this raises the question of which are the eight priority subjects and is research methods one of them? Thirdly, it is continually surprising how research is equated with quantitative methods. Often, many scholars in industry have held that "research = statistics". Sometimes students would wish to carry out purely qualitative research but often they cannot convince their supervisors that this is adequate research. It is not surprising that in many business schools,

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Tecnologías de Información y Comunicación al servicio del turismo en Mazatlán, Sinaloa, México / Information and Communication Technologies used in tourism at Mazatlan, Sinaloa, Mexico

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RESUMEN

Las Tecnologías de Información y Comunicación (TICs) y el turismo forman en la actualidad un binomio casi perfecto debido, principalmente, a la gran cantidad de información que se procesa en la industria turística. El objetivo principal del presente estudio fue examinar la capacidad de Mazatlán como destino turístico para proporcionar al visitante TICs que enriquezcan su experiencia de viaje. Se adoptó un enfoque metodológico cualitativo, haciendo un análisis de datos primarios generados de las entrevistas y foros con actores estratégicos del ámbito de las tecnologías y el turismo, así como el análisis de la calidad y disponibilidad de las TICs en el destino. Se encontró que Mazatlán carece de un portal Web oficial administrado localmente y de una limitada presencia en redes sociales. El destino necesita un sistema de inteligencia turística eficiente, así como modernizar sus puntos de información turística con TICs de vanguardia y de aplicaciones móviles diseñadas para el turismo.

PALABRAS CLAVES: TECNOLOGÍAS DE INFORMACIÓN Y COMUNICACIÓN;
DESTINO TURISTICO; MAZATLÁN

ABSTRACT

The Information and Communication Technologies (ICT) and tourism are now an almost perfect binomial due mainly to the large amount of information processed in the tourism industry. The main objective of this study was to examine the ability of Mazatlan as a tourist destination for visitors provide ICT to enrich their travel experience. A qualitative methodological approach was taken, with analysis of raw data generated from interviews and forums with strategic players in the field of technology and tourism, as well as analysis of the quality and availability of ICT at the destination.

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Gestión de la empresa familiar pequeña del sector turístico

Management of a small family business in a sector of tourism

Abstract: Family businesses have particular priorities and structures that often reflect specific management styles based on family goals and lifestyle rather than strict business goals. The present study aimed at contributing to the body of knowledge on family business in the tourism sector, by examining the planning and management cultures of small family businesses in Mazatlan and the external factors influencing their operations. The study adopted a mixed methodological approach including both quantitative and qualitative methods; a survey of 83 questionnaires as well as five interviews and three focus group discussions with opinion leaders in the tourism industry were conducted. Key findings indicate that many small family business owners in the destination do not have an appropriate management and planning culture, for instance, most of the respondents admitted to developing long-term plans, but they eventually do not use them to control business success and growth. Other issues identified as critical to the management of small family businesses in the destination include the balance between personal, family and business management goals as well as external factors like financial constraints and limited public interest in small family businesses. There is need for training to equip the family business owners with adequate management skills.

Key-words: Small family business, management, tourism, business system.

THE ETHICAL AND LOCAL RESIDENT PERSPECTIVES OF SLUM TOURISM IN KENYA

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ABSTRACT

Slum tourism is relatively a new phenomenon which has generated a considerable body of reactions from many commentators. Nevertheless, there are numerous research gaps within the existing literature, especially on slum residents' attitudes towards its development, its ethical acceptability and the level of benefits accrued. This paper examines the attitudes of Kibera slum residents towards the development of slum tourism. Semi-structured interviews and questionnaires were used to collect data from 13 key informants and 200 heads of households respectively. The research findings reveal that the residents of Kibera slums hold negative attitudes towards slum tourism as evidenced by low rating of the positive impact statements (Overall mean=2.43) and higher rating of negative impact statements (Overall mean=3.413). Both intrinsic factors and external factors, including the level of benefits and social impacts of slum tourism were found to shape the attitudes of the residents.

Keywords: Benefits; Ethical acceptability; Kibera Slum; Residents attitudes; Slum tourism

INTRODUCTION

With decades of booming development, tourism has arguably become the largest industry in the world and an option for generating wealth for both developing and developed countries (Mowfurfurt and Munt, 2009). In 2012 for example, UNWTO (2013) notes that international tourist arrivals worldwide surpassed the 1 billion mark for the first time. Besides, the international tourism receipts amounted to \$ 1.075 billion in 2012 compared to 1,042 billion

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**RESIDENTS' PERCEPTION OF SLUM TOURISM DEVELOPMENT IN KIBERA, NAIROBI,
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ABSTRACT

The development of slum tourism in Kibera and other slums around the world has generated considerable reactions from many commentators as evidenced by the numerous reports in the international news agencies. This paper examines the attitudes and perceptions of Kibera residents towards the development of slum tourism and the major factors influencing these attitudes and perceptions. A mixed methods research approach was employed for the study. Questionnaires, semi-structured in-depth interviews and participant observation as an auxiliary instrument were used to collect primary data. A total of 13 residents selected purposively were interviewed. Questionnaires were also administered to 168 households selected randomly in Kibera slums. Data was analyzed both quantitatively using multiple regression and correlations and qualitatively using thematic analysis. The findings indicated that the residents of Kibera slums generally hold negative attitudes towards slum tourism. Both intrinsic factors, e.g. age and external factors like the level of benefits, and social impacts accruing from slum tourism were found to shape the attitudes of the residents. The outcomes of this study consolidate the body of knowledge in the context of resident perception of slum tourism. Utilizing the findings can help maintain a harmonious relationship between the host residents and tourists. Understanding the antecedents of support by local residents towards tourism development is crucial for policy makers and businesses because the success and sustainability of any development depends on active support of the local population. It is also one of the few attempts to examine the influence of intrinsic factors not just on the attitudes as a whole, but either on positive or negative attitudes. The study recommends that the tourism players should allow and enhance interactions between the slum tourists and the locals to foster a harmonious relationship between the host residents and tourists.

KEY WORDS: Kibera Slum Residents, Perception, Slum Tourism Development, Nairobi Kenya

INTRODUCTION

The relative importance of tourism to Kenya's economy has risen steadily over the last 30 years. The government continues to spearhead tourism development as a reliable source of foreign exchange receipts, job creation and economic growth. The sector earned Ksh 80.3 billion in terms of revenue within the period between mid-2010 and mid-2011 (Kenya National Bureau of Statistics, 2011). The Ministry of Tourism in Kenya has projected that tourist arrivals will increase tremendously to reach 2 million by 2013 and 2.5 by 2016 (KTB, 2011). Kenya's tourism industry has been heavily dependent on its traditional tourist attractions, namely wildlife, beach and culture (Akama, 2004); however, recent years have seen an emergence of new forms of tourism, like conference tourism, aimed at increasing tourist numbers. Tourism practitioners seem to have joined the government marketing efforts and are tapping into the numerous opportunities in the global tourism market selling virtually anything that looks appealing to the tourists.

Slum tourism, also known to many as poverty tourism, township tourism, slumming, poorism or philanthropic travel, is a type of tourism in which tourists travel to less developed places to observe people living in poverty (Weiner, 2009). Poverty tours are popular in places like India, Ethiopia, and even places that have had natural disasters such as hurricanes and tsunamis. For instance, after Hurricane Katrina, Louisiana in the United States of America became a big poverty tourism site (Mashada, 2006). Poverty tourism attracts affluent tourists from the Western economies who yearn to catch a glimpse of what it is like to live in poverty. Slum tourism is an emerging sector in tourism that provides guided tours into the slums of major cities. It first began in Rio de Janeiro in 1992 and has now found popularity in Buenos Aires (Argentina), New Delhi and Mumbai, (India), Nairobi (Kenya) and Johannesburg in South Africa (*Science Daily*, 30th January, 2010).

According to Zijlma (2010), there are opposing views and thoughts on whether slum tourism is tourism or voyeurism (a form of tourism that is exploitative). One school of thought denounces this form of tourism as tramping about amongst people whose average income is less than a dollar a day and who do without the necessary amenities such as adequate housing, adequate food and clean drinking water (Zijilma, 2010). Another opinion supports this form of tourism and according to the supporters, it is impossible to understand countries such as Egypt, South Africa and India without seeing first-hand the conditions in which so many of their citizens live (Mashada, 2006). The last few years have seen a rise in slum tourism and there are many opportunities for people to go and see how the poor live. Slum tourism is promoted by travel companies who claim to reduce poverty and enable local people to participate more effectively in tourism development, to improve the local economy of developing countries, to generate income for poor people and increase the linkages between tourism businesses and poor people (Bowers, 2007).

Kibera slums on the other hand is the rave spot in Kenya, where tourists walking around can gaze and explore the struggle for existence and survival by the slum dwellers; HIV/AIDS victims dying slowly on cold cardboard beds, breast-less teenagers, plastic-eating goats on the filthy sewages, ever-fighting small children in the neighbourhoods and unbearable sights of people sleeping on streets (Cawthorne, 2007). However, according to the speech by Spain's King Juan Carlos in a tourism trade fair in January, 2008 in

Ecotourism in Developing Countries: A Critical Analysis of the Promise, the Reality and the Future

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Abstract

Ecotourism is often positioned as an alternative to mass tourism, however, the understanding and implementation of the concept has been riddled with uncertainty. The ideal balance of conserving and developing at the same time is considered paradoxical not just for ecotourism but also related concepts like sustainability. Using examples and empirical insights from Kenya and México, this paper critically examines the nature and application of ecotourism in developing countries. The study adopted triangulation method which involved examination of two bases of information, on the one hand information from interviews with opinion leaders and scholars in the tourism sector and on the other hand secondary information including books, journals, and periodical bulletins. It was found that ecotourism has not achieved the objective of integrating conservation of biodiversity and the socioeconomic development of adjacent communities; one reason for the existing implementation problems has been the concept itself and how it has been operationalized. Furthermore, ecotourism in the developing countries has been plagued with issues related to non-realization of promised benefits, none or weak development structures and absence of efficient governance and management. The study recommends greater coordination between the stakeholders involved in ecotourism and of key interest, the participation of the government and the local community. The significance of the present study is twofold; theoretical and empirical, the study gives a complete understanding of why the two countries have not been able to sustainably develop ecotourism and provides the concerned parties with crucial insights on the possible actions for achieving the objectives of ecotourism.

Keywords: ecotourism, conservation, development, developing countries.

INTRODUCTION

Tourism is increasingly becoming an option for wealth generation in many countries, as acknowledged by Burtler and Hall (1995), it is a global phenomenon with a massive infrastructure, and its influence penetrates the society, politics and culture of many countries. In 2012 for example, UNWTO (2013) notes that international tourist arrivals worldwide surpassed the 1 billion mark for the first time, precisely tourists 1.035 million compared with 995 million in 2011, while international tourism receipts amounted to \$ 1.075 billion in 2012 compared to 1,042 billion realized in 2011. México with 23, 403,000 visitors in 2012 is a prime destination for foreign tourists within Latin America, the ministry of tourism in México (SECTUR¹, 2012) reported that revenues from foreign tourists reached 12.739 million dollars during

the year 2012. Kenya on the other hand received 1, 985, 253 tourists in 2012, which represents about 3.8 percent of the international tourists visiting Africa (UNWTO, 2013).

Related to this growth are concerns about the actual impact of tourism on the environment, the main argument fronted by critics being that mass tourism as beneficial as it may seem, destroys what it seeks to find (Kieti, 2007; Rodriguez, 2010). As a result of this, there are new concepts of tourism that have received much attention in the globalized world including sustainable tourism and the concept discussed in the present paper: Ecotourism. As noted by Tiffin et al. (2008), it is one of the fastest growing forms of tourism, with an estimated growth rate of 10-15%. México and Kenya (see Wishitemi, 2008; Rodriguez, 2010; Egiarte et al., 2004 and Brenner, 2006) are some of the developing countries that have recently been involved in ecotourism activities, although its evolution has been a gradual, passive and marred with challenges and obstacles (Rodriguez, 2010; Kieti, 2007; Wishitemi, 2008).

¹ SECTUR stands for *Secretaría de Turismo*, it is the equivalent of the Ministry of tourism for México charged with the responsibility of governance and management of the tourism activities and resources across the country.

Developing Community Tourism as a Tool for Poverty Alleviation and Socio-Economic Development. a Case Study Of The Bukusu Community In Kenya.

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Abstract

Poverty alleviation and socio-economic development are crucial elements of the millennium development goals and the recently launched vision 2030 by the Kenyan government, community tourism can play a significant role towards their realization and improvement of the socio-economic welfare of the communities living in areas with immense tourism potential. The objectives of this study were therefore to find out how community tourism is helping to alleviate poverty, whether there were challenges facing development of community tourism and how local community support and participate in tourism. The information was obtained from 190 respondents, structured questionnaires were administered to 150 local residents and 20 tourists, 10 managers and 10 opinion leaders were interviewed. The main finding of this study shows that small and medium tourism enterprises create jobs and through this poor families get a source of earning. Insecurity also emerged to be another serious problem, the study revealed that the Bukusu Community supports the idea of community tourism and many are willing to take up responsibilities like local guides and interpreters. In conclusion it was established that the Bukusu region has a diversity of nature based and culture based attractions which if well developed can be used to alleviate poverty and improve socio-economic conditions of the Bukusu people. The proposed recommendation is that in order to promote sustainable tourism development, there is an urgent need for the establishment of institutional and managerial decision strategies (use of local resources, marketing and use of tourism information centers) development.

Key words: Bukusu community, Community tourism, Poverty alleviation, Socio-economic development.

1.0 Introduction

1.1 Background of the study.

Kenya is an important international tourism destination accounting for 6% of overseas visitors to Africa, Sindiga, (1999) states that until 1992, Kenya was the main tourist destination in the Sub-Saharan region with 782,000 arrivals. The tourism industry provided, according to Sindiga, (1999) 17,000 direct employment and 34,000 indirect jobs in 1994, which accounts for 11% direct employment of the modern wage employment sector in the country. However, tourism activities are mostly concentrated at specific regions of the country for example coastal region of Kenya, and the national games reserves; indicating lack of diversification and extension up to the community level. Developing tourism up to community level will facilitate economic empowerment of the locals and alleviate poverty that is a thorny issue particularly in the developing countries. Most communities in fact see tourism as a foreigners' activity and therefore do not fully participate in it, from numerous studies, it has been realized that tourism has a great economic and social force towards community development. Bhatia, (1991) argues that the World Tourism Organization had estimated 415 million total world arrivals in the year 1990, these tourists had to spend 230000 million US Dollars on accommodation, catering, local transport and other goods and services. According to the Western Economies Forecasting Associates, WEFA, travel and tourism employs more than 101 million people around the globe, that is one out of every 16 workers, all these points to the fact that tourism today is a great economic force, its status as a major economic activity has been well established by almost all the nations of the world (Sindiga, 1999).