ROLE OF URBAN TOURISM IN PROMOTING SUSTAINABLE DEVELOPMENT WITHIN NAIROBI CITY COUNTY, KENYA

Eunice Gathoni Kibiro

A Thesis Submitted in Partial Fulfilment of the Requirements for the Degree of Doctor of Philosophy in Tourism and Hospitality Management of Murang'a University of Technology

June, 2024

DECLARATION

Student Declaration

I hereby declare that this, Thesis is my original work and to the best of my knowledge, has not been presented for degree award in this or any other university. I understand what plagiarism is and I am aware of the University policy in this regard. I understand that any false claim in respect of this work shall into disciplinary action in accordance with the University Anti-Plagiarism Policy.

_____ _____

Eunice Gathoni Kibiro Date

HT500/5226/2018

Supervisors' Approval

The undersigned certify that they have read and hereby recommend for acceptance of Murang'a University of Technology a thesis entitle "**Role of Urban Tourism in Promoting Sustainable Development within Nairobi City County, Kenya**".

_____ _____

Prof. Rayviscic Mutinda, PhD Date

Department Of Hospitality and Tourism Management

Murang'a University of Technology

_____ _____

Dr. Silas Kinyeki, PhD Date

Department of Commerce,

Murang'a University Of Technology,

DEDICATION

I dedicate this thesis to my daughter Simplicious and my son Tinsley, two of the most important people in my life. Their love and support have been invaluable to me and I am certain that I could not have achieved this milestone without them.

I would also like to extend my heartfelt appreciation to Dr. G. Muhoro for his unconditional love and support. He has been an inspiration and role model to me and I can never thank him enough for all he has done. His love and guidance have been the driving force behind this thesis.

This thesis is a lasting tribute to Professor Bob Wishitemi, who was not only my supervisor and mentor for three years, but also a kind, generous and inspiring person. His, memory will, always be cherished. It is with great sadness that Professor Bob passed away before he could witness my successful completion of studies. I am enormously thankful for the influence he has had on my life and profession and I am deeply appreciative of the wisdom and counsel he has shared with me. His enthusiasm and commitment to his work will remain in my heart forever, and I will always remember him fondly.

I dedicate this thesis to my beloved living memory of my Dad & Mum, Kibiro Kaburu & Mukurata Waithira, who were the cornerstones of my life and the source of my greatest strength. Throughout my life, they gave me immense love and support, which helped me to become who I am today. They taught me the importance of being resilient, caring and driven in the face of difficulty and this is something I will forever keep close to my heart.

ACKNOWLEDGEMENT

At the end of the thesis, I sincerely acknowledge that this thesis would not have been possible without the supports of my family, supervisors and friends. Therefore, I would like to take this opportunity to express my gratitude; first, I am eternally grateful to the Almighty God for the gift of health that saw me through during my study period. My special and heartily thanks to my supervisors: Prof. R. Mutinda and Dr. C. Kinyeki for their excellent guidance and encouragement throughout the entirety of this project. It is with their supervision that this work came into existence. I could never have achieved this without their support. I sincerely thank my lecturers in the Department of Tourism and Hospitality Management for imparting upon me the knowledge, which went towards the production of this thesis. I would like to express my thanks to the participants involved in the thesis, especially the twenty-four respondents, for sharing their thoughts, experiences and time with me. This thesis would not have been possible without their cooperation. I would not have overcome all the difficulties during this long tough journey of PhD without their support. Each of them shared their personal stories, emotions and knowledge of Urban Tourism in Nairobi City County and I hope this thesis gives justice to their voices. I thank each of them for allowing me to delve into the new area of research, the use of complexity science in tourism research. Although I cannot reveal their names, I would like to express my gratitude for their assistance and openness throughout my research, as their insights have been invaluable in completing this thesis. I am also extremely appreciative to my family for their unwavering support and encouragement throughout the duration of this study. Without their unconditional love and support, I would not have been able to achieve this important milestone in my academic career. It may not be practically possible to register my appreciation to all those who in one way or the other contributed to the success of this project but to all of you, thank you and God bless you.

ABSTRACT

Urban tourism offers economic and social benefits for cities but may also cause environmental harm, overcrowding and economic disparities. Achieving sustainable development in urban areas requires a comprehensive management approach. The study focused on Nairobi City County, examining urban tourism's impact on sustainability and identifying challenges and opportunities for improvement. The qualitative research design was used to investigate the complex phenomena. This study aimed to research the role of urban tourism in promoting sustainable development in Nairobi City County. The study explored the role of urban tourism in achieving specific goals, along with the challenges and opportunities associated with it. Utilizing a qualitative design, it included 24 local urban stakeholders, government planners, and NGOs. Data was collected through semi-structured interviews, observations, note-taking, and photography. The findings of the study classified urban tourism's contributions into six key themes, which illustrate its dualistic nature; the positive and negative effects of economic, socio-cultural and environmental factors. The positive effects are those that sustainable development goals strive to achieve and capitalize on, such as the creation of employment, conservation and preservation of cultural heritage and preservation and conservation of ecosystems. On the other hand, the negative aspects are those that should be minimized to include but not limited to seasonality of jobs, society inequality, human and solid waste management. The challenges that affect urban tourism include but not limited to increased urban population, garbage & pollution and degradation of urban resources. Nairobi urban tourism has immense opportunities ranging from diverse unique attractions, improved infrastructure and superstructure, geographical location of Nairobi, beatification of the city to a growing market for urban tourism. Urban tourism is essential to the sustainable development of Nairobi City County, as it provides numerous benefits for its citizens. It helps to create jobs, attract investment, promote cultural understanding, and improve the quality of life of its residents. Furthermore, it helps reduce the environmental burden and develop a more sustainable infrastructure. Urban tourism is undoubtedly an essential element to the sustainable development of Nairobi City County and it is clear that it can bring numerous economic, environmental and social benefits. However, it is also important to recognize that urban tourism can have negative impacts on both local communities and the environment. As such, it is crucial to consider the role of urban tourism in its contribution to sustainable development. Through the implementation of responsible tourism practices, as well as the promotion of sustainable destinations, cities will ensure that urban tourism is beneficial for both tourists and local residents. Efforts have been made to increase urban tourism in Nairobi County; however, further measures are required to ensure its long-term sustainability. Both the government and private sector must actively tackle obstacles and cooperate in promoting ethical tourism that positively influences the local community. In conclusion, the results revealed that efforts have been made to increase urban tourism in Nairobi County; however, further measures are required to ensure its long-term sustainability. Stakeholders sector must actively tackle obstacles and cooperate in promoting ethical tourism that positively affects the local community. Therefore, the study recommends to Nairobi County stakeholders on the need to develop strategies geared towards creating policies that will help foster sustainable development and lessen the negative effects of tourism activities on the environment, local communities and economies.

TABLE OF CONTENTS

DECLARATION ..... **ii**
DEDICATION ..... **iii**
ACKNOWLEDGEMENT ..... **iv**
ABSTRACT ..... **v**
LIST OF TABLES ..... **xi**
LIST OF FIGURES ..... **xii**
LIST OF PLATES ..... **xiii**
ACRONYMS AND ABBREVIATIONS ..... **xiv**
DEFINITION OF OPERATIONAL TERMS ..... **xv**
CHAPTER ONE: INTRODUCTION **1**
1.1 Background of the Study 1
1.2 Problem Statement 6
1.3 Objective of the Study 7
1.3.1 General objective 7
1.3.2 Specific Objectives 7
1.4 Research Question of the Study 8
1.5 Scope of the Study 8
1.6 Significance of the Study 10
1.7 Delimitations of the Study 11
1.8 Limitations of the Study 11
1.9 Contributions of the Thesis 12
1.10 Organization of the Thesis 13
CHAPTER TWO: LITERATURE REVIEW **15**
2.1 Introduction 15
2.2 Urban Tourism 15
2.3 Urban Attractions 16
2.4 Sustainable Development 17
2.5 Contribution of Urban tourism toward Sustainable Development 21
2.5.1 Economic Contribution of Urban tourism toward Sustainable Development 21
2.5.2 Socio-Cultural Contributions of Urban tourism toward Sustainable Development 23

2.5.3 Environmental Contributions of Urban Tourism toward Sustainable Development 25
2.6 Challenges Facing Urban Tourism Development 26
2.7 Opportunities in Development of Urban Tourism 27
2.8 Theoretical Framework 28
2.8.1 Theories of Urban Tourism 28
2.8.2 Social Exchange Theory and Urban Tourism 29
2.8.3 Stakeholders Theory 30
2.8.4 Sustainable Development Model 31
2.9 Challenges Facing Development of Urban Tourism 32
2.10 Opportunities in Development of Urban Tourism 33
2.11 Sustainable development 34
2.12 Gaps in Knowledge 35
2.13. Chapter Summary 35
CHAPTER THREE: METHODOLOGY 36
3.1 Introduction 36
3.2 Research Philosophy 36
3.3 Research Design 37
3.4 Research Location 38
3.4.1 The Profile of Nairobi City County 38
3.4.2 Administrative and Political units in Nairobi City County 38
3.4.3 The Population Size and Density of Nairobi City County 39
3.4.4 Overview of key attractions in Nairobi 39
3.5 Target Population 40
3.6 Sampling Framework 43
3.6.1 Sampling Techniques 43
3.6.2 Sample Size 44
3.7. Instruments for Data Collection 45
3.7.1 Interviews 46
3.7.2 Observation 47
3.7.3 Documentation 49
3.8 Pretesting 50
3.9 Test of Validity 50

3.10 Test of Reliability 51
3.11 Data Collection Process 51
3.12 Logical and Ethical Considerations 52
3.13 Data Analysis 52
3.14 Chapter Summary 53
CHAPTER FOUR: RESULTS AND DISCUSSIONS 54
4.1 Introduction 54
4.2 Response Rate 55
4.3 Relationships and Study Variables 55
4.3.1 Age of the Respondents 55
4.3.2 Education Level of Respondents 56
4.3.3 Gender 56
4.3.4 Years worked in Tourism Industry 56
4.3.5: Monthly Income 57
4.4 Urban Tourism toward Sustainable Development 58
4.5 Contribution of Urban Tourism in Nairobi City County in Promoting Sustainable Development 58
4.5.1 Economic Contributions of Urban Tourism in Nairobi City County in Promoting Sustainable Development 60
4.5.2 Social Cultural Contribution of Urban Tourism in Promoting Sustainable Development 83
4.5.3 Environmental Contribution of urban tourism in Promoting Sustainable development in Nairobi City County 112
4.6 Challenges that Affects Development of Urban Tourism in Nairobi City County 136
4.6.1 Garbage and Pollution as health hazards Facing Tourists 138
4.6.2 Consequences of Encroaching on Animal Habitats 141
4.6.3 Finding a Balance between Safety and Adventure for Tourists 142
4.6.4 Rapid Spread of Parthenium hysterophorus in Nairobi's Green Spaces 144
4.6.5 Traffic Congestion within the City 145
4.6.6 Unrest and Uncertainty within Nairobi 147
4.6.7 Human Encroachment on Natural Attractions 149

4.6.8 The Threat of Terrorism....150
4.6.9 Degradation of Nairobi's Ecosystem....152
4.6.10 Increase in Urban Population....154
4.6.11 Meeting the Needs of a Diverse Population....156
4.6.12 Poor Urban Planning....157
4.6.13 Global Health Pandemic (Covid-19) 159
4.6.14 Global Warming....161
4.6.15 The Struggle for Fairness and Justice of the City 162
4.6.16 Navigating the Digital Landscape....164
4.6.17 Finding a Balance between Development and Tourism in Nairobi 165
4.6.18 Intense Competition for tourists....167
4.6.19 Recent Rise in Social Media 168
4.6.20 Climate Change....170
4.6.21 Managing Nairobi's Seasonal Tourism Cycle....172
4.6.22 Poor Infrastructure 174
4.6.23 Lack of Room for Future Expansion....175
4.6.24 Presence of Dump sites and Unregulated Garbage Sites 177
4.7 Opportunities of Urban Tourism at Nairobi City County....178
4.7.1 Diversity of Unique Attractions....179
4.7.2 Improved Infrastructures and Superstructures 180
4.7.3 Diversified Destination for Tourists 183
4.7.4 Stakeholders Participation 184
4.7.5 The Innovations in Tourism....185
4.7.6 The Potential of Customized Pricing in Spreading Demand to Off-Peak Season 186
4.7.7 Growing Market for urban Tourism 188
4.7.8 Unique Attractions within Nairobi....189
4.7.9 Current Management of Green Spaces by Kenya Forest Service....189
4.7.10 Support from stakeholders 190
4.7.11 Increased Interest in Trips and Recreation among City People....191
4.8 Contribution of urban tourism toward Sustainable Development in Nairobi County....192
4.9 Implications of Research Findings....195
4.10 Theoretical implications....196

4.11 Practical Implications 198
4.12 Chapter Summary 198

CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS 200
5.1 Summary 200
5.2 Conclusion 203
5.3 Study Recommendations 205
5.3.1 Recommendations for Policy 205
5.3.2 Recommendations for Practice 206
5.3.3 Recommendations for Further Research 211

REFERENCES 213
APPENDICES 257

LIST OF TABLES

Table: 4. 1: Demographic Information 56
Table: 4. 2: Level of Education.....56
Table: 4. 3: Gender 56
Table: 4. 4: Years Worked in the Tourism Industry 57
Table 4. 5: Monthly Income in Ksh 58
Table: 4. 6: Positive Economic Contributions of Urban Tourism in Nairobi City County in Promoting Sustainable Development.....60
Table 4. 7: Number of Visitors to Nairobi National Parks,/Safari Walk & Nairobi Mini Orphanage 2017-.....65
Table: 4. 8: Negative Economic Contribution of Urban Tourism in Nairobi City County.....73
Table: 4. 9: Social Cultural Contribution of Urban tourism in Nairobi County in Promoting Sustainable Development in Nairobi City County.....84
Table 4. 10: Negative Social Cultural Contribution of Urban Tourism in Promoting Sustainable Development in Nairobi City County.....100
Table: 4.11: Positive Environmental Contribution of Urban Tourism in Promoting Sustainable Development in Nairobi 113
Table: 4. 12: Negative Environmental Contribution of Urban Tourism in Nairobi City County.....125
Table: 4.13 Challenges Affecting Development of Urban tourism in Nairobi City County.....137
Table: 4. 14 Opportunities of urban tourism in Nairobi City County.....179

LIST OF FIGURES

Figure 1. 1 The 17 Sustainable Development Goals..... 4
Figure 2. 1:Principles of sustainable Development 20
Figure 2. 2:The Three Basic Pillar of Sustainability..... 32
Figure 4. 1: Response Rate..... 55
Figure 4. 2: The Contributions of urban tourism in Nairobi City County 59

LIST OF PLATES

Plate 4.1: Low visitation at Bomas of Kenya..... 81
Plate 4. 2: Commercialization of culture at Bomas of Kenya..... 111
Plate: 4. 3: Conservation of Ecosystem at Karura Forest 115
Plate: 4. 4: Conservation of Ecosystem at Hon Michuki Memorial Park..... 115
Plate: 4. 5: Botanical Garden at Hon Michuki Memorial Park..... 120
Plate: 4. 6: Noisy tourists at Nairobi animal orphanage where tourists were concentrating at one cage to view lions being fed 127
Plate: 4. 7 depletion of Natural Resources at Nairobi City Park..... 129
Plate: 4. 8 Construction of Permanent Building in Karura Forest 130
Plate: 4. 9 Impact of mass tourism on ecosystem 132
Plate 4. 10: Frequently walked trails at Karura Forest, Off-road biking, horse riding, reducing soil permeability and increasing surface runoff 134
Plate 4. 11: Construction of pathways at Nairobi Arboretum and Constructions of Car Park at Karura were significant contributors to degradation of ecosystem..... 135
Plate 4. 12: Polluted Thigiri, River Outside Karura Forest..... 140
Plate 4. 13: Degradation of Ecosystem at Nairobi City Park..... 154
Plate: 4. 14: Walking paths of Nairobi Arboretum during off-peak seasons..... 174

ACRONYMS AND ABBREVIATIONS

CSD	Commission on Sustainable Development
JPOI	Johannesburg Plan of Implementation
KDF	Kenya Defence Forces
KFS	Kenya Forest Service
KPMG	Klynveld Peat Marwick Goerdeler
KTB	Kenya Tourism Board
KWS	Kenya Wildlife Service
MDG	Millennium Development Goals
NMS	Nairobi Metropolitan Service
NNP	Nairobi National Park
SDG	Sustainable Development Goals
UNCED	UN Conference on Environment and Development
UNCSD	United Nations Conference on Sustainable Development
WCED	World Commission on Environment and Development
WSSD	World Summit on Sustainable Development

DEFINITION OF OPERATIONAL TERMS

An attraction	An attraction is any object, person, place, or concept that draws people either geographically or through remote electronic means so that they might have an experience (Cave & Jollite, 2012).
Ecosystem	It is the sum total of living organisms, the environment and the processes of interaction between the various components of the system (Odum & Barrett 2005).
Heritage Tourism	Traveling that allows us to experience the places, artefacts and activities that genuinely reflect the stories and people of both the past and present.. It includes cultural, historical and natural resources. (Cave & Jollite, 2012).
Recreational	These include all attractions built by humans for the specific purpose of entertainment or education. This includes theme parks, botanical gardens, sports fields, motion-based attractions (such as roller coasters), zoos, museums, theatres, shopping malls, etc. (USAID, 2013).
Sustainable City	Cities designed by taking into account their impact on the environment, in the sense of minimizing waste production and pollution, as well as the inputs of energy, water and food. These targets also constitute the principles of sustainable urban development (Habitat, 2009).
Sustainable tourism	Finding a suitable balance between economic, socio cultural and environmental aspects in long-term development perspectives, it represents a holistic perspective (Hall, Gössling & Scott, 2015).
Sustainable Urban Development	Sustainable urban development is defined as a process of synergetic integration and co-evolution among environmental, social, economic, and physical subsystems that compose every city (Barbra, Vlado, & Judita, 2020) For the purpose of this study, it means improving the quality of life in a city, i.e. ecological, cultural, political, institutional, social and economic components without leaving a burden on the future generations.
Urban Tourism	Urban tourism is travel to urban cities, neighborhoods, towns and areas where the main motivation is the enjoyment of attractions, facilities and services (Law, 1996). For the purpose of this study urban tourism is defined as “the set of tourist attractions or activities located in towns and cities and offered to visitors and residences in the city.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In the 1980s, global leaders acknowledged the concerning pace at which human activities were harming the environment. In 1983, the United Nations General Assembly established the World Commission on Environment and Development, commonly referred to as the Brundtland Commission. This prompted the Brundtland Commission to formulate the concept of 'Sustainable Development' in 1987. Therefore, the Environmental degradation has become a survival issue for developing nations (WCED., 1987). Furthermore, the report entitled Our Common Future (United Nations, 1987) makes a scathing criticism of our social and political practices, which had negatively affected planet Earth. The Brundtland report concluded that national governments and multilateral institutions had come to the growing realization that it was not possible to isolate economic development from environmental issues, as numerous forms of development can damage the environmental resources that they depend on and environmental harm can have a negative impact on economic development. The Brundtland Commission had three objectives: To reassess the environment and development issues and create a feasible solution to address these issues, To suggest new ways of collaborating on these issues, To increase the knowledge and dedication of a wide variety of individuals, companies, governments, voluntary organizations and institutions.

In June 1992, the first UN Conference on Environment and Development (UNCED), was held in Rio de Janeiro and adopted Agenda 21, a Programme of Action for Sustainable Development. This Programme contained the Rio Declaration on Environment and Development, which affirmed each nation's right to pursue social and economic progress and its responsibility to adopt a model of sustainable development, as well as the Statement of Forest Principles. Additionally, agreements were, also reached on the Convention on Biological Diversity and the Framework Convention on Climate Change. This conference marked the first time that Major Groups were formally mobilized and allowed to participate in the sustainable development process (Chadwick, 2009; Clayton & Sadler, 2009). Therefore, the participation of sustainable development has been a constant feature since its

inception. Moreover, for the first time, Principle 8 of the Rio Declaration addressed the lifestyle of current civilizations. State leaders highlighted the urgent need for a drastic change in consumption and production patterns. Agenda 21 promotes sustainable development through the integration of economic, social, and environmental factors.

In 1993, the first principle of the Rio Declaration from the UNCED conference stated that 'Human beings are central to concerns for sustainable development. The phrase "They have the right to a healthy and productive life in harmony with nature" captured the core message of the conference and received significant focus. Subsequently, the Commission on Sustainable Development (CSD) was established to ensure the implementation of Agenda 21. In 1997, the 19th Special Session (UNGASS-19) of the UN General Assembly was, dedicated to creating a "Programme for the Further Implementation of Agenda 21". Then, in 2002, in a show of renewed global commitment to sustainable development, the World Summit on Sustainable Development (WSSD) was, held in Johannesburg, ten years after the Rio Declaration. At the United Nations Conference on Sustainable Development (UNCSD) in 2002, delegates agreed on the Johannesburg Plan of Implementation (JPOI) and further tasked the Commission on Sustainable Development (CSD) with following up on its implementation. On 24 December 2009, the UN General Assembly adopted Resolution A/RES/64/236, which agreed to hold a further UNCSD in 2012.

In 2015, the United Nations adopted 17 Sustainable Development Goals (SDG) based on the recommendations of the Brundtland Commission (Figure 1). Out of the 17, the first twelve and the last two (16 and 17) can be viewed as human development goals, while goals no.13, 14 and 15 can be seen as environment protection goals. Therefore, the United Nations has highlighted that these goals are a call for action by all countries to 'promote prosperity while protecting the environment' (United Nations, 2018). The adoption of the Sustainable Development Goals (SDGs) was to revolutionise the way in which the world views development, thus forming a suitable framework to address the economic, social and environmental issues faced by the world (Caballero 2019).

In 2017, the United Nations World Tourism Organization proclaimed the year as the year of sustainable tourism (UNWTO, 2017; Dube & Nhamo, 2021) in order to emphasize the relevance of the Sustainable Development Goals (SDGs). These SDGs comprise of 17 global goals (Figure 1.1) and 169 targets that were unanimously agreed, upon by the UN universal congregation for the purpose, of fostering sustainable development (Jones *et al* 2017). These goals and targets are meant to be a framework for long-term growth plan for individuals and businesses in developed and emerging global economies and they are more comprehensive in comparison to the Millennium Development Goals (MDGs). As stated by Dube (2020) the goals and targets serve to map out a new global development plan that, is expected to be completed by the year 2030. The SDGs tackle a wide range of ecological, societal and economic concerns, complexities and difficulties in nearly every human activity (Jones *et al.* 2016).

This includes the area of tourism as it was asserted by Lekaota and Khashane (2019) that tourism is gaining global significance and its economic impact is immense, as evidenced by Slabbert's (2021) and UNWTO & UNDP's (2017). While in Sub-Saharan Africa (SSA), cities are hubs of economic development, even though they are getting numerous developmental challenges Fraser *et al.* (2017b). In South Africa, tourism is a major job creator and its benefits to economic development, environmental conservation and poverty alleviation are well documented (UNWTO & UNDP 2017). Tourism has also been a powerful tool in bridging cultural gaps and strengthening diplomatic ties between countries in times of global crises and challenges. By facilitating the exchange of ideas, information, art and other cultural aspects, cultural diplomacy has been a successful method in creating mutual understanding between nations and their people (Carbone, 2017). While Kenyan tourism industry plays a major role in the country's economy, accounting for over 10% of total employment, 18% of foreign exchange earnings and 11% of taxes. Moreover, it also contributes 9% to GDP and is a significant revenue provider for the government. Much of this revenue is collected through license fees and park entry fees (Republic of Kenya, 2020a). Furthermore, tourism has been a powerful tool in bridging cultural gaps and strengthening diplomatic ties between countries in times of global crises and challenges. By facilitating the exchange of ideas, information, art and other cultural aspects, cultural diplomacy has been a successful

method in creating mutual understanding between nations and their people (Carbone, 2017). Furthermore, Jones *et al.* (2017) note that tourism has a wide range of ecological and societal benefits. Finally, Dube and Nhamo (2021) assert that tourism has the potential to expedite progress in all 17 Sustainable Development Goals. Figure 1.1 illustrates the crucial role of urban tourism in responding to multiple SDGs.



Figure: 1. 1 17 Sustainable Development Goals
Source: UNWTO (2015)

The Agenda 2030 document reveals that most of the seventeen (17) SDGs are directly tied to tourism (UNWTO, 2015). Among these goals, the first twelve and the last two (16 and 17) may be regarded as human development goals, Goals no.13, 14 and 15 may be regarded as environment protection goals. The United Nations observed that these goals are a call for action by all countries 'to promote prosperity while protecting the environment (UNWTO, 2015). Therefore, due to rapid urbanization and changes in the urban landscape, there has been an influx of global tourists, thus creating the need for the development of Sustainable Urban Tourism (UNWTO, 2018). For instance, the number of international tourists in 2017 was 1.3 billion and was expected to grow to 3.3% yearly, amounting to 1.8 billion by 2030 (UNWTO, 2018). Hence, the elevation of tourism within the multilateral framework is an acknowledgement of its role in stimulating employment, encouraging sustainable consumption and development and protecting our planet's natural resources. Furthermore, tourism, which is based on biodiversity, can have a number

of detrimental effects, including contributing to climate change (estimated to be 5% of global CO^2 emissions and increasing rapidly), depleting natural resources such as land and water, polluting the environment, disrupting traditional societies and communities and placing pressure on cultural heritage sites, natural habitats, and biodiversity (WCED., 1987). Therefore, due to quickly changing human and economic environment it also bring more challenges to the country's sustainable development.

It is therefore essential to comprehend the implications of this recognition in the development of the tourism sector and specifically in urban areas. As there is need to recognize that despite the many benefits of urban tourism, some potential issues may come along with it. Issues such as environmental degradation, increased traffic congestion, loss of biodiversity, security concerns, population migrations due to high population density, pollution, destruction of historical sites, crime and the erasure of local culture, which may be further exacerbated by the influx of visitors and rapid urbanization (Andari, 2019). As, Ashworth and Page (2011) found that residents and tourists share the same inadequate urban spaces, with visitors making use of resources that were not necessarily built for them, while it is not simple to distinguish between 'tourists, day-trippers and residents. Therefore, these urban areas have to deal with a variety of the individuals interacting with such areas either as visitors, residents or as migrants (Cristina, 2016). Furthermore, the development of urban areas for tourism has also led to competition between tourists and locals for the right to use to facilities, space as well as services and this in turn exerts pressure on economic, environmental and social resources (Soriya, 2016). At the same time in this environment, the growing number of tourists in cities and the seasonality of tourism can exert pressure on the local culture, environment and social environment (Brown & Strange, 2013). In addition, it was, further claimed, by Chad, *et al* (2009) that metropolitan areas in urban areas have developed greatly over the decade, generating amounting apprehension for ecological sustainability. As a result, this has brought with it a massive amount of severe ecological (and other) challenges such as fragile economies, electricity shortage; shortages of clean water, overcrowding and exploding populations (Ngai, Nakumar, & Masazuni, 2016). Moreover, it was further, established that cities are major sources of pollution, contributing very little to resource creation and with the concurrent surge in urban tourism; there is the

potential of a highly unsustainable situation that could erode social harmony in cities Yeshna, *et al.*, (2019). Indeed, this makes the objective of promoting sustainable urban tourism difficult task with the fact that urban areas themselves are consumers and degraders of natural environment. Therefore, this demand for organized awareness to political, economic, historical, cultural, ecological and technical dimensions while moving towards sustainable urban development (Alireza, Hadi, & Zahara, 2012).

1.2 Problem Statement

Despite the fact that there has been very little progress in generating literature by tourism geographers on contribution of urban tourism toward SDGs, the first dedicated academic conference on SDGs was conducted in January 2019, after the adoption of the SDGs. Therefore there is a deficiency of scholarly material published to date that can inform stakeholders on the role of tourism in achieving the sustainable development. This is a major issue in Africa, where, as highlighted by Siakwah *et al.* (2020) 'sustainable tourism governance frameworks have not comprehensively incorporated trust, justice, social capital, power and participation'. With only 7 years left to meet the 169 SDG targets set for 2030, tourism has immense potential to contribute to the majority of the 17 global goals. As a result, leading academics have been calling for the tourism industry to take prompt action in addressing and embracing the SDGs (Scheyvens, 2018; Hall, 2019).

Customization of the Sustainable Development Goals (SDGs) by the tourism sector is an ethical and moral imperative that can't be ignored, as it would lead to scrutiny of certain practices and activities within the industry. By doing this, the tourism industry can self-reflect in a world that is facing various issues, some of which are caused by tourism activities such as global warming, environmental degradation, poverty, inequality, gender discrimination and all of the other issues associated with mass tourism, especially in certain western countries. Mass tourism, for example has been blamed for damaging and destroying cultural authenticity (Frey, 2019). Additionally, Moon, (2018) highlights that mass tourism has caused a variety of problems in spite of the economic benefits it brings, including putting pressure on energy and water resources, as well as a range of airborne and land-based pollution issues. Research conducted by tourism geographers should take into account the

global agenda of the SDGs, as well as the need for sustainability in the industry that is, highlighted by the Paris Agreement. This is especially important due to the dependence of the tourism industry on the environment and the negative impacts of mass tourism, which has been seen in various places and have led to anti-tourism sentiments (Seraphin *et. al.,* (2018). Dube and Nhamo (2019) emphasize the large carbon footprint caused by tourists via air travel and other high-carbon forms of transport, which drives climate change. Additionally, Zhang and Gao, (2016) and Gössling and Peeters (2015) have both discussed the detrimental effects of tourism on the environment, including land pollution and environmental degradation caused by tourism development. Moreover, the importance of examining the contribution of urban spaces was, highlighted when adding to the discussion the current discourse of sustainable development. The use of Nairobi as an exploratory case, this study has added to an enhanced understanding not only on the social, economic and ecological benefits of urban tourism toward sustainable development without recognizing additional connected negative challenges which go along with such activity. Therefore, examining the new evidence will influence to the growing of knowledge on the particularities of urban tourism growth, which in turn will assist decision makers in their attempt to better prepare for possible problems encountered by these multifaceted but significant attractions.

1.3 Objective of the Study

Urban tourism plays a crucial role in advancing sustainable development in fast-growing cities like Nairobi. Although it draws visitors, it also contends with issues such as environmental decline and social disparities.

1.3.1 General objective

The overall main of this study was to gain a deeper insight into the role played by urban tourism in promoting sustainable development within Nairobi City County.

1.3.2 Specific Objectives

The study investigated how urban tourism contributes to sustainable development in Nairobi, Kenya, emphasizing its environmental, economic and social effects. It examined the benefits and drawbacks of tourism concerning urban sustainability and presents strategies and initiatives aimed at harnessing tourism to foster sustainable urban growth as guided by the following Specific Objectives

(i) To assess how development of urban tourism affects sustainable development in Nairobi City County

(ii) To evaluate the existing current challenges that hinder urban tourism in Nairobi City County from achieving economic, social cultural and environmental sustainability.

(iii) To investigate potential urban tourism development opportunities that can enhance sustainable growth in Nairobi City County

1.4 Research Question of the Study

In order to address the above objectives, the study focused on the following research questions:

(i) What role does urban tourism play in promoting sustainable development in Nairobi City County?

(ii) What are the current urban challenges that hinder urban tourism in Nairobi City County from achieving sustainable Development Goals?

(iii) What are current opportunities that can enhance sustainable development in Nairobi City County?

1.5 Scope of the Study

There has been limited research investigating the concept of tourism in urban areas in Kenya from a sustainable point of view. Therefore, the primary objective of this study was to assess the role of urban tourism in promoting sustainable development in Nairobi County. Specifically, the study has determined the economic, social and environmental impacts of urban tourism in the county and how such impacts can be harnessed to achieve sustainable development. The study therefore, considered the following parameters: the number of primary attractions in the City, the environmental impacts of tourism activities, the socio-cultural impacts of tourism, the economic impacts of tourism, opportunities as well as challenges faced by tourism within the Nairobi. The focus on Nairobi as a sustainable development strategy was, motivated by the necessity for qualitative knowledge in the post-industrial era.

In order to comprehend the urban tourism destinations, particularly in Nairobi, this research employed an exploratory research design and a qualitative approach. Such a

methodology is commonly, utilized in areas with limited research and is effective in gaining a comprehensive understanding of intricate phenomena. The qualitative research approach utilized in this study involved asking open-ended questions to gather the opinions and experiences of participants. This approach was rooted in the belief that reality is multi-faceted and challenging to quantify. The research specifically aimed to explore the perceptions of tourism stakeholders in Nairobi County and utilized techniques such as interviews, photographs, field notes and observation to gather data. Its ultimate goal was to obtain a profound comprehension of the role of tourism in sustainable development. The study group for examining urban sustainability in Nairobi comprised of 30 influential individuals from the local urban community. The population under study included, primary tourist attractions and NGOs representing local residents affected by tourism activities, the study also considered other stakeholders such as Government planners. The selection process was carefully, designed to encompass a diverse range of viewpoints and engagement in urban development and sustainability. Participants were, specifically chosen from community-based organizations involved in promoting urban sustainability, in order to ensure a well-rounded representation of perspectives and stakeholders in the advancement of urban tourism in Nairobi City County. This approach allowed for a thorough comprehension of the topic and the ability to draw generalizable conclusions. Finally, the researchers employed purposive sampling, also referred to as judgmental sampling to carefully, choose individuals who possessed valuable insights on the development of tourism in Nairobi City County for this research. This approach was, deemed suitable as it enabled the researchers to specifically, target respondents who were actively engaged in the tourism development process and were accessible during the data-gathering phase. The process of data analysis entailed examining and interpreting data in order to comprehend research inquiries. Therefore, for this study qualitative analysis procedure involved a convergence of stages during data collection and analysis. To analyze and present the data, six stages of thematic data analysis were, used.

The expected outcome of this study has contributed to the existing literature in the understanding of tourism in urban areas in Kenya. Further, this study not only sought to explore the factors that hinder growth of sustainable development and inclusive urban tourism but also provide a framework on which urban tourism policies and

promotional tools, can be enhanced. The findings of this study has also suggested appropriate avenues, through which urban tourism can be developed to sustainability and contribute toward poverty reduction through creation of more employment opportunities as well as spur growth in other sectors such as agriculture, manufacturing and the entire hospitality industry. It has also added to outlook of policy formulation and implementation and in its practice addressed in promotion of development urban tourism.

1.6 Significance of the Study

Urban tourism has become an increasingly important economic sector in cities around the world. In Nairobi, tourism, has also been identified as a key driver of economic development, as the city is home to a diverse range of attractions, including national parks, heritage sites and modern shopping malls. However, with the rate of growth of tourism, there has been a growing concern about its impact on the city's sustainable development. This growth has come with its own set of challenges. Therefore, the rapid growth of the tourism industry has put a strain on the city's infrastructure, environment and social aspect. The influx of tourists has led to increased demand for resources, such as water and energy, which has put pressure on the city's already strained resources. Furthermore, the development of tourism infrastructure has often been at the expense of the environment, with the destruction of ecosystem.

Therefore, the study of the role of urban tourism in promoting sustainable development in Nairobi County is significant for several reasons. Firstly, it provided a better understanding of the impact of tourism on the city's economy, environment as well as the local residents. By studying the trends of tourism in Nairobi, we can identify the areas, which, are most affected and develop strategies to mitigate the negative impacts. The study has helped, in identifying the opportunities and challenges that arise from the growth of tourism in the Nairobi. This can help in the development of policies and plans that are tailored to the specific needs of the current city. For example, the study has identified the areas that require investment in infrastructure to support the growth of tourism, such as improving transportation systems and waste management. Further, the study has helped in promoting sustainable tourism practices in Nairobi. By understanding the impact of tourism on

the environment and the local community, hence the stakeholders can develop strategies to minimize the negative effects and promote sustainable practices. These include initiatives such as promoting eco-tourism, reducing waste and carbon footprint and further involvement of local residents in the tourism industry.

Furthermore, the study has provided insights into the relationship between tourism and other sectors of the economy. In Nairobi, the growth of tourism has had a ripple effect on other sectors, such as agriculture, manufacturing and transportation. By understanding this relationship, policymakers can develop strategies to support the growth of these sectors and promote a more balanced and sustainable economy. It is, therefore, crucial for policymakers and stakeholders to invest in studying and understanding the role of urban tourism in promoting sustainable development in Nairobi County.

1.7 Delimitations of the Study

Urban Tourism is a complex, versatile and multifaceted phenomenon with many scholars and institutions defining it differently (Al-Saad, 2017). The study concentrated mainly on primary elements such as tourist appeal sites with the ability to attract tourists in Nairobi City County. As such, the study did not concentrate much on secondary and tertiary attractions such as services after arrival or transportation used by visitors to tour to the destination.

1.8 Limitations of the Study

In carrying out the study, the researcher identified a number of limitations and constraints, which includes:

The scarcity of local data, particularly research material on urban tourism in Kenya, is the first limitation of sources of information. Furthermore, the Government protocols and bureaucracy in making appointments with public officials often result in too many excuses, constraints being made before, interviews, can be arranged, and information accessed. As such, the researcher required much time to contact various directors in order to get clearance for interviews. Additionally, interviewing and transcribing have been time consuming as some respondents delivered lengthy answers, extending on subjects not so specifically required or have not addressed so directly the questions. This has affected data analysis, making the process a lengthy

matter. This is an inherent characteristic of semi-structured interviews, wherein interviewees are free to express themselves in respect to the addressed question. Ultimately, the time, length and depth of a qualitative approach constraints the study, making it both time consuming and, in this case, financially demanding.

1.9 Contributions of the Thesis

Worldwide urban tourism has emerged as a significant driver of economic growth and social development in cities. Nairobi, the capital city of Kenya, is no exception, with tourism contributing substantially to its social, economy and environmental hence posing opportunities for sustainable development. Therefore, this study has revealed that urban tourism has the potential to bring economic, social cultural as well as environmental benefits in Nairobi by generating employment opportunities in tourism-related industries, such as tourism attractions, entertainments, hotels, restaurants and transportation therefore, creating employment opportunities for city residents. It acts as a source of foreign exchange as it creates a more vibrant economy as tourism in Nairobi city attracts visitors who spend money on local goods and services, therefore, boosting businesses and supporting entrepreneurship. Furthermore, revenue from tourism has been used to fund improvements in infrastructure, such as transportation systems, parks and cultural attractions. On the other hand urban tourism in Nairobi fosters cultural exchange as tourism facilitates interactions between visitors and local residents, promoting cultural understanding and appreciation. In addition, tourism revenues in Nairobi have been, invested in protecting and conserving Nairobi's natural assets, such as green spaces as well as forests.

On the other hand, while urban tourism in Nairobi offers significant benefits for sustainable development, followings are challenges that need, to be addressed, as benefits from tourism were not equally distributed among all stakeholders, leading to social and economic disparities. On the other hand, uncontrolled tourism growth at most visited attractions have led to overcrowding, environmental degradation and social tensions, tourism activities that were also, discovered to contribute to pollution, waste generation and energy consumption. Furthermore, human wildlife conflict have caused negative visitor experiences, reduced tourism revenue, image damage, therefore, undermines tourism's ability to contribute to economic growth,

social well-being as well as environmental protection, increased crime and various other negative impacts. Therefore, this study has informed policy makers, stakeholders and urban planners that urban tourism plays a crucial role in Nairobi's economic, social and environmental development. By understanding its potential and addressing the challenges, policymakers and stakeholders can harness the power of urban tourism to create a sustainable and vibrant city for both residents and visitors alike. In addition, it has further highlighted the importance of addressing the challenges posed by urban tourism such as overcrowding, pollution security and safety matters of both tourists and local community. Additionally, the study has accentuated the importance of public-private partnerships to ensure the sustainability of urban tourism and its contribution to the economic, social cultural and environmental development of Nairobi City County. Finally, the study has also highlighted the need to develop and implement adequate infrastructure, policies and regulations to facilitate urban tourism and its contributions to sustainable development. Therefore, the findings and recommendations offered in this study add to the academic knowledge on the role of urban tourism in Nairobi and offer a framework for future research and actions.

1.10 Organization of the Thesis

This research is structured into five chapters, outlined as follows:

Chapter One serves as the introduction. This section offers an overview of the study, starting with a concise background on sustainable development, urban tourism and the relevant constructs. It subsequently presents the problem statement, the significance of the study, both general and specific objectives and the scope of the research, limitations, the conceptual framework, and the contributions of the thesis.

Chapter Two provides a review of the literature. The aim of this chapter is to systematically outline the trend of urban tourism over the years and emphasize relevant issues. Additionally, it examines the literature from both empirical and theoretical perspectives related to the study variables. The empirical literature review was structured according to the study's objectives, while the theoretical framework included an exploration of the theories that informed the research. Through these

reviews, gaps in the existing literature were identified, which serve as the foundation for the current study.

Chapter Three outlines the methodology employed in this research. It details the various components of the research methodology, including the research design, study area location, target population, sampling techniques, sample size, research instruments, pretesting procedures, data collection methods, data analysis techniques, and considerations of logistics and ethics. Furthermore, this chapter describes the actual process of data collection, the methods utilized and provides an overview of the resulting data or information gathered.

Chapter Four provides an overview of the results and discussion pertaining to the findings of the thesis. This chapter details the study's results and interpretations, summarizing the research outcomes effectively. It starts with an examination of the demographic information of respondents, followed by an analysis of their responses in relation to the study's objectives. Each sub-section is accompanied by a discussion that supports the findings with relevant literature reviewed earlier.

Chapter Five presents the summary, conclusion and recommendations. This chapter offers an overview of the study's key findings, outlines the conclusions derived from these findings, and proposes recommendations for practice, policy and avenues for further research.

Chapter Five presents a review of the summary, conclusions and recommendations. This section offers an overview of the study's key findings, insights derived from those findings and suggestions for practical applications, policies and future research directions.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter will review existing literature specifically designed to explore the empirical and theoretical underpinning about tourism attractions in urban destinations for sustainable development.

2.2 Urban Tourism

While Ashworth ((1989) was the first to explore urban tourism as a distinct research field in the late 1980's and since then, numerous researchers have made novel theoretical and empirical contributions to this large area of study (Uysal 2015). Moreover, since the late 1980's, research on literature concerning urban tourism has grown significantly and it has been, considered a multifaceted and diverse occurrence being defined in several ways by various researchers and institutions (Al-Saad, 2017). Therefore, according to Ciraci *et al*., (2008), "The trips and visits with a focus on town and city destinations, also known as city tourism." Additionally, according to Özgü (2007), urban tourism encompasses a range of activities that a visitor participates in during their stay in an urban setting, such as sightseeing, shopping, and entertainment.

Moreover, World Tourism Organization (WTO, 2011) defined urban tourism as 'tourism that takes into account its current and future economic, social, and environmental impacts, considering the needs of visitors, the industry and the environment and host communities. At the same time, according to (UNWTO, 2012), urban tourism, can be described as trips to cities or densely populated areas, typically with short stays. Scholars have further argued that urban tourism is a complex phenomenon composed of a variety of activities, which depend on numerous factors (Uysal, 2015). Further, according to (UNWTO, 2018), urban tourism encompasses tourism activities that occur in urban destinations, with a focus on economic sectors such as manufacturing, administration, trade and services. These destinations offer a variety of cultural, architectural, technological, social, and natural experiences and products for both leisure and business purposes. Therefore, urban tourism can be distinguished from other forms of tourism as it involves

visiting places with high population density and typically involves shorter stays normally vacations are often spent in urban areas, which are known to have a significant presence of business and MICE (Meetings, Incentives, Conferencing and Exhibitions). Additionally, urban destinations offer a multifunctional experience where various activities can be enjoyed simultaneously, creating a complex connection between urban life, transportation, sustainability and tourism. These urban tourism activities can be classified into three categories: man-made attractions, historical and cultural landmarks such as museums and art galleries and natural spaces like parks. Other elements that contribute to the urban appeal include unique architectural designs, efficient transportation systems, renowned universities and research centers, convention centers, shopping centers, vibrant street life, sports facilities, lively nightlife, organized events, and tourist information centers.

On the other hand, the European Commission (2000) defines urban tourism as a set of tourist resources and activities located in towns and cities, which attract visitors from elsewhere. Azizi (2011) further clarifies this definition by stating that urban tourism takes place within the geographical boundaries of a city and involves spending leisure time out of home for both domestic and international visitors, including in the area of their residence. Generally, urban tourism, can be broadly defined as travel to urban cities, neighbourhoods and towns where the main draw is the enjoyment of attractions, services and facilities. Hence, urban tourism has had an impact on the current strategies used to promote a city's image and its level of competition (Al-Saad, 2017). Vacations of this kind usually last between one and three days. As a result, cities are where native culture, art, architecture, music and urban design come together; urban travellers typically look for these elements during their trips. Nevertheless, the main aim of urban tourism is the thrilling exploration and visit of a single destination. This study adopted UNWTO (2011) definition of urban tourism.

2.3 Urban Attractions

USAID (2013) delineates an attraction as any object, place, person or concept that attracts individuals either through remote electronic means or geographically so that they will have an experience. The study further added that the experience can be

spiritual or recreational and can be an exceptional example (for whatever criteria used) of a resource, which comprises of all the basics in a particular class. According to Ashworth, (1989) understanding urban tourism is through the perspective of the supply side or facilities have advantages of visibility and identifiability. Hailur and Baun (2006) argued that the primary attributes are the fundamental incentive why tourists regularly visit city regions. In this respect, they include sporting activities, events, cultural festivals and cultural and creative activities planned for entertainment and leisure activities. Therefore, urban tourism is made up of primary and secondary elements while primary elements consist of prescribed urban activities, urban leisure setting which are derived from social, cultural features and physical characteristics. According to Gârbea (2013) secondary attributes intensify the interest of travellers to visit urban areas since they perform an important role in increasing tourism attractiveness. This study, further, notes that the primary attractions such as cultural and historical attractions, amusement parks cultural, physical and social uniqueness are the main reasons for visiting particular destinations.

2.4 Sustainable Development

According to Sharpley, (2000) the idea of sustainable development has sparked discussions and investigations from various fields. However, the concept faces the same issue of lacking a precise definition, just like in the context of tourism. There is a call for a clear and comprehensive semantic and conceptual definition of sustainable development, but this is difficult to achieve due to the multitude ways in which the term, is used and understood across different disciplines. Nevertheless, Lele (1991) proposes that in order to understand the philosophy of sustainable development, it should be broken down into its two components development and sustainability each concept should be individually examined. This, approach is based on the argument that sustainable development is a combination of two distinct objectives and processes. Therefore, the theory of sustainable development, can be better understood by integrating development theory with the concept of sustainability cited by (Sharpley, 2020). As noted by Heinen 1994, cited in Sharpley, (2000) each disciplinary field seems to have its own interpretation and application of the concept for their own purposes. Redclift (1989) and Wall (2002) also acknowledge the inherent ambiguity of the term, with conflicting notions of sustainability and progress

coexisting. There was a further assertion that, since its inception, there have been various interpretations and reviews of the concept of sustainable development (Tomislav, 2018). In general, sustainable development is viewed as a form of socio-economic system that meets human needs while still encouraging long-term advancement toward contentment and a heightened standard of living in harmony with environmental restrictions. Tomislav (2018) sustainable development typically means a type of socioeconomic system that meets human requirements, yet also includes long-term advances in contentment and general quality of life while, taking environmental boundaries into account. Therefore, for sustainable growth to be realized all aspects of sustainability must be in balance; however, this can be challenging to achieve, as each pillar must take into consideration the needs of the other to avoid an imbalance. According to equal value of these, three pillars of sustainable development not only risks tackling issues of sustainable development. On the other hand, the difficult principal facing the operationalization of sustainable development is the long recognised ambiguity and inherent contradicting the nature of concept Pedclitt (1987) that it is the twin objective on development and sustainability are considered by many to be an oxymoron contradiction in terms. How can development (necessitating resource exploitation) be achieved at the same time sustainability (minimize resource exploitation). Hence the different interpretations of the phrase itself and it is too contingent elements further complicate the matter.

Therefore, despite the potential for one pillar of sustainable development to be successful, it is possible for the others to suffer. This is especially relevant to ecological sustainability, which is essential to the success of all development. Consequently, the 2030 Agenda includes a specific goal for human settlements (SDG 11) that strives to make cities inclusive, safe, resilient and sustainable (United Nations, 2017). The international community demonstrated its recognition of urbanization and city growth as a powerful driving force in development by endorsing a single goal on cities (Goal 11), dubbed the 'Urban Sustainable Development Goal' (United Nations, 2017). Furthermore, SDG 11 extends the MDGs' focus on basic services and slum elimination to encompass a broader array of basic services delivery. In Addition urban tourism and sustainable development is the method of synergetic combination and co-development in-between the countless sub- systems making up urban areas, assures the local residents of a non-diminishing level of

wellbeing in the long term, without compromising the opportunities of improvements in adjacent regions (Rashed, 2013). On the other hand, the term sustainable development and sustainability consist of three main features that are associated with them, namely social, economic, environmental or ecological sustainability (Anne, 2013). Little attention has, been drawn on the concept of urban tourism research as evaluated against studies on other tourism forms. This is despite urban tourism being, regarded among the initial forms of tourism, which re-appeared in the 1980s owing to a change in visitors' curiosity towards culture and heritage (Cristina, 2016). The function of urban tourism in maintaining its sustainable management through use of local urban resources is mainly accepted and is entrenched within the dialogue of urban tourism (Al-Saad, 2017). Thus, there is need to note that urban tourism areas are facing increased pressure on their natural, cultural and socio-economic environments as a result of the rapid expansion of tourism. Due to increased pressure, there is a need to implement sustainable development geared towards aggressive growth of the urban economy (Zhang, Yuanfang, & Wenjia, 2014). Therefore, unrestrained tourism development eventually degrades the attractive cultural and natural features of a destination, which in turn reduce the financial benefits for countless local communities' areas and countries. Simply, sustainability is an optimistic method envisioned to decrease the pressures and resistance shaped by the multifaceted connections among the tourists, tourism, host communities and the environment. This is envisaged in the long term quality and capacity of both human and natural resources can be preserved (Figure 2.1)

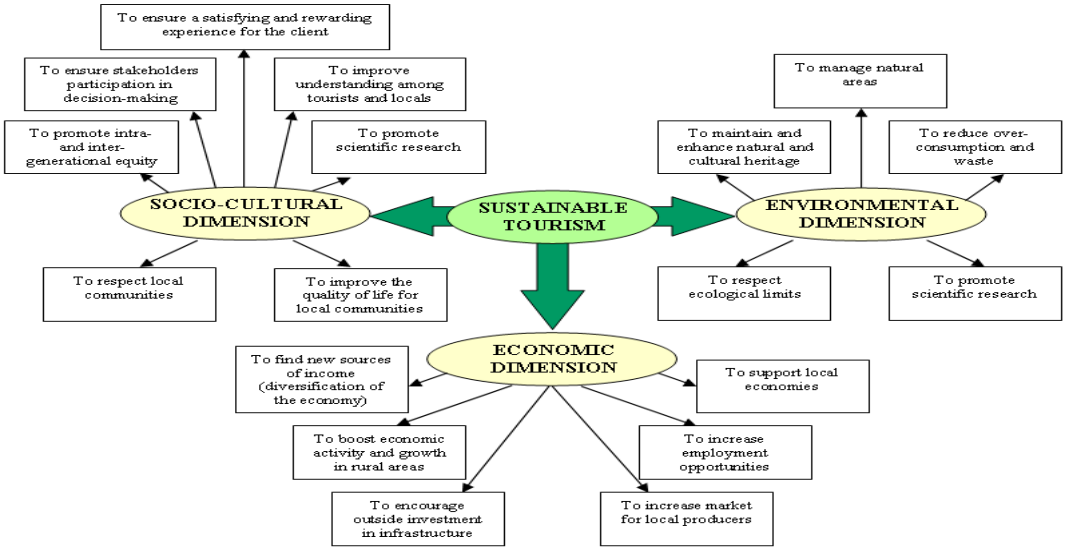


Figure 2. 1:Principles of sustainable Development
Adapted from: (Andreea & Razvan, 2015)

Given that sustainable development emerged in the 1970s as a result, of growing environmental awareness and addresses the challenges of pursuing infinite growth in a world with limited resources (Ribes & Baidal 2018). Therefore, sustainability in the tourism sector must also take into account these same factors. Therefore, responsible tourism, sustainable tourism and ecotourism have all been, recognized and tackled as ways to promote sustainability in the tourism industry. While in contrast, sustainable tourism refers to the practice of satisfying the desires of current travellers and local areas while safeguarding and improving future opportunities for tourism (Ribes & Baidal 2018). As a result, throughout the world, sustainable tourism has consistently been a guiding principle in ensuring that tourism growth takes place in a manner that upholds the social, environmental and economic goals of the host community (Murni, Ruki & Antara 2019).

Therefore, there are two main categories for SUT characteristics: front room sustainability innovation, such as promoting local transportation, creating walking and cycling trails (Hayes & MacLeod, 2007), preserving heritage, and promoting cultural products (Hayllar & Griffin, 2005). Plus the back room sustainability, which involves utilizing renewable energy, implementing recycling practices, using low-impact tourism transportation, and implementing strategies to reduce water usage and greenhouse gas emissions in accommodation facilities.

2.5 Contribution of Urban tourism toward Sustainable Development

Since the concept of urban tourism is new, there exists an array of opportunities, accompanied by a host of challenges which should not be overlooked (Maxim, 2017). It is also renowned worldwide as a vital industry that presents potentials for job growth and economic development (Al-Saad, 2017). Therefore, the solidification of the tourism industry, in urban areas points towards safeguarding employment for the local residents (World Tourism Organization; World Tourism Federation, 2017). Saad, (2017) opined that tourism in urban areas, host the majority of the entire trips and the total overnight stays that results in most of the socio-economic benefits to those cities, as spaces of attractions for visitors. This proves that urban tourism meets tourist's expectations while making a positive impact to the growth of cities and the well-being of locals (Chad, Jinyang, & Smaldone, 2009). In addition, according to Uysal, (2015) urban tourism is a fast-growing industry that provides a multitude of benefits to a city, such as financial gain for the local population, employment opportunities, and improved urban physical areas. As a result, many urban destinations have started to devise strategies to attract both local and international tourists. Moreover, urban tourism has become an integral part of urban planning and development policies (Dale, Merrilees, & Coghlan 2014, Ashworth & Page, 2011). In addition, the forever-developing development of technological, economic and social developments results in new and diverse needs, expectations, activities and tendencies in urban area tourism. The expansion development was unrelenting up tothe late era of the 20th century, but has changed with hastened speed since then. However, Paskaleva and Shapira, (2001) recognized that urban tourism brings forth a lot of issues that are the responsibility of city governments, among which are the preservation of historic buildings and areas, regulation of construction and safeguarding of cultural sites.

2.5.1 Economic Contribution of Urban tourism toward Sustainable Development

Urban tourism has become a priority to the economic development agenda by governments all over the world (Rogerson & Nel, 2016). In addition, mega-events in the city not only generate income but also influence city image and branding. It was also noted that locally and regionally, urban tourism is believed to be an incubator of technology and innovation Terzibasoglu (2016) and an important feature facilitating

city wealth and urban growth. On the other hand, UNWTO (2012) states urban tourism arouses foreign exchange through taxes and revenues, the provision of public services, generates employment, and encourages investment in infrastructure. Therefore, cities are focal points for economic activities and engines of economic growth this is because they generate opportunities for employments, jobs and incomes. On the other hand, Al-Saad (2017) found out that tourism in urban areas, carry the majority of the entire trips and the total overnight stays; composed of mainly the socio-economic benefits to such urban areas, as they are spaces of appeal for visitors. Various scholars stress on the augmented consciousness for culture and heritage to the involvement to an understanding and respectful people (Brooks, 2016; Terzioglu & Gokovali, 2016). According to Rusu (2011), tourist-generated income is an export to regions or destinations that welcome visitors on the other hand, visitors also contribute financially to the location by spending money there on goods and services. Therefore, the benefits received and their related "multiplier effects" depend on how the industry is administered in a particular location. The tourism economy can result to local citizens becoming over dependent on tourism while creating inflation because visitors manage to pay for items at premium rates than the residents. It can result in escalated land prices making it unreasonably exorbitant to the local residents (Anne, 2013). The study additionally highlights, that economic impacts may not necessarily lead to tourism-oriented investments; this could in turn lead to a surge in property and land prices, causing a battle for land ownership. Furthermore, it is, noted that a rise in the costs of housing, commodities, and services (primarily in tourist locations and eventually in urban areas) could have a detrimental effect on the citizens of the host countries (Uysal, 2015). Richard and Hall (2000) point out that although development of tourism brings new opportunities in employment, often such are seasonal and offer unskillful low paying jobs. Numerous of these employees will frequently leave traditional jobs and temporary leave behind their community and family to pursue formal employment. The industry frequently makes use of easily expendable semi-skilled or untrained employees, which is often short-term. Tourism industry is known to have seasonal employment rates, leading to discrepancies in the city economy, especially in urban areas where tourism is the primary source of income (Uysal, 2015). Additionally, since the tourism sector is highly fragile, long-term investments in urban tourism may cause financial losses due to unexpected events such as the economic crisis in

Athens, natural disasters like Hurricane Katrina in New Orleans, global terrorism like the 9/11 attack in New York, and armed conflicts like in Beirut. Further, the challenge of measuring economic impacts is partly due to the fragmented nature of tourism covering a wide range of industries and partly to the difficulty in identifying a clear output. This has been especially problematic for governments when examining their national economies and accounting for the benefits of tourism as the output of traditional industries cannot be easily, quantified and identified (Spurr, 2006). Furthermore, there has been criticism of how economic impact studies, have been conducted with exaggerated positive economic impacts (Baade, *et. al.,* 2008; Crompton & McKay, 1994; Jackson, *et .al.,* 2005; Nooij, *et. al.,* 2013).

2.5.2 Socio-Cultural Contributions of Urban tourism toward Sustainable Development

An urban area is a place where a multitude of individuals inhibits call home and owing to this urban tourism deals with two separate consumers; residents and tourists. On one hand, visitors are not only tourists, they similarly represent, friends and parents visiting the locals areas who are locals themselves (Irina & Andrei, 2010). Furthermore, the involvement of both private and public stakeholders, as well as local communities, in the development of Sustainable Urban Tourism, (SUT) is, known as financial support from tourism stakeholders (Muganda *et al.,* (2013). Therefore, the tourism stakeholders have the power to plan, market and promote, collect data, sponsor and construct infrastructure and economic growth for their destination, their participation is critical to the success of SUT (Aydin & Emeksiz, 2018). On the other hand, the competition inserts pressure on social economic and environmental resources (Soriya, 2016). For these reasons, there is a high interaction rate between the locals and tourists therefore creating social cultural impacts in a destination. According to Anne (2013) tourism influences, religion, traditional handicrafts, art, music, language and the mode of dressing by influencing a solid appeal for western practices and ideas. Therefore the industry has been found to be notorious for its ability to disturb, disrupt and destroy local communities, undermining social norms, degrading social structure and stripping communities of individuality (Nunkoo & Ramkissoon, 2012; Ramkissoon & Nunkoo, 2011). According to Alejandro *et al.,* (2018), negative challenges resulting from tourism have been predominantly recognized in Paris, Amsterdam, Berlin and Barcelona.

These cities respective plans' acknowledged problems not linked with social and environmental sustainability, such as the threat of terrorism, the marketing schemes related to the economic growth strategy and increasing competition from other destinations. On the other hand, in numerous urban areas of North America and Western Europe cultural products have been extensively, used to appeal tovisitors augmenting the image of such areas as an internal investment (Christian, 2002). In addition Rashed (2013) argued that the population increase, influenced by an increase in the number of visitors and locals, which has led to have resulted to a more disorganized situation in the condition of cultural sites in the past few decades. At the same time, urban renewal projects can also cause nervousness and panic among residents that cause of objections eventually leading to increase of urban social engagements (Uysal, 2015).

On the other hand, it is essential to provide constructive criticism; on the growth of tourism and the increase of tourists in residential areas, such as those facilitated by AirBnB, can have a substantial impact on the spatial quality and the quality of life of the residents, specifically in old city centers. These areas typically show the highest concentration of visitors (García-Palomares *et al.,* 2015). Research demonstrates that AirBnB can expand without restriction in historic city centers where regular hotels and hospitality businesses, are restricted by zoning regulations and laws from authorities (Zervas *et al.*, 2014). This growth of AirBnB can lead to overcrowding and the gentrification of tourism (Gutiérrez *et al.*, 2017). Some scholars debate the continual "festivalisation", "touristification" of urban space and the "heritagisation" of downtowns, which enable visitors to experience the "urban-ness" of a city as a complete experience (Stock, 2007). Views of "touristification and disneyization" (Bryman, 2004) of cities might challenge the simulated authenticity of urban environments and stimulate additional debates on appropriate capacities of tourism for cities (Vinello, 2017). (Opillard, 2017), the diminishment of housing supply due to increasing rents and real estate prices (Gurran and Phibbs, 2017; Peters, 2017) and the reduction of quality of life for local residents (Gravari-Barbas and Maria 2017) are documented results of urban tourism. Recently, reports and cases have been presented in which locals in cities like Barcelona, Salzburg or Venice are protesting against this massive influx of tourists in their cities such as (Kettle, 2017; Venezia,

2017; ORF, 2017; Rodriguez, 2017). One of their primary arguments is that increasing numbers of day-trippers cause an unsustainable rise in real estate prices, leading to gentrification and the displacement of citizens hence questioning, to whom does the city belong? If certain numerical thresholds are, exceeded tourism can easily become a nuisance

2.5.3 Environmental Contributions of Urban Tourism toward Sustainable Development

As conservation and protection will provide benefit to the local communities and other stakeholders depending on the urban resources (Rahmanand, 2016). Further more sustainable urban tourism is not only about safeguarding the environment but also primarily about fostering peace and harmony between people and with the planet. To accomplish this, it is necessary to maintain a sustainable resource base, preventing over-exploitation of both renewable and non-renewable resources in a way that the investment can serve as a suitable alternative (Tambovceva, 2016). This is because urban tourism sometimes makes enduring physical changes to the natural environment through getting rid of large amounts of land from prospective agricultural production, destruction of the natural environment and results in the elimination of individuals from their ancestral land and homes. It sometimes destroys nature with an increase of waste product, which in turn destroys water and air quality (Lee, John, 1988; Mathieson, 1982). The increase in private car ownership in urban areas has also contributed to atmospheric pollution and congestion (Al-Saad, 2017). In addition, as is the case with the majority of over-populated areas, pollution and traffic congestion are a major challenge in cities (Rashed, 2013). Andreea and Razvan (2015) assert that a noteworthy influence of the 21st century will be the third Industrial Revolution, which will drastically alter all areas of urban areas. The metropolitan and urban areas have developed massively over the years, creating an increasing worry for environmental sustainability (Chad, *et. al.,* 2009). European Union (2018) indicated that the key test for today's urban areas is to cope with the substantial dependency on ecosystems. In addition, these dependence influences the elimination of natural resources variety while putting more efforts to adapt and mitigate to climate modification, while placing a lot of emphasis on the quality of life and public health. According to Alejandro *et al.,* (2018), overcrowding in urban areas is also exemplified by increasing impacts.

2.6 Challenges Facing Urban Tourism Development

The metropolitan and urban areas have developed massively over the years, creating an increasing worry for environmental sustainability (Chad, Jinyang, & Smaldone, 2009). Despite the common belief that tourism has a large impact on cities such as Paris, London and New York, which are the world's most visited cities, research has shown that tourism revenue remains marginal and is relatively insignificant compared to other urban industries (Ashworth & Page, 2011). Therefore, the European Union (2018) indicated that the key test for today's urban areas is to cope with the substantial dependency on ecosystems. Furthermore these dependence influences in the elimination of natural resources variety while putting more efforts to adapt and mitigate to climate modification,while placing a lot of emphasis on the quality of life and public health. According to Alejandro, Jeremie and Raquel, (2018) overcrowding in urban areas is, exemplified by an increasing concentration of visitors and tourism services in explicit urban locales, such as iconic attractions or Commercial and historical city centers. In addition, the over-concentration on precise urban areas could lead to the reduction of retail for residents, the conversion of houses for tourism purposes, a rise on the cost of life, which limit the opportunities for living of the local residents. Furthermore, the demand for urban tourism has increased rapidly due to intrinsic tourism linked advantages such as large populations, generally better economies, better facilities, better services, and proximity to major airports (Soriya, 2016). Nowadays, cities must take a fundamental role in addressing environmental challenges through efficiency, investment, and innovation production hub centers (Andreea & Razvan, 2015). Therefore, there is need to manage urban tourism development, while accounting to ecological challenges and their international dimensions. Furthermore the study asserts that by 2030 this is predicted to balloon to nearly 5 billion people with a majority of this growth attributed to developing nations. Africa and Asia urban population is, anticipated to double between 2000 and 2030 thereby creating more problems within the cities (UNFPA, 2007). On the other hand, a challenge that faces urban tourism is the lack of managerial and entrepreneurial skills among people which would allow them to utilize tourism resources to boost their income is a frequent challenge in several developing countries such as Botswana (Mbaiwa *et al.,* 2017). Another challenge is that larger metropolises demand more resources

such as fuel, food and water, which in turn are attributable to a surge in refuse, waste, water and emissions production (European Union, 2018). Furthermore, additional regular set of challenge for small and medium enterprises growth relates to issues of finance and training for up-and-coming enterprises intourism (Christian, 2002). Maxim (2017), further argued that the global world environment is facing numerous challenges, such as the need for standardization and the struggle to keep their distinctiveness while maintaining an attractive appeal to visitors. Since 2011, many Arab countries have been through political and economic turmoil, which has heavily affected the tourism sector in their capital cities. As a result, the research identifies five major challenges to urban tourism in the case study: seasonality, pollution, congestion, instability, competition and funding (Al-Saad, 2017).

2.7 Opportunities in Development of Urban Tourism

Tourism is promoted as a solution to some of the issues resulting from the growing population in urban areas, such as limited economic opportunities, inequalities, congestion, social vices, sanitation challenges and poor governance (Boakye *et al*., 2013; UNDP, 2015). Therefore urban tourism is recognized internationally as a crucial industry that offers potentials for economic and job growth (Rogerson & Rogerson, 2014). Moreover, according to Anne, (2013), tourism is increasingly, being seen as a potential solution to some of the challenges faced by urban areas such as population pressure, limited economic opportunities, inequalities, congestion, social vices, sanitation issues and poor governance, due to their importance to sustainability and sustainable development. According to Al-Saad, (2017) urban tourism in Amman, is greatly enhanced by the diverse range of cultural heritage, sports, shopping, wellness, and leisure attractions available. On the other hand, urban tourism has experienced steady growth in recent years, emerging as an attractive alternative for individuals seeking unconventional and fulfilling experiences (Government of Kenya, 2020). Therefore, tourism statistics indicate that there has been a boost in urban tourism, as well as higher occupancy rates in urban areas in comparison to suburban and rural areas (Carlo & Ko, 2019). This has opened up a range of opportunities for businesses, entrepreneurs, and governments to develop and market urban tourism products. For example, there is an array of activities, attractions and experiences available for those looking to explore and discover the culture and history of major cities (Roxana, 2013). This includes

sightseeing tours, festivals and cultural experiences such as museum visits and theatre performances.

Additionally, urban tourism is also an excellent way to experience the vibrant nightlife of a city, with a range of music, dining and entertainment venues to explore (Roxana, 2013). Furthermore, cities are now offering a range of unique accommodation options, from budget-friendly hostels to luxurious boutique hotels Esfandiar, *et al.*, (2022). Moreover, urban tourism also provides the opportunity to explore the latest trends in arts, design and fashion, as well as giving visitors access to unique experiences such as street food tours, craft workshops and art galleries. With the increasing popularity of urban tourism, businesses and governments have the opportunity to develop innovative products and services that provide visitors with a unique and memorable experience. Therefore, urban tourism provides a great range of opportunities for businesses, entrepreneurs and governments to develop creative and innovative products and services that can be marketed worldwide (Guttentag, 2015). In addition, technology and open data have generated new possibilities for cities to develop and collaborate within and across their networks (Jari, 2019). Hence, the potential of digital technologies should not be overlooked however, it should not detract from the well-established collaborative planning processes and their ability to bring about environmental action.

2.8 Theoretical Framework

2.8.1 Theories of Urban Tourism

Theories of urban tourism provide a structure to understand the motivations and activities of tourists in cities and the impact of their presence on the urban environment. Urban tourism represents a major component of the tourism industry in many cities around the world. Theories of urban tourism provide a way for tourism planners and researchers to better, understand the motivations and activities of tourists in urban destinations, as well as the impact of their presence on the urban environment and the local population. By understanding the motivations and activities of tourists and their impact, planners can better understand how to optimize the benefits of tourism for the destination, both for the local population and for the larger tourism industry.

2.8.2 Social Exchange Theory and Urban Tourism

According to Dirksmeier and Helbrecht (2015) over the past ten years, researchers have discovered that a growing number of academics have concentrated on the use of social exchange theory to examine local attitudes and perceptions of urban tourism. By assessing the economic, social, cultural and environmental implications of a tourism project, stakeholders can determine whether to support it (Acha-Anyi, 2014). This study utilizes the social exchange theory to analyse the contribution of urban tourism toward sustainable development. As per the social exchange theory, stakeholders who recognize the exchange to be beneficial will be supportive of urban tourism, while those with a negative outlook may consider it to be damaging to the community's well-being. Therefore, the theory guides the first objective of the study, which intends to explore the contributions of urban tourism towards achieving Sustainable Development Goal (SDG) 11. One of the 17 Sustainable Development Goals identified by the United Nations is to make cities and human settlements inclusive, safe, resilient and sustainable. Vieira *et al.,* (2016) theorized the economic contribution of local community revenue being dependent on urban tourism activities. Thus, it was investigated how financial contributions from tourism attractions could initiate sustainability practices, as one of the destination determinants towards achieving sustainable development under the economic factor. It was, revealed that participants who believed the exchange would benefit their comfort were keen to promote the rise of urban tourism and had positive opinions toward tourism development. Stakeholders that found the interaction difficult did not support the growth of urban tourism. As a result, ensuring adequate financial resources from urban tourism adds to sustainable practices in urban attractions. Therefore, the likelihood of accomplishing sustainable development increases with the amount of money contributed by urban attractions to support sustainability practices in urban destinations.

According to the study's application of the social exchange theory, communities that live close to urban attractions typically benefit urban sustainability, particularly the transport sector and business owners. From socio-cultural perspective, the benefits include social equity, gender equality, women empowerment, good health and social wellbeing for all ages, improved understanding among tourists and residents,

promotion of intra and inter-generational equity as well as enhancement of stakeholders participation in decision making**.** With the aim of identifying socio-cultural contributions toward sustainable development, this study borrowed one socio-cultural aspect from the study of (Aydin & Emeksiz, 2018). It was, evaluated utilizing social and cultural impacts.

Environmental sustainability is more than just safeguarding the environment; it is also about people living in harmony with one another and in harmony with the world. In order to ensure that urban tourism is sustainable, a sustainable resource base, must be maintained and resources should not be over-exploited to the point where an investment is needed as a replacement (Tambovceva, 2016). According to the social exchange theory, a conserved environment by all stakeholders in urban areas is necessary for sustainable urban development and this includes protecting the landscape, flora and fauna, and old buildings (Vieira *et. al.,* 2016). Conversely, inadequate environmental planning in a destination can lead to environmental pollution, landscape degradation and wildlife loss.

The environmental impacts of urban tourism are reliant upon stakeholders' motivation to conserve resources, increase the value of local culture and tradition and protect these resources for the benefit of local communities and other stakeholders (Rahman & Jahan 2016). Such conservation efforts also raise awareness of the local residents to the environmental impact of urban tourism. The environmental contribution to sustainable development for this study was, measured through the level of responsibility of urban attractions with regard to preservation and conservation of ecosystems, prevention of illegal trade and exploitation of resources, pollution reduction and environment management (Niloufar, Nasrin, Sepideh, & Mohammad, 2022).

2.8.3 Stakeholders Theory

Richard Edward Freeman initially proposed stakeholder theory in 1984. According to Freeman *et. al*. (2004), destination management should focus on finding proactive strategies to improve the business sector's operations in relation to the environment. It is also emphasized that destination managers should be very clear about how they intend to manage their urban destination and the relationships they must form with

other tourism stakeholders in order to meet their goals. Moreover, Freeman et al. (2004) argued that destination managers must create, plan and implement plans that will benefit all the national tourism stakeholders. Stakeholder theory posits that collective expertise and capabilities of different stakeholders can be harnessed to improve and modify a system for the benefit of everyone involved (Svendsen & Laberge, 2005). In the context of tourism, stakeholders encompass tourism planners who have a comprehensive view of those involved in strategic planning, procedures and outcomes of a tourism destination (Çakar & İsmail, 2020). This theory was employed by Çakar and İsmail (2020) to assess the role of stakeholders in sustainable tourism destinations. In accordance with the stakeholder theory, the National Government has the most significant role in attaining sustainable development. They are considered to be the most influential group and have a significant role in maintaining heritage tourism and designing sustainable tourism. Local communities have the obligation to protect local culture and preserve it for future tourism use, while tourism businesses are responsible for restoring and reviving their heritage structures.

2.8.4 Sustainable Development Model

The first mention of Sustainable Development as an influential concept in international politics began in the late 1980s and early 1990s. It is widely believed that the 1987 United Nations World Commission on Environment and Development (WCED) report, commonly referred to as the Brundtland Report, was the start of this movement. The report includes a definition of Sustainable Development, which is still in use in today's development, which meets the needs of the present without compromising the ability of future generations to meet their own needs' (WCED., 1987). The concept of sustainable development has been derived from three main pillars: environmental, social and economic sustainability. Environmental sustainability is concerned with preserving the environment's quality in order to ensure economic activities and quality of life. Social sustainability works to ensure human equality, respect for religion, race and cultural diversity, as well as the protection of cultural identity. Lastly, economic sustainability is necessary to maintain the social, human and natural capital, which in turn is crucial to maintain the living standards and income (Tomislav, 2018).

The three-pillar model of sustainability, consisting of social, economic and environmental elements is represented by three intersecting circles with overall sustainability at the centre. This model has become widely used since it was identified by Purvis, Mao, and Robinson (2018).

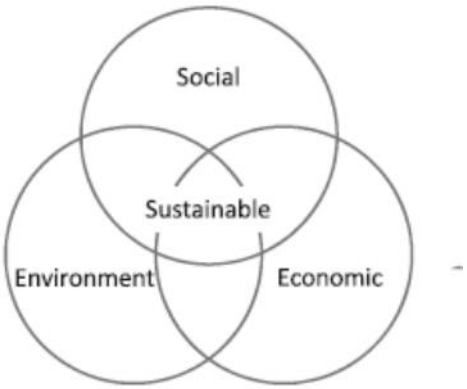


Figure 2. 2:The Three Basic Pillar of Sustainability
Source: (Purvis, Mao, & Robinson, 2018)

2.9 Challenges Facing Development of Urban Tourism

Given that, urban tourism is a growing industry in Nairobi City County, it comes with its own set of challenges that hinder its development. These challenges include inadequate infrastructure and transportation, poor waste management, pollution, human wildlife conflict, climate, change Global warming, urban development, increased urban population, global health pandemic, seasonality, lack of room for expansion, inadequate access to basic service and a lack of local resident involvement in decision-making. Poor infrastructure and transportation make it difficult for visitors to access attractions and move around the city, reducing the number of visitors and making it hard for businesses to thrive. Poor waste management results in environmental degradation, including air and water pollution, which can create health risks for visitors. Limited access to basic services like sanitation and healthcare can make it difficult for tourists to feel comfortable and secure in the city, discouraging them from returning. Lack of local residents involvement in decision-making, creates a disconnect between the tourism industry and the local residents, resulting in a lack of understanding of the needs and concerns of both sides.

Other challenges includes Nairobi's rapid population growth, increased congestion, overcrowding, ecological degradation and social unrest puts a strain on the city's resources and creates an environment that is not conducive to the growth of urban tourism. Additionally, the city's poor air quality and inadequate sanitation systems negatively affect the health and well-being of its inhabitants and the quality of the city's attractions. Furthermore, the city's crime rate is high at some parts of the city and can act as a deterrent to potential visitors. Therefore, it is critical to make sure that any increase in urban tourism is managed in a sustainable manner that takes into account both the requirements of the local people and the environment's carrying capacity.

2.10 Opportunities in Development of Urban Tourism

Over the past few years, urban tourism has seen a steady growth and is now a viable option for many people seeking a unique and rewarding experience (Government of Kenya, 2020). Statistics have shown that urban areas have higher occupancy rates in comparison to rural and suburban areas (Carlo & Ko, 2019). This has provided businesses, entrepreneurs and governments with a range of opportunities to create and promote urban tourism programs. For example, tourists visiting cities can now find a range of activities, attractions and experiences to explore and learn about the culture and history of the area (Roxana, 2013). These can include sightseeing tours, cultural activities such as museum visits or theatre performances, and even the vibrant nightlife of a city, with its range of music, dining and entertainment venues (Roxana, 2013).

The increasing popularity of urban tourism has also provided businesses, entrepreneurs and governments with a range of opportunities to develop creative and innovative products and services. From budget-friendly hostels to luxurious boutique hotels, cities are now offering a variety of unique accommodation options (Esfandiar *et al.*, 2022). In addition, urban tourism can provide visitors with the chance to explore the latest trends in arts, design and fashion, as well as giving them access to unique experiences such as street food tours, craft workshops, and art galleries. With the help of technology and open data, collaborative networks can be created within and across cities, enabling them to take advantage of the potential offered by digital

technologies. For instance, UN-Habitat's Global Public Space Programme is utilizing tools like Kobo Toolbox and the Mine craft video game to involve a broader audience, such as children and young adults, in urban planning and design processes for safe, inclusive and accessible public space. Despite the possibilities offered by digital technologies, traditional collaborative planning, should not be discounted and should still be seen as an effective way to achieve environmental action.

2.11 Sustainable development

According to UNWTO, sustainable development is an idea that works to maintain a balance between economic growth and environmental conservation in order to create a more equitable social and economic system. Therefore, it is a global issue, which requires collective action from all nations and individuals to achieve. As a result, there are numerous approaches to sustainable development, but one of great import is through urban tourism. If done effectively, urban tourism can be a sustainable development approach. Hence, there is a variety of aspects of urban tourism that can be sustainable such as; using public transit instead of private vehicles, employing green and sustainable architecture and materials, supporting cultural heritage and sustainable tourism activities as well as encourage use of locally grown ingredients and products to support local economies and reduce transportation emissions. As the, goal of sustainable urban tourism is to strike a balance between the needs of the tourists and the needs of the local residents. It is also about providing an experience that is both entertaining for the tourist and beneficial to the city. Furthermore, sustainable urban tourism is a reality that more and more cities are beginning to prioritize as there are numerous strategies to make urban tourism sustainable and it is an important component of long-term development. In light of the above, sustainability is a practical and valuable concept for the growth of tourism and the well-being of host communities (Chen, 2015). Nonetheless, achieving sustainable development is only possible with the active participation of host communities and all stakeholders. According to Eshliki and Kaboudi (2012), tourism development can yield better results when neighbouring communities and stakeholders are involved. This is because their perceptions and attitudes are crucial in informing decision-makers when designing sustainable tourism policies.

2.12 Gaps in Knowledge

Urban tourism is considered as an important element of tourism in Kenya which, little research has been conducted on this matter. It is, hoped that this research will be able to fill this gap in knowledge, which will be built upon the previous research on urban tourism while looking on sustainability of urban tourism from the economic, social cultural and environmental aspects. This thesis attempts to better understand whether the urban attractions despite the economic impacts in cities but on the other side whether the environment and social cultural will withstand the pressure exerted by the visitors as well as the local residents through practice of smart tourism which aims to avoid and reduce the impacts of tourism and tourist activities. This can only be, achieved by ensuring that every aspect of the industry is being more resource conscious. Moreover, the literature on determinants on role played by sustainable urban tourism in Africa is scanty whereas in Kenya the literature on role played by urban tourism toward sustainable development is scarce. Most of the literatures in sustainable tourism in Kenya have focused on rural and heritage tourism. This study therefore aims at filling the above gap by examining the role of played by urban tourism toward sustainable development.

2.13. Chapter Summary

The chapter examined in-depth theories, which are relevant to the study and also reviewed empirical studies on the role played by urban tourism toward sustainable development of the city. The chapter also explored literature review related to sustainable development, challenges as well as opportunities affiliated to urban tourism and a summary of literature and highlight of the research gaps were integrated.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter outlines the research design and methodology that was adapted by the study. It is subdivided into sections as follows:- study area, research design, target population, sample size, sampling technique, research design, research instruments, pre-testing, validity, reliability, data collection techniques, data analysis, logistical and ethical considerations.

3.2 Research Philosophy

Researchers in philosophy make claims about the nature of knowledge, how we acquire it, what values influence it, how to best articulate it and the methods for studying it (Creswell, 1994). Starting from the theoretical perspective therefore, an interpretivist approach is most suitable for the current research as it necessitates the researcher to interact with the participants in order to get, detailed, high-quality qualitative data. Such data can then be, interpreted to achieve the aim and objectives of the research, from a theoretical standpoint (Gray, 2004). Interpretivism or constructivism is based on a subjective ontology which states that reality is socially constructed, knowledge and reality is contingent on the interactions of social actors, not ready to be discovered (Moon & Blackman, 2017). The current study has incorporated the constructionists' notion that reality is a creation of humans, meaning there is not a single truth about reality (relativistic ontology) and reality is comprehended through a range of different interpretations (subjective epistemology). Moreover, constructionism has been, suggested to be among the favoured epistemological perspectives for case studies, alongside the positivist perspective (Cavaye, 1996). According to Miller and Brewe, (2003) within this belief system, people who create 'universal law' from their interaction with the world, they also perceive the meaning of things differently. Interpretivists choose to use qualitative techniques as they concentrate more on the significance of actions while exploring the connections between social events. Constructivists strive to carry out their research in a natural setting and so regard external validity as essential which is a third category, ‘critical realists’, forms a bridge between positivism and interpretivism. While they accept the positivist ontology of an independent reality

they maintain the interpretivist epistemological view that knowledge structures and meanings can be socially constructed.

3.3 Research Design

An exploratory research design utilizing a qualitative research approach was used in this study. Thistechnique is usually, employed when examining complex phenomena by looking at individual examples such as urban areas tourism destinations as it assists one to comprehend. Exploratory design is commonly, adopted to explore areas that require meagre attention or checks the possibility of research in a certain domain (Bairagi & Mousami, 2019). As a result, it contributes to a "better understanding of the whole story by focusing on a key part" for example Nairobi is the largest city and doubles up as the capital city of Kenya appealing to massive amounts of tourists both local and international. On the other hand, Nairobi has astonishingly, been deserted as a study focus with respect to sustainable development (Cristina, 2016). Further explanation for this preference is that, in the current post-industrial era, particularly within the tertiary sector, knowledge, is needed to supplement the numerical data. Additionally, qualitative methods are utilized to explore if urban tourism is sustainable in the pursuit of understanding its role as a sustainable development strategy, with literature and stakeholders providing insight.

Data collection was achieved using a qualitative inquiry as the focus of qualitative research is to generate meaning, purpose or reality from the opinions and experiences of participants (Merriam, 2009). Through open-ended questions, this type of research design produces data that is not quantifiable (Denzin & Lincoln, 2005). Furthermore, it enables the researcher to explore and understand the meaning that a person or group of people ascribe to a social or human problem in its own specific context (Creswell, 2014). The majority of qualitative research is inductive in nature and rests on the following basic assumptions: The variables in reality are complicated, intertwined and difficult to measure as primacy of subject matter and data collected will consist of an insider's viewpoint (Rovai, Baker, & Ponton, 2014). Although subjective in nature, the material provided is up to date because this research methodology supports diversity, culture and social justice. Under this strategy, interviews, observation and participation are the main data collection

techniques. According to Bostley (2019) good research design shields a researcher from frustration by binding the research work together through a plan that outlines how all the major parts of the research work together to address the research questions therefore, this study adopted qualitative research design. adopted An interpretive paradigm and qualitative study approach was utilized to carry out this research. The main purpose of this research was to achieve a thorough and profound comprehension of the local stakeholders' perceptions on the role of tourism towards sustainable development in Nairobi County a qualitative method is the most suitable and it aided in comprehending and interpreting the tourism phenomena in this study (Jennings, 2010).

3.4 Research Location

The selection of Nairobi as the study area was based on its potential for tourism development due to its abundance of diverse attractions such as wildlife, leisure activities, business, sports, adventure, shopping, nightlife, as well as population density. This was in order to clearly, examine the role of urban tourism in sustainable development, as this was the research intention of the study. In this study, the selection criteria included geographical condition, which enabled the selection of several attractions sites within Nairobi City County with similar social backgrounds and close proximity. This allowed for a regional perspective to be formed and also made the research more plausible given the time and budget limitations of a PhD.

3.4.1 The Profile of Nairobi City County

Nairobi City County is one of the 47 counties in the Republic of Kenya. It borders Kajiado to the South and Machakos to the East, Kiambu County to the North and West. Nairobi City County has a total area of 696.1 Km^2 and is found between longitudes 36^o 45^o East and latitudes 1^o 18^o South. Further, the county lies at an altitude of 1,798 metres above sea level (NCC, 2014).

3.4.2 Administrative and Political units in Nairobi City County

Nairobi City County is comprised of seventeen sub-counties and eighty-five wards. Table 3:1 summarizes the distribution of wards as per sub-county.

Table 3. 1: Administrative and Political units in Nairobi City County

S/No	Constituency	Area in SQ Km	No. of Wards
1.	WESTLANDS	72.40	5
2.	DAGORETTI NORTH	29.00	5
3.	DAGORETTI SOUTH	25.30	5
4.	LANG'ATA	196.80	5
5.	KIBRA	12.10	5
6.	KAMUKUNJI	8.80	5
7.	KASARANI	152.60	5
8.	ROYSAMBU	48.80	5
9.	RUARAKA	7.20	5
10.	MAKADARA	13.00	4
11.	MATHARE	3.00	6
12.	STAREHE	20.00	6
13.	EMBAKASI CENTRAL	14.30	5
14.	EMBAKASI NORTH	5.50	5
15.	EMBAKASI SOUTH	12.00	5
16	EMBAKASI EAST	64.70	5
17.	EMBAKASI WEST	9.35	4
	Total	**696.1**	**85**

Sources: KNBS 2019

3.4.3 The Population Size and Density of Nairobi City County

As per the 2019 statistics of the Kenya National Bureau of Statistics (KNBS), Nairobi, the capital city of Kenya, is centrally located and holds a population of approximately 4.4 million, which increases to over 6 million people during the day as a result, of incoming workers. Females dominates the population having 2,204376 in number, males are 2,192452. From table 3.2 the population in Nairobi keeps on raising in every succeeding census actually it is on an average of 3.8%.

Table 3. 2: Historical Population of Nairobi City County 1969 to 2019

Year	1969	1979	1989	1999	2009	2019
Population size	509,286	82,7775	1,324,570	2,143,254	3,138,369	4,397073

Sources: KNBS 2019

3.4.4 Overview of key attractions in Nairobi

Nairobi City County boasts a variety of attractions, featuring forests, parks, wildlife orphanages, green spaces, cultural heritage with the support of a well-distributed superstructure and infrastructure.

As the second foremost tourism destination in Kenya, Nairobi is a great representation of the country's urban tourism. Ranging from the National Museum of

Kenya home to a wide array of artefacts, the city also features ten more museums and forty cultural heritage sites, such as African Heritage, Pan African Gallery, African Heritage House, Bomas of Kenya, Karen Blixen, Kenya Nairobi Botanic Garden, Nairobi National Archive, Nairobi Railway Museum and Nairobi Snake Park. These museums draw in tourists, thus contributing to the nation's revenue (NCC, 2018). In addition, Nairobi City County is home to three gazetted forests namely Karura forest, Ngong Road forest and Nairobi Arboretum. Karura forest is the largest of the three with 1,041 hectares located in Nairobi City County. It contains 605 species of wildlife including three types of antelopes. 632 hectares contain plantations while indigenous trees cover 260 hectares. Then, Ngong Road forest which covers 538 hectares with 80 per cent being indigenous trees and 20 per cent exotic eucalyptus plantations as well as Nairobi Arboretum which is 30 hectares of wooded landscape, an oasis close to the heart of the City situated about 3Km from the City centre and adjacent to State House. It is one of the few remaining green spaces in Nairobi with shaded walkways, picnic lawns and jogging trails (Nairobi, County, 2014). Other open spaces for leisure and recreation in Nairobi include Hon. Michuki Memorial park, Uhuru Park, Jeevanje Gardens, Oloolua Nature Trail, Uhuru Gardens, Nairobi City Park and Bomb Blast Memorial Park. More attractions are also found in Nairobi city including business attractions, shopping malls, leisure and recreations parks, sport facilities therefore numerous activities and experiences would suit any visitors. It is, commonly referred to as the safari capital in a world, which is in tune with nature. The city offers a wide range of diverse attractions, including religious sites such as synagogues, mosques, temples and churches located throughout the city. Medical tourism encompasses our Nairobi Hospital, Kenyatta National Hospital and Aga Khan Hospital. On the other hand, Nairobi is house to diverse monuments, sites museums, plus magnificent hotels ranging from the luxury 5 star to the unrated hotels, to provide for all diverse visitors (Magical Kenya, 2014). These, attractions are not evenly distributed across the Nairobi instead, they are clustered in relatively small, distinct geographic areas.

3.5 Target Population

This study targeted all decision makers in tourism organizations located in urban destinations in Nairobi City County. A tourism organization, as defined by the UNWTO, is responsible for promoting sustainable tourism development. They are a

leading national organization in the tourism field, advocating for tourism as a catalyst for economic growth, inclusive development, and environmental sustainability. Additionally, they provide leadership and support to the sector and serve as a national forum for tourism policy and a source of practical knowledge. The survey respondents were individuals in charge of making decisions related to sustainable tourism within their organizations, which could include top management or owners-managers. These organizations consist of both private and public entities. For this study, the focal point of interest was the stakeholders in the tourism industry, i.e. all those entities that had a direct role in tourism development within the city. To achieve this, a representative sample of stakeholders in Nairobi City County was, interviewed to acquire a comprehensive and reliable overview of urban tourism in the county, in line with Boyce and Neale's (2006) recommendation for qualitative research.

Therefore, the target population consisted, 30 key local urban stakeholders, which included senior managers drawn from three main tourism stakeholders in Kenya. (a) public sector in Kenya including NCC, department of tourism and National government (Ministry of Tourism and Wildlife, TRI and TRA). (b) Primary attractions in Nairobi that were composed of the followings: Wildlife Based Tourism (Sheldrick Wildlife Trust, Nairobi Mamba Village, Nairobi National Park). Forest Tourism includes attractions such as Karura Forest, Ngong Forest and the Nairobi Arboretum. Cultural Heritage Tourism features destinations like the Nairobi National Museum, Bomas of Kenya and Kenya National Archives. For Leisure and Recreation: Hon. Michuki Memorial Park, Nairobi City Park, Uhuru Park and Uhuru Garden, along with NGOs that represent the local communities, such as Eco Tourism Kenya and KFF. Therefore, the following guidelines were considered when selecting the study population for local government and other public authorities, for example their role in urban sustainability and their access to resources which are involved in urban planning, land use and environment management. This ensured that different perspectives were, represented in this study. The selection of participants from non-governmental organizations, considered the organizations' involvement in the development of urban attractions. This was, considered beneficial in the selection of participants from organizations that were involved in the promotion of urban sustainability, such as those that are, focused on environmental protection, public

health and social justice. This one ensured that the study reflects the different perspectives of non-governmental organizations on the topic. Finally, when selecting participants from community-based organizations, the study considered their involvement in the development of urban attractions. Hence selected participants from organizations that are involved in the promotion of urban sustainability, such as those that are focused on community development, economic development and capacity building. This ensured that the study reflects the different perspectives of community-based organizations on the topic. Overall, the study ensured that the target population is representative of the different stakeholders involved in the development of urban tourism in Nairobi City County. Therefore, this has ensured that the study has a comprehensive understanding of the topic and provides meaningful results that, can be generalized to a larger population. The most appropriate way, in which the population was taken, they were divided into selected urban attractions of three main categories (Table 3.3).

Table 3. 3: Study Population

Category 1	**Category II**	**Tourism Administrators**
Type of Sector	**Areas of Administration**	
Government planners	National Government County Government of Nairobi	Tourism Regulatory Authority Tourism Research Institute Department of tourism
Public & Private urban attractions	**Urban attractions** **Wildlife based tourism** • Nairobi Mamba Village • Sheldrick Wildlife Trust • Nairobi National Park **Forest Tourism** • Karura Forest • Ngong Forest • Nairobi Arboretum **Cultural Heritage Tourism** • Nairobi National Museum • Bomas of Kenya • Kenya National Archives **Leisure and Recreation** • Nairobi City park • Uhuru Park • Uhuru Gardens • Hon. Michuki Memorial Park	

NGOs representing local communities	**Non-Governmental Organizations** • Eco-tourism Kenya • Fiends of Karura Community Forest Associations

3.6 Sampling Framework

By utilizing a sampling frame, it, guaranteed that each sample population has the same likelihood of being, selected for the research. Therefore, when conducting sample selection of stakeholders in urban tourism in Nairobi City County, it was important to consider different types of stakeholders and their roles in the tourism sector. The first step involved categorizing the stakeholders, such as government, public and private attractions, non-governmental organizations (NGOs), representing the local residents. Once the stakeholders were, categorized, the selection of the sample was based on their role in urban tourism in Nairobi. For example, the National Government and the County Government were included in the sample selection process since it has the main responsibility of policymaking and implementation. The urban attractions were also included in the sample selection process since it is the main provider of economic, social as well as environmental activities and supports the tourism industry. Non-governmental organizations were included in the sample selection process since they have been significant in the development of tourism in Nairobi City County. Finally, the community who were represented by the Non-governmental Organizations were not included in the sample selection. Once the sample selection process was completed, the next step was to analyze the data collected from the stakeholders in order to gain insights on the issues, roles, challenges and opportunities in urban tourism in Nairobi City County. These insights were, used to propose strategies and actions to support urban tourism development in Nairobi City County to enhance sustainable development goals. The reliability of inferences concerning a population, made from information obtained from a sample, relies on an accurate sampling frame. It, should also be kept in mind that if the selected sampling frame does not accurately reflect the population, the study's results will be dubious (Konstantina, 2018).

3.6.1 Sampling Techniques

The choice of sample design is based on the researcher's assessment of what will yield the most valuable data for the success of the study. For this study, a non-

probability sampling technique known as purposive sampling was utilized. This method, also referred to as judgmental sampling, involves selecting sampling units from the population segment that possess the most relevant information on the characteristic of interest (Guarte & Barrios, 2006; Verma, 2017). As stated by Etikan, Musa and Alkassim (2016) purposive sampling is a deliberate choice made by a researcher to target specific respondents for a specific purpose. This method was deemed suitable for the researchers as it allowed them to focus on individuals who were actively involved in development of tourism in Nairobi City County and were available during the data collection period in between August 2021 to August 2022. This included personnel such as head office officials, conservationists, environmental and sustainability managers, as well as tourism managers, who were all considered as potential respondents for the study.

3.6.2 Sample Size

There are no set rules in qualitative research when it comes to having a certain number of participants. Sample size depends on what you want to know, the purpose of the inquiry what is at stake, what will be useful, what will have credibility and what can be done with available time and resources (Patton, 2015). Further, it is not the goal of qualitative research to generalize thus, the sample size becomes less important than in quantitative research as the goal is to rigorously, ethically and thoroughly answer research questions to achieve a complex and multi perspectival understanding (Maxwell, 2013). Therefore, the samples used for qualitative research are much fewer than, those used in quantitative research (Mason, 2010). Hence, the qualitative researchers usually work with small samples of people, nested in their context and studied in-depth unlike quantitative researchers, who aim for larger numbers of context-stripped cases and seek statistical significance (Sharon, 2016). Moreover, qualitative study sample is much fewer since there is a point of diminishing return (Bryan, 2013). Although, it is worth to note that a small sample size may not fulfil the requirements of the study resulting into lower accuracy results or wrong findings. Nevertheless, at the same time, taking large sample size results in generalisation and lacks the actual precise findings (Bairigi & Munot, 2019). Data was, collected from three main groups of stakeholders: the government, those who are in charge of management of tourism industry in Nairobi, administrators of tourism in Nairobi County. The researcher interviewed, Parks officials, who

included conservation manager's park administrators and deputy directors, Conservators, foresters, archaeologists, Chief Executive Officer, Head of departments, human resources managers, archival officers, the NGOs representing the local communities within Nairobi County and other such officials formed part of the interview group. For this study, 24 participants were, identified and accepted as the minimal sample for this research as per table 3.3 below.

Table: 3. 4: Sample Size

Category	Tourism Administrators	No. of Participants
Government Planners		
	Tourism Research Institute	2
National Government	Tourism Regulatory Authority	1
County Government	Department of tourism	1
Urban attractions		
	Nairobi Mamba Village	1
Wildlife based tourism	Derrick Sheldrick Wildlife trust	2
	Nairobi National park	2
Forest Tourism	Ngong Forest	
	Karura Forest	2
Cultural Heritage Tourism	Nairobi National Museum	2
	Bomas of Kenya	2
Leisure and Recreation	Kenya National Archives	1
	Nairobi Arboretum	2
	Hon. Michuki Memorial Park	2
	Nairobi City park	2
	Eco-tourism Kenya	
NGOs	Friends of Karura Community Forest Association	2
Total		**24**

Based on the above evidence, 24 stakeholders were adequate respondents for this study selected from private as well as government organisations in Nairobi City County for participation in this study.

3.7. Instruments for Data Collection

Different types of data gathering in qualitative research methods were, employed as well as sources from different methods. Further, using a combination of methods to collect data serves as a means of 'perceptual triangulation, which allowed the weaknesses and bias in one method to be compensated for by strengths in another

and generate ‘further data that might shed light on things (Maria, 2020). The study used an ethnographic method of data collection to elicit first-hand information through interviews, observations and document review. Finally, integrating data from multiple sources, the research achieved greater credibility and trustworthiness through triangulation of the study. As discussed in these sub sections.

3.7.1 Interviews

Interviews in most cases are used as a collection approach for obtaining critical information required in the exploratory analysis (Bairagi & Mousami, 2019). In addition in the qualitative interview process, the interaction between the interviewer and the interviewee in the specific interview environment leads to the creation of knowledge (Kvale & Brinkmann, 2014). Based on the chosen epistemological perspective, the goal of the interviews was to understand the individual perspectives and interpretations of sustainability within the interviewees' life world. Therefore, 24 out of 30 urban administrators of the three main categories of planners and decision makers in tourism development were, interviewed. It took up in order to offer a wealth of knowledge concerning the contribution of urban tourism towards sustainable development within the Nairobi city, the level of partnership among the support networks in tourism, stakeholders’ perceptions of tourism, public as well as private attractions and sustainable development. In this respect, the open-ended interviews bridged the gap in case of insufficiency in the reviewof policy documents. The researcher interviewed the experts of the five key groups of decision makers: Parks officials, who included conservation manager’s park administrators and deputy directors, Senior Assistant Director, Conservators, foresters, archaeologists, Chief Executive Officer, Head of departments, Human resources managers, Archival Officers, the NGOs representing the local communities within Nairobi County and other such officials formed part of the interview group. All, interviews were captured on record to allow the interviewer to concentrate on asking questions and listening to the interviewee's responses, rather than having to take notes during the interview. However, some notes were, taken as a back-up in case of any unforeseen technical issues. Recording the interviews also provided the option of being able to listen to them multiple times and transcribe them in their entirety. The transcriptions of the interviews were thorough, including not only the spoken words but also any moments of silence, laughter and visual cues that could enhance the written record. Nonetheless, certain verbal filler words like

'ehm' were omitted in cases where they did not contribute to the overall meaning or coherence of the dialogue, as they did not add to the meaning or flow of the conversation.

At the same time this study adapted semi structured interviews, bearing in mind the characteristics of semi-structured interviews they are deemed, most appropriate in qualitative research (Sharon, 2016). The choice was, made to utilize semi-structured interviews and prepare interview guides beforehand to ensure that key subjects were, addressed. Nevertheless, this approach also permitted the interviewer to delve deeper into the conversation and ask probing follow-up questions as the interview progressed, making it a significant advantage of selecting this method (Easterby-Smith, Thorpe & Jackson, 2015). It provided a considerable amount of high quality data in a short time (Carey, 2013). While Sharon (2016) claimed that in semi-structured interviews the researcher uses the interview instrument to organize and guide the interview but can also include specific, tailored follow-up questions within and across interviews. In addition, the study further claimed that in this approach, the interview instrument includes the specific questions to be asked to all respondents, but the order of questions and the wording of specific questions and sub questions follow a unique and customized conversational path with each participant.

3.7.2 Observation

Researcher observation in real time is usually, used to validate information garnered from focus groups, interviews and questionnaires (Maxwell, 2013). Therefore, direct observation, was adopted in this study to enhance weaknesses for other methods. In which researchers observe people without actively participating or interacting with them (Yin 1998). For instance, semi structured interviews only allow a researcher to gain the data on what people say, not what people actually do in the real world setting and data on what actually and normally happens in the social setting being studied is collected (Maria, 2020). Therefore, this method was, acquired as the best and relevant information by letting the researchers immerse themselves in the research for an enhanced understanding of the sites in terms of the environmental, social and economic background and the geographical description of attractions. Proponents argue that being in real social settings and getting to know people who are going through their actual daily lives provide the most authentic and richest form of social research data possible (William, 2017). According to Malgorzata (2018),

the most significant benefit of observation method is the precise collection of behavioral data in real-life setting. The observations were, conducted either before or after conducting the interviews, which assisted in lowering the recall error (forgetfulness), refusal to participate and response bias. The researcher used observation where the researcher observed all features of the observable fact without specifying the details in advance. Observation was further, documented by the researcher through the act of simultaneously writing down field notes. Photographs taken by the observer during the observations added visual context to the field notes. On the other hand, observational research findings, when combined with other data collection methods, can serve to enhance validity because they were, considered triangulated data (Sharon, 2016). The study further argued that observation is interpretive and therefore inferential, field notes can reflect researcher biases and assumptions in ways that then become, codified as unbiased data (Malgorzata, 2018). From this study, to encompass a broad spectrum of visual depiction, it was crucial to employ a variety of observation techniques. This involved utilizing cameras, video recorders and taking field notes. Each method presented its own strengths and weaknesses and the decision of which method to use was influenced by the specific context and research inquiry. For instance, photograph was, found effective in capturing visual intricacies, while note taking were better suited for documenting behaviors or interaction. The followings were, observed walking and running were the most popular activities, followed by picnicking, bird watching and other recreational games. Visitor preferences varied between different areas, with Nairobi National Park being popular for wildlife viewing, Karura Forests for hiking and mountain biking, Hon Michuki Memorial Park and Nairobi City Park for relaxation and socializing. Benches and restrooms were generally available in all areas, while their conditions varied. Many areas had adequate signage and designated trails, majority had well- maintained vegetation providing shade and a pleasant ambiance but Nairobi City Park, was not well maintained while there were no shades for visitors. Therefore, some areas faced challenges such as overcrowding during peak hours, limited parking as well as inadequate maintenance of some facilities for example Nairobi City Park.

3.7.2.1 Photography

Numerous qualitative researchers have advocated the use of photographs to portray the insights gained via several disciplines, including cultural anthropology (Collier & Collier, 1986), visual sociology (Becker, 1995), visual ethnography (Pink, 2001), visual culture, visual critical theory (Fuery & Fuery, 2003). Therefore, photographs were, taken during the observation in the fieldwork to keep a visual record of the scenes that the researcher has seen and helps the reader to understand the atmosphere of the attractions within the city that go beyond what words can express. Therefore it was simply used to create a permanent record for what the researcher saw for themselves hence reality showed itself, the camera captured it hence this aided in observation method furthermore the field, photographs was taken to keep visual records of the scenes that the researcher deems of interest. Photography also helped the researcher in appreciating and understanding the feeling of the research sites that goes beyond what words can communicate. A digital camera was utilised to capture situation around the researcher's area.

3.7.2.2 Field Notes Taking

It is vital to remember that without taking notes through writing, they are mere memories, not data this is why the researcher considered observation and field notes as one method. For this study, descriptive observational field notes, were taken where it did not require the researcher to make inferences rather, the idea is that the researcher observed and simply described what has been observed as neutrally as possible. Therefore, notes taking were, undertaken at every stage of the data collection, while recoding was, done for the interviews with the consent of the interviewees. This assisted in transcription of the data to form themes and subthemes around the area of study. Sharon and Carl (2016) affirm that descriptive observational field notes do not require the researcher to make inferences rather the idea is that the researcher observed and simply describe what was observed as neutrally as possible.

3.7.3 Documentation

The research objectives and research question served the basis for what documents were, chosen as advised by (Flick, 2009). The particular documents relevant for this research ware the official documents issued by both County Government of Nairobi

as well as National Government of Kenya. Secondly, a review of documentation and archival records included the local spatial planning documents, Annual Reports, tourism-related conference, seminar reports and the policy documents and official reports from key government authorities and newspapers or articles regarding tourism activities in each of the case study sites.

3.8 Pretesting

Mugenda and Mugenda, (2003) explain, the purpose of pretesting is to ensure that the items in the instruments are, stated clearly and have the same meaning to the entire respondent. Pretesting of the instrument to check on the validity and reliability of the instrument was, used on each groupof participants. The purpose for pretesting was to ensure the respondents understood any clarification of the misunderstood terminology. The information gathered during the pretesting was, used to revise the research instruments while the pretested samples were, used on the study. (Ramenyi, 2011; Bogdan, DeVault, & Taylor, 2016), recommended the use of small samples of between four and eight participants as sufficient for pretesting of instruments. Hence, the study used four respondents for pretesting during the month of July 2021.

3.9 Test of Validity

Qualitative research demonstrates validity to participants' experiences rather than specific methods (Hammersley & Atkinson, 2007). Therefore validity consists of methods that attempt to attain a "higher level of accuracy and consensus by means of revisiting facts, feelings, experiences and values or beliefs collected and interpreted" (Sharon, 2016). According, to Kalu and Bwaiya, (2017) validity means the degree to which the data is in some sense a "true" indication of the actual world. However, this criterion does not appear to be suitable in appraising qualitative research. Instead of just bearing in mind the external or internal validity and objectivity, which is frequently adopted in quantitative research, a qualitative study should consider additional subjects of theoretical generalisation procedural reliability and contextual validity (Flick, 2009). Sharon (2016) further argued that the diverse lenses that form the valid work of qualitative researchers including the lens of the research, participants of the researcher and of other individuals external to the study which is demonstrated through expert opinions and pretesting of the measurement scales (Kothari,2004). Member checking according Creswell, (2009) were, used to ensure the validity of the data obtained from the participants. Therefore, the researcher

sought the views and insights from high level of representatives from Nairobi City County Tourism Administrators, Authorities and related stakeholders to exchange experiences and expertise and set a shared vision on role of urban tourism toward sustainable development within Nairobi City County. In reverence of, this study gathered some ssources of evidence, to include from; semi-structured interviews of key stakeholders in different sectors, conducting document reviews, and other sources as well as direct observation. The final visit was in the month September 2022 the main purpose of this short final visit was to secure feedback of the interpretations and clarification issues, which had emerged when analysing the previously collected data. This helped in improving the validity of the findings and the credibility of the research outcomes. The researcher discussed the result in relation to the elements and variables that influence the outcome of the study.

3.10 Test of Reliability

Reliability pertains to the level of consistency assigned to the same classification of different observers or by the same observers on a different occasion (Veal, 2006). Reliability was, evaluated through adopting suitable research procedures and methods (Ryan *et al.,* 2002). This evidently identifies the association of the research questions and data collection methods, the approach of data collection and the process of analysis in order to improve the reliability of the study. The use of panellists, supervisors and peer researchers also influenced the procedural reliability of this research.

3.11 Data Collection Process

The process of data collections were, carried out for a period of 12 months from July 2021 to July 2022. The principal researchers together with one (1) research assistant were involved in carrying out the data collection exercise. The respondents were, interviewed individually, using semi-structured interviews. Therefore, places as well as time for the interview were, chosen by the participants. All respondents decided to meet at their offices. Respondents were, sent the invitation letters through emails through which the researcher briefly explained the objectives of the study, sought consent and provided interview question to ensure that they are well prepared before the interviews. The researcher and those who accepted the invitation then arranged a convenient time and place to carry out the interview. To enhance confidentiality, all

the participants' names have been, coded and all the data were, secured. The interviews were, recorded by the researcher and transcribed later.

3.12 Logical and Ethical Considerations

Researcher logistics denote the activities or processes that a researcher ought to deal with in- order to ensure a successful completion of the research (Mugenda & Mugenda, 2008). While carrying out the qualitative research, ethical considerations are very important, as there were interaction between the researcher and the participants. The study was, conducted strictly based on ethical practice that was, addressed in research ethics scrutiny starting with a research approval of research proposal from Murang'a University, Graduate School (Appendix 7). Further, Research License from Research Authorization was, obtained from the National Commission for Science, Technology and Innovation (NACOSTI), **(**Appendix 8). To obtain informed consent a research information sheet was included outlining the purpose of the study while informing the respondents of their participation rights (Appendix 1). The letter of introduction explained the purpose of the study and informed participants that they could withdraw at any time during the interview process. The researcher also explained that participants were not required to answer any question that made them uncomfortable. Anonymity and confidentiality are important in protecting participants from stigma or other forms of potential harm (John & Sons, 2019). In this regard, the participants were, informed about the anonymity and confidentiality of their information and the way their information, would be secured and used in the study. Interviewees who did not want to participate in this research were, allowed to withdraw at any time. The interview guide transcripts and recordings, were then kept under lock and key awaiting data analysis.

3.13 Data Analysis

The process of data analysis commenced with an examination of the raw data to derive insights relevant to the research questions, ensuring that the data provided an inclusive understanding of the analysis. Followed, by ensuring that data set included every piece of information about all participant or subject with the exception of identifying information. Of import to note is that in qualitative analysis, the stages between data collection and data analysis do overlap to some degree, rather than separate from one another hence they take place concurrently (Yin, 2018). Six

phases of the thematic data analysis process were used Clerk and Bruce (2013) become familiar with the data, generation of initial codes, searching for themes, reviewing themes then defining and naming themes and producing the final results and discussions (Appendix 9). As recommended by other researchers, a second reading of the data and new reflections may lead the researcher to discover new dimensions, which may generate new categories or revise existing ones (Berelson, 1971). The rationale for employing thematic analysis is that it is flexible and accessible and can contribute to the generation of interpretively rich data (Braun & Clarke, 2006). As thematic analysis, is not attached to any particular theoretical or epistemological approach, it provides an accessible and flexible technique for qualitative data analysis and therefore, it can be used across diversified theoretical frameworks.

3.14 Chapter Summary

This chapter focused on Research Methodology, detailing the processes involved in data collection and analysis. Key topics included the research philosophy, research design, the study area, the target population, sample size, the sampling techniques used, data collection instruments, the pretesting of research tools and the analysis of data. Additionally, the chapter addressed the logistical and ethical considerations necessary for ensuring the study's success.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

The purpose of this chapter is to present the findings and discussions of the study to achieve the objective of the study, which included the followings: - to determine the contributions of urban tourism to sustainable development within Nairobi City County. To evaluate the obstacles that hinder urban tourism in Nairobi City County from achieving economic, social, cultural and environmental sustainability as well as to identify and investigate urban tourism development opportunities that have the potential to contribute to sustainable development in Nairobi City County. Therefore, the findings are presented based on the sustainable development model used in this study in addition, it compares and contrasts the current findings with what were found out in previous related studies. The study focuses on demographic information of the respondents, presentation, interpretation and discussion of the findings. This is important as well as vital for the study as it helps the researcher to find answers to the research questions and enable the researcher to make evaluations and conclusions deduced from the responses.

Therefore, the purpose of carrying out this study on the role of urban tourism toward sustainable development in Nairobi County was to gain a better understanding of the relationship between tourism and sustainable development in the city. The objective of this study explored contribution of urban tourism basically the economic, social as well as the environmental toward sustainable development, challenges affecting urban tourism while also the study looked at the opportunities that can be exploited to ensure urban tourism in Nairobi City County contributes positively toward sustainable development. This chapter focuses on the perceptions of sustainability issues because of consequence of developing urban tourism within the city. The study examined how urban tourism has contributed toward sustainable development of Nairobi City County and identified potential strategies to address the challenges faced by the city tourism. Hence, findings of this study will provide valuable insights for policymakers, urban planners and other stakeholders involved in the development and management of urban tourism in Nairobi County. It will also serve

as a reference for other cities in Kenya facing similar challenges in leveraging tourism for sustainable development.

4.2 Response Rate

The study focused on key tourism stakeholders in Nairobi City County those who were mainly involved in management, development, planning, research as well as marketing of urban tourism in Nairobi City County. Twenty-four stakeholders were interviewed four stakeholders were pretested and two were not interviewed since the interview reached the saturation stage. The response rate indicated that 80% of the respondents took part in the study (Figure 4.1).

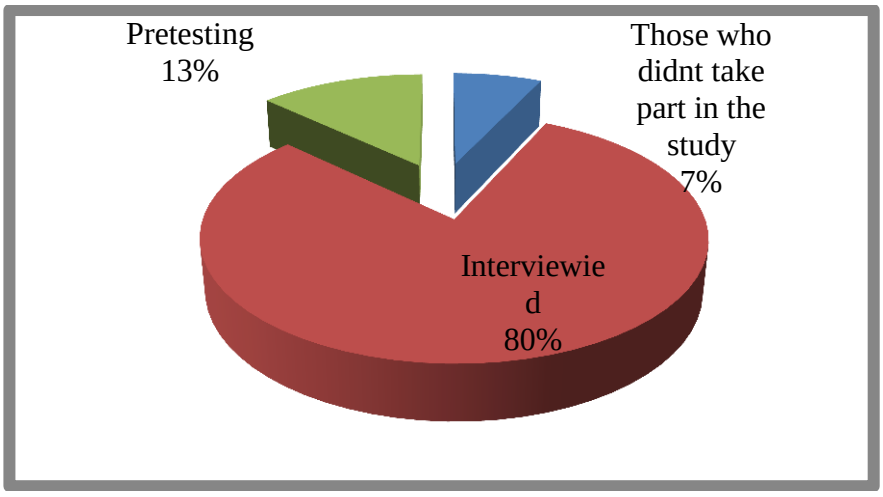


Figure 4. 1: Response Rate

4.3 Relationships and Study Variables

The relationship for this set of data was, intended to describe demographic variables of the sample and to assess any influence on the research findings. The demographic data consisted the age, gender education level and experience in tourism industry as well as monthly income of the respondents.

4.3.1 Age of the Respondents

At the same time the study revealed that majority of respondents were between 41 to 50 years old which represented 46% followed by those with 31 to 40 years (33%,) over 50 years represented 13% while between 20 to 30 represented (8%). These variables tried to measure the intergenerational equity of respondents in urban tourism while the study indicated that there was equity in age distribution in the industry and in particular in Nairobi City County (Table 4.1).

Table: 4. 1: Demographic Information

Demographic Information			
		Respondents(N=	Response Rate (%)
Age	under 20	0	0
	21 to 30	2	8
	31 to 40	8	33
	41 to 50	11	46
	over 50	3	13

4.3.2 Education Level of Respondents

The level of education in any society is very significant in influencing sustainability of urban tourism therefore this study revealed that 50% of the respondents had attained first degree while 42% had master's degree while 8% were doctorate holders therefore this signified that the, industry is managed by professionals (Table 4.2).

Table: 4. 2: Level of Education

		Respondents(N=	Response Rate (%)
Level of Education	Diploma	0	0
	Undergraduate	13	54
	Masters Degree	9	38
	Dphil	2	8

4.3.3 Gender

According to UNWTO, tourism has a pivotal role to play in achieving the objectives at the heart of the 2030 Agenda for sustainable development in particular the commitment to gender equality and empowerment of women. While the study depicts the distribution of respondents by gender, it also confirms the strength of urban tourism in Nairobi toward sustainable development. The study revealed that tourism offers women more opportunities as majority (54%) of respondents were female and the remaining 46% were male. This shows that urban tourism in Nairobi has the potential to foster gender equity and women empowerment in line with sustainable development goals 5. Therefore, this has positive implications on sustainability of urban tourism within the city (Table 4.3).

Table: 4. 3: Gender

		Respondents(N=	Response Rate (%)
Gender	Male	11	46
	Female	13	54

4.3.4 Years worked in Tourism Industry

The findings from this study revealed that 4% of respondents had worked for less than five years, 29% had worked in the industry between five and nine years, 33% had worked in the industry between 10 and 15 years. On the other hand, 17% had

worked for 21 to 25 years, 17% had been in the industry for more than 25 years, while 17% had worked for over 30 years in the industry. Hence, the study revealed justification in intergenerational equity (Table 4.4).

Table: 4. 4: Years Worked in the Tourism Industry

		Respondents(N=	Response Rate (%)
Years worked in tourism Industry	<5	1	4
	5 to 9	7	29
	10 to 15	8	33
	16 to 20	0	0
	21 to 25	4	17
	over 30	4	17

4.3.5: Monthly Income

From the finding of this study, Nairobi City County is a major tourist destination while the city's attractions include the Nairobi National Park, the Nairobi Safari Walk, the Giraffe Centre, the Bomas of Kenya and the Nairobi Railway Museum. Other attractions include the David Sheldrick Wildlife Trust, the Nairobi National Museum, the Nairobi Snake Park, and the Kazuri Beads Factory. Moreover, Nairobi is also home, to several golf courses, including the Muthaiga Golf Club, the Royal Nairobi Golf Club and the Ngong Racecourse. Therefore, when it comes to income the respondents do earn a proportionate amount from urban tourism, as there, is no respondent who earns below a dollar per day. The study revealed that 8% of the respondents earn Ksh 50,001-60,000 per month, while 21% earn between Ksh. 70,001-80,000, at the same time 8% earn Ksh. 80,000-90,000s, while 25% earn between Ksh. 90,01-100,000 dollars, 4% also earn Ksh. 100,01-110,000, while 13% earn Ksh. 110,01-120,000, 1% earn Ksh. 120,01-130,000 followed by 17% who earn Ksh. 150,000+. Therefore, the study indicates that urban tourism in Nairobi provides income and therefore contributes positively towards poverty eradication (Table 4.5).

Table 4. 5: Monthly Income in Ksh

		Respondents(N=	Response Rate (%)
Monthly Income in Ksh	30,000-40,000	0	0
	40,001-50,000	0	0
	50,001-60,000	2	8
	60,001-70,000	0	0
	70,001-80,000	5	21
	80,001-90,000	2	8
	90,001-100,000	5	25
	100,001-110,000	1	4
	110,001-120,000	3	13
	120,001-130,000	2	8
	130,001-140,000	0	0
	140,001-150,000	0	0
	150,000+	4	17

4.4 Urban Tourism toward Sustainable Development

As part of the study, it was in order to examine, if the respondents do understand the concept of urban tourism as per definition by UNWTO. According to UNWTO, urban tourism is the type of tourism, which takes place in urban spaces with its inherent attributes characterized by non-agricultural based economy. Such as administration, manufacturing, trade and services and by being noble points of transport that offers a broad and heterogeneous range of cultural, architectural, technological social and natural experiences and products for leisure and business. Therefore, the respondents were, asked to define the term urban tourism in their own words. Hence, 86% of the respondents defined the term urban tourism as type of tourism in which visitors travel to urban areas for leisure and recreation purposes as it was outlined by one of the respondents from tourism research institute.

> "*Urban tourism is type of tourism that takes place within urban settings like city. It Could, be visiting recreation places, cultural places or entertainment. It is any kind of tourism which takes place within urban settings like city or a town. (Inter 4. 1.0)".*

4.5 Contribution of Urban Tourism in Nairobi City County in Promoting Sustainable Development

According to United Nations' 2030, Sustainable Development Goal (SDG) 11 is mainly, aimed at making cities and human settlements inclusive, safe, resilient and sustainable explicitly lobby for sustainable urban set up. The target indicators for SDG 11 are to ensure access for all adequate, safe and affordable housing and basic fundamental needs for human beings. Furthermore, these indicators include improving urban living standards, providing access to safe, affordable, accessible

and sustainable transportation networks for all, as well as strengthening inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management. Therefore, these are all necessary to achieve the goal of sustainable development. As a result, increase efforts to protect and safeguard the world's cultural and natural heritage while significantly reducing disasters, with a focus on protecting local residents through the provision of universal access to safe, inclusive and accessible green and public spaces, while ensuring positive economic, social and environmental benefits. In light of the above SDG indicators, this section presents the findings and discussions toward attaining sustainable development through tourism in Nairobi City County. Therefore, from findings of this study the contributions of urban tourism on the environment, economy, society and culture, are understood as being both positive and negative. Hence six broad themes are identifiable: Positive and negative economic contributions, positive socio-cultural contribution, as well as positive and negative environmental contributions, as shown in Figure 4.2, which are explained in detail in the subsequent sub-sections.

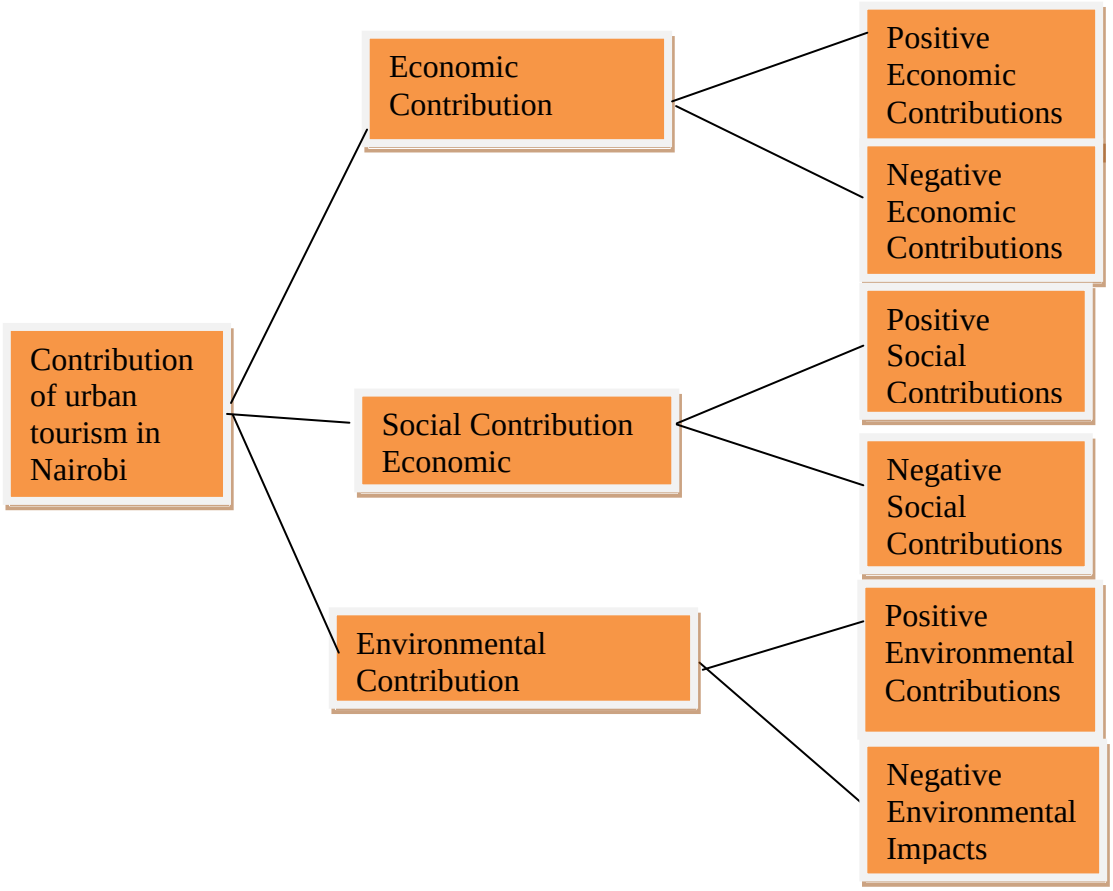


Figure 4. 2: The Contributions of urban tourism in Nairobi City County

4.5.1 Economic Contributions of Urban Tourism in Nairobi City County in Promoting Sustainable Development

From the finding of this study, the economic contribution of urban tourism in Nairobi cannot be underestimated as it directly and indirectly contribute to Kenyan economic development and growth by generating both local and foreign revenues while attracting investments, especially in hotel industries, in addition it contributes towards infrastructure and superstructure development. According to the study, tourism in Nairobi City County supports fulltime jobs as well as part time jobs in tourism as well as in other industries. This includes, the transport sector, entertainment, agriculture, commercial accommodation sectors, as well as in restaurants, bars, heritage, leisure and recreations attractions.

4.5.1.1 Positive Economic Contribution of Urban Tourism in Nairobi City County in Promoting Sustainable Development

The findings of this study has reviewed that tourism has existed for a many years in Nairobi City County, hence, the respondents acknowledged that it has brought, positive economic contributions to the local residents as well as enhancement of development of sustainable development. This was, achieved through establishment of stable jobs from the tourism industry as one of the respondents expressed it. Furthermore, the study also reviewed that from economic context urban tourism facilitate trade, transport which generates economic growth, maintains jobs, improves welfare standards and alleviates poverty as well as increasing revenue in Nairobi County as per table (table 4.6).

Table: 4. 6: Positive Economic Contributions of Urban Tourism in Nairobi City County in Promoting Sustainable Development

Positive Economic Contribution of urban tourism	***Respondents(N=24)***	**Response Rate (%)**
Source of Employment	19	79
Increases Local Investments	12	50
Stimulation for Further Employment	13	54
Source of Revenue to the Government	12	50
Source of foreign Investment	1	4
Support Local Residents	15	63
Economic Multiplier Effect	15	63
Encourage Local Investment in Infrastructure	13	54
Increase Market for Local Produce	8	33

4.5.1.1.1 Source of Employment

From the findings of this study, urban tourism is a large and rapidly growing economic sector in Nairobi, as 79% of respondents acknowledged that it increases employment opportunities in the city, though it was difficult to quantify the exact number quantitatively due to the structure and nature of the tourism industry. Direct employment includes those working at city attractions for example Karura Forest, Ngong Forest and Nairobi National Park, Nairobi Mini Orphanage, Nairobi Safari Walk, Bomas of Kenya, travel companies, accommodation and catering services. Indirect employment is created in sectors, which supply inputs to the tourism industry. In Addition urban tourism in Nairobi has also created more stable jobs than rural tourism, as more personnel's are needed to protect tourists at tourist attraction sites, maintain green areas and manage tourism businesses such as shopping malls, conference halls and hotels. Therefore, the direct effect of tourism on employment is even more as it was stated by one of the respondents:

> *"Urban tourism, as services industry, is one of the top four export earners particularly in Nairobi, currently it provide majority of jobs within the city*." *Inter 18 3.1.*

Another respondent also added

> *"A part from earning foreign exchange it is also offering employment it has also have multiplier effect in tourism. We are not only offering the direct benefit but also we have the hotels which are benefiting from urban attractions, the people who sell grocery the hotels are also benefiting the tour van drivers, the cooks, the staff working in hotels from management to the support staff benefit in this industry is supporting a lot in terms of employment. Like here and in Kenya Wildlife Service in general and specifically in Nairobi National Park, we have the management, the park managers, those who are taking care of the attractions these are the security personnel's they are the ones taking care of the wildlife. We are supporting who are doing tour guiding as a community as tour operators we are supporting them we are allowing them to be in the compound to bring visitors. We have other staff we are doing support services and finance people, procurement people, mechanics so this industry employs a very wide range of people looking at it widely. Simply because, when tourists come they usually use transport so there is a driver, a mechanic, there, is somebody who is organizing for these logistic. There is a flight manager so there is someone who is managing the wildlife ensuring that the park is maintained the way it is so there is the wildlife manager and there is a tour*

guide who will interpret to tourists, there are hotels here there are people who are cooking in these hotels so the industry brings a lot". Inter 24. 1.1.2.

In addition, from the finding of this study urban tourism in Nairobi County is associated with provision of socio-economic benefits to all stakeholders that is fairly, distributed including stable employment and income-earning opportunities as well as social services to host communities while contributing to poverty alleviation. Urban tourism in Nairobi also acted as source of livelihood as staff working in these attractions gets income, which assist them and their families with necessities. Urban tourism in Nairobi also assist in reducing unemployment in the city, which also leads to subsequent reduction of incidences of crimes as most young people from the slums are employed to work in some attractions like Karura forest, Nairobi Nation Park as well as Nairobi City park on casual basis. Of important to note is that the study conform with study carried out by Esfandiar, *et al*, (2022) which declares that in any case, because of the definite problems due to the relative error in the statistics of tourism, it is difficult to determine the economic effects of this industry precisely. Also the finding of economic impacts are similar to what has been found by Hrubcova *et al*. (2016) as tourism acts as one of the most promising sources of economic growth and employment and for reducing poverty which is a pivotal goal of the 2030 Agenda for Sustainable Development.

4.5.1.1.2 Increase Local Investment

The research finding of this study shows that the surge in tourism investment in the city has had a major effect on its economy. Half of the respondents believed that the rise in investment was beneficial to the city's economy, resulting in the addition of new jobs and businesses and the growth of the economy. This increased investment has also made the city more cosmopolitan, providing a wealth of restaurants, bars and shops with a range of different tastes and experiences. These investments have helped to propel the city's economic and cultural development, transforming it into a lively and diverse hub of activity. As a result, this has made the city a desirable place to live, work and visit, as many people are attracted to its unique culture and atmosphere. Therefore, this study demonstrates the positive influence that investing in tourism can have on the city's economy and highlights the importance of investing in the local area in order to promote economic growth and development. This survey further revealed that urban tourism in Nairobi is prompting an increase in

investments into tourist attractions, in turn creating employment opportunities in the construction, manufacturing, transport, entertainment, and other sectors. One of the respondents affirmed this.

> *"Urban tourism in Nairobi has an impact on economy as one of the largest and fastest growing economic sector, as it fosters economic growth and development at all levels it provide income through job creation i.e. in hotels, travel and tourism industry. If you look at Nairobi city we have the best rated hotels within hence tourism boost even the rural economy as suppliers of foodstuffs to these hotels while at the same hotels have some connections as they need their visitors to be transported from hotels to places of visitations hence need the tour operators as well as the tour guides*". *Inter 18 3.1.1.*

Furthermore, with the development of urban tourism in Nairobi County, it has provided women with an opportunity to make extra income while still being homemakers. In addition, there are also varieties of jobs in tourism in Nairobi particularly for the old women who are, employed in different areas ranging from Air B&Bs, catering for pre-booked tourists, selling handicrafts, particularly in the indigenous communities like the Maasai communities who lives adjacent to the Nairobi National Park. In addition, there was a mixed reaction from one of the respondent as it was, affirmed that urban tourism does not bring a lot of wealth for the local residents living next to Nairobi National Park unlike those who live near conservancies but it certainly improves their financial situation.

4.5.1.1.3 Stimulation of Further Employment

From the findings of this study, 54% of respondents revealed that in recent years, there has been a growing trend of urban tourism in Nairobi, which has had a positive impact on employment in Nairobi City County. This is because as more and more tourists visit Nairobi for leisure tourism, sport tourism, health tourism, MICE tourism and business purposes it has been creating greater demand for goods and services, which in turn creates more jobs in the Nairobi. In addition, the influx of tourists not only brings in much-needed foreign currency, but also boosts the economy and creates more employment opportunities. On the other hand, the study highlights an important indication about urban tourism within Nairobi City County as it also involves stimulation of further employment due to additional employment because of re-spending from the income that is, obtained from tourism industry in Nairobi County. This involves places such as supermarkets, greengrocers, jewellers,

souvenir shops, etc., hence, it stimulate employment within Nairobi City County as one of the respondents from Derrick Shedrick affirmed it.

> *"Urban tourism has some benefit as many people for example the tour operators are benefiting plus their families curio shop traders are also benefiting as well as their families. The people working at attraction sites, the hoteliers, the tax drivers the support staff in transport sector tour guides even the suppliers in hotel industry they do benefit indirectly. In fact they benefit differently may be when they sell foodstuff to hotels they also benefit. It has also some benefit to the rural people the farmers". Inter 9. 2.1*.0.

Another respondent from ministry of tourism also reciprocated

> *"....Very much you find that food grown in rural areas is consumed in urban areas where you find a lot of people and the rate of spending is very high that is the reason you find that the impact of tourism is higher in urban area than in rural areas as it benefit the two settings. You find high spenders in urban areas which contributes sustainable economy development" Inter 2. 1.1.*

Therefore, from the findings of this study the benefits of urban tourism in Nairobi City County are not just limited to employment it has also helped in improving the infrastructure, superstructure and other facilities in the city, as well as the overall image of Nairobi City County, which attracts even more tourists and investment. Furthermore, in recent years, Nairobi has seen a significant increase in the number of hotels, restaurants as well as other businesses catering to tourists and this is likely to continue in the future as the city continues to grow in popularity as a tourist destination. Concerning tourism as stimulator of further employment, findings of the study echo what finding of UNWTO, (2012) as the tourism is one of the main pillars and economic drivers of many countries. It plays an important role in terms of employment, income and maintenance of urban infrastructure and public services.

4.5.1.1.4 Source of Revenue to the Government

From the analysis of this study, 50% of respondents outlined, that in recent years, Nairobi City County has been working hard to improve its urban tourism offerings in order to generate more revenue for the government. One of the main ways it has done this is by investing in infrastructure and attractions that appeal to both domestic and international tourists. These include rebranding of parks and constructing pedestrian-friendly walkways, green spaces and creating cultural and entertainment

venues. As a result, of these efforts Nairobi tourism industry is now thriving, with tourist spending billions of shillings in the city each year.

From the findings of this study, even though the available statistical base is fragmentary and does not allow precise evaluation of the exact size of domestic tourists in comparison to international tourists, table 4.7 urban tourism between 2017 to 2021 exhibited a significant increase and improvement in the number of visitation. Hence based on the statistics it indicates that Nairobi National Park, Nairobi Safari Walk and Nairobi Mini Orphanage received 3,085,000.00 visitors who brought revenues to the government as it was stated by one of the respondents.

> *"We all know that tourism is a key income earner in the Kenya giving over 10% to 15% GDP being second from agriculture. Nevertheless, I think in future we are going to overtake agriculture given that Kenya as a destination has become very popular and the development has led to pull factors which are availability of wildlife as the key factors plus facilities. The infrastructure development is really picking in Kenya as a country and mostly in Nairobi City County" Inter 24. 1.1.*

Table 4. 7: Number of Visitors to Nairobi National Parks,/Safari Walk & Nairobi Mini Orphanage 2017-2021 '000'

Attractions	2017	2018	2019	2020	2021*
Nairobi National Park	154.5	196.7	208.2	203.6	205.9
Nairobi Safari Walk	165.9	158.7	123.3	75.9	110.0
Nairobi Mini Orphanage	367.7	414.8	385.0	120.5	194.3

Source: Kenya Wildlife Service's (2022)
* Provisional

Therefore, from the findings of this study, it is noteworthy that urban tourism has seen an increase in visitors since 2017 with a particular raise in 2020 and 2021 this is despite the fact that there were travel restrictions due to COVID-19 pandemic. This was an indicator that the government was receiving revenue while some sectors were, totally crossed down during corona period. The study conform with Esfandiar *et al* (2022) which found out that because tourism companies, like other local businesses, pay taxes to the government, so with the development of tourism, tax revenue also increases for example getting fee for using public facilities (toilets, parking lots) increases the total revenue from tourism. Therefore, the tourists' spending provides a much-needed boost to the local economy and creates jobs for residents. In addition, the taxes and fees paid by tourism businesses in Nairobi help to fund vital public services such as healthcare and education. With its rich history,

diverse culture and abundance of natural beauty, Nairobi City County, is well positioned to continue growing its tourism sector in the years to come. By investing in quality urban tourism experiences, the government is ensuring that the city remains a vibrant and prosperous place for both residents and visitors alike.

4.5.1.1. 5 Source of Foreign Exchange

This study's findings revealed that urban tourism is a significant source of foreign exchange for the government. As Nairobi County is one of the most attractive destination for tourists, as it offers a variety of attractions and activities that are usually not available in rural areas. The presence of historical sites, cultural attractions, shopping centers and leisure activities in Nairobi City County has made it a popular tourist destination. Moreover, the presence of international airports, excellent hotels as well as restaurants and other facilities in Nairobi has made it even more attractive to tourists from around the world. The large number of tourists in Nairobi has also helped to create job opportunities for the local's residents, which in turn generates more income for the government. Therefore, this study shows that urban tourism is a significant source of foreign exchange for the government, making it an important source of economic development. In addition, it was also, noted that urban tourism in Nairobi increases foreign exchange earning while the foreign exchange earning of international tourist usually gets back to the local residents as one of the respondents affirmed it.

> *"..yes it is because it is part of biggest tourism product. Yes, it does contribute and it has some impact to the economy because it brings in direct foreign investments as tourists visits the parks they pay the park fees in dollar." Inter 4. 1.8"*

The findings of the study are similar to what was found out by Valensi *et al.* (2021), that the growth in tourism sector is expected to continue and thus lead to increased government revenue (through taxation and foreign exchange) and improved household revenue (through increased employment income: salaries, wages, interest, etc.).

4.5.1.1.6 Support Local Residents

From the findings of this study, the concern on whether tourism in Nairobi directly benefits the local residents in Nairobi City County is key aspect in sustainable development. Therefore, from the findings 64% of respondents highlighted that

tourism in Nairobi has proved to be better poverty fighters than rural counterparts. In Nairobi City County, urban tourism has provided various benefits to local residents, as the average income of urban dwellers is four times higher than that of rural inhabitants. The range of benefits spans from high end to low-income earners in the slums and includes recreational activities, employment opportunities, firewood sources and many other valuable benefits. While findings, provides further evidence of contribution of urban tourism in Nairobi, for example the forest's aesthetical appeal and air quality, the abundance of trees, plants and wildlife combined with its clean air create a tranquil and natural atmosphere that is highly sought after. The foliage of the forest acts as a natural filter, absorbing pollutants from the surrounding environment and providing a much fresher and cleaner air than in the rest of the city. Others included jogging and walking, respondents highlighted that when people visit the forest, they experience a sense of freedom from stress and anxiety it alleviated. Therefore, one of the respondents highlighted an important indication about the urban tourism in Nairobi.

> *"Other than employment for staff members we also offer part time jobs on contract terms where some people call it casual workers. The community itself is a big community so you will find in terms of informal settlement sometimes those who border the forest so we usually have to find a way to have each of them benefiting equally. Sometime we cannot afford to employ all of them as staff, what we let them do is to create a community-based organisation where by people they do register to become members and where we provide that kind of community based organisation work. Whereby if we are having planting season and we want to clear certain piece of land, we contract them and they are paid for what they have done. So it is not somewhere they are permanent staff members so this is where they gain economically so it is a livelihood for them. Like now we have over a hundred casual labourers in a day we can have 200 at a time especially during the planting season". Inter 21.2.1.2"*

Another respondent who took a step further and points also emphasized it:

> *"Then it also acts as social amenity where people usually come do their outdoor activities in the morning they get a place to run and keep fit. Here they do not gain economically they gain socially through health wellbeing. It is not like same station where the local community benefit from the forest but am sure that's where we are heading" Inter 16.1.6.*

There were other benefits, which were, recognized by another respondent, which promotes sustainable development from tourism across Nairobi City County.

"We also assist during the wedding bridal showers. Our neighbours here are Asians along Kijabe street even as early as 6.00 o'clock you they usually change into sport wear and get in here to play, ride the bicycles. So they have been appreciating us apart from improving the security we have also given a place where they can do some exercise hence improving their health" Inter 12.1.8.

Another respondent also emphasized it:

"Let me start with a major milestone which started three years ago which the provision of bursary fund we have been able to set aside two million it has been increasing currently we have three million. 1st year we had one million, 2nd year two million, currently we have three million. We have now introduced the colleges the first two years we had only high school children but this year we have been able to introduce colleges. Inter 14.3.1

The study supports earlier study, which indicates that the forest has a physiological impact on people in terms of both mental and physical aspects (Kiage, 2019).

4.5.1.1.7 Economic Multiplier Effect

Based on the findings of this study, it revealed that 63% of respondents viewed urban tourism as a form of tourism that the City is well known for its, thriving metropolis, diverse population and rich cultural heritage. However, many people are unaware that Nairobi City County is also a hub for urban tourism, which is one of the city's leading industries and contributes significantly to the economy. The economic multiplier effect is one of the reasons tourism is such a vital industry in Nairobi. Due to the facts that the money spent by tourists in the Nairobi circulates and eventually are, reinvested back into the local economy hence, this creates a positive feedback loop that aids economic growth. Therefore, it presents viable, long-term economic operations that yield socio-economic benefits to all stakeholders in a fair manner. In addition, tourism in Nairobi provides a plethora of other benefits, as it can create employment in industries such as construction, manufacturing and agriculture, depending on the development of the tourism sector. Furthermore, the study highlighted that the tourism industry is labour intensive and operates through production, automation and mechanization on a large scale to produce goods and services used in tourism sector as it was, mentioned by one of the respondents.

"Urban tourism is type of tourism that acts as a market for products in other sectors like agriculture, fishery and service industries" *Inter 4 3.32.4.*

Another respondent also emphasized it further.

"*Urban tourism has a lot of benefit to the local community apart from those one who are directly employed they are those who get their multiplier effect as we call it and also the community they are also employed not directly by the government but they have indirect employment. Here we do support the community group who are doing the tour operators logistics they have their vehicles, they have their tour guides we allow them to interact with the tourists and take them to the park so they are earning directly. Others they also sell their artefacts they also sell food to the hotels so they earn from the industry. We have a place where we allow them to sell their artefacts on the other side of the park. There, is a place where tourists are able to get outside the park we have also the cultural tourism where Maasai are the majority dominant community. They show their culture to tourists they show case to the tourists in our compound and they earn directly from tourism ...." Inter 24. 1.1.4"*

Another respondent also expressed his views:

"Yes it does encourage since shopping is a big deal when it comes to people of Nairobi. This has led to development of several shopping malls in the city and some of these shopping malls are quite extensive and big investments for example Two Rivers Mall it was not primary build for local markets only but even for international visitors in mind. Someone who has ever heard of two rivers will make a point of visiting there when they visit Kenya. Hence, the shopping malls create markets for local produce in some extent yes, as i can mention that. Therefore the business traveller who can't get out of Nairobi let's say they are staying within Nairobi city for their entire stay it means that hotels have to provide food for their visitors. When you look at some of these hotels which are coming up within Nairobi you will find that there are a lot of International brand which are within here i.e Marriot Hotels the Four Point these are made possible by local investors Inter 4 3. 2.4"

The respondent further added

"Those people who are able to invest in such big projects do build their hotels then partner with an established chain like Four Points. As we have seen in fact, the bed capacity within Nairobi city has increased probably for the last five years or so because of the increase and demand of urban tourism like meetings and conferences, which are part of the bigger urban tourism. Inter 4 3.2.4"

Therefore, the economic multiplier effect of urban tourism in Nairobi is significant. From the findings of this study it is estimated that for every one additional dollar spent by tourists in Nairobi City, there is a corresponding increase of dollars in economic activities. This means that the city's economy benefits greatly from the

influx of tourists, as they bring in much-needed revenue. In addition, the multiplier effect also creates jobs and supports businesses. All of these ultimately lead to a stronger and more prosperous economy within Nairobi City County. The study conforms to a study, which implies that the multiplier effect keeps going until money eventually "leaks" from the economy by being, spent on imported items (Rusu, 2011). In addition, links between tourism and other productive sectors and market segments, according to UNACTAD, (2017) tourism has the potential to promote local entrepreneurship by creating new business opportunities. It was, further noted by Esfandiar *et al* (2022) that as much as attracting tourists from outside the national economy, it extrinsic costs into the region and increases the multiplying factor.

4.5.1.1.8 Encourage Local Investment in Infrastructure and Superstructure

From the findings of this study, the tourism sector has been on the rise in the recent past in Nairobi, because of the many investors who have flocked in the city in search of business opportunities to invest in tourism such as recreational parks. The rise in tourism has also led to an increase in the demand for hotel rooms, shopping malls and other tourist facilities. In addition, this has in turn led to an increase in the construction of new hotels and other tourist facilities in the city. The construction of new hotels and other tourist facilities has led to an increase in the demand for construction materials as well as labour. Therefore, based on the findings 54% of the respondents argued that the economic effects of urban tourism development has also been reflected in the increasing numbers of infrastructure and superstructure within the Nairobi due to the gradual increase in numbers of tourists staying overnight in city. Hence, there are numerous superstructures like better roads i.e. the expressway, that has been built to reduce traffic jam to and from the Jomo Kenyatta International airport; home stays as well as Airbnb as some respondents affirmed it.

> *"Yes I have mentioned about superstructure and infrastructure Nairobi has come up with modified structure some time the type of infrastructure which people are coming up with are very impressive compared with other infrastructure even the malls they are very attractive. Therefore, current urban tourism communicates to tourists that we can do more than traditional urban tourism by having more modified infrastructure I would say that." Inter 3. 2.4.*

Another respondent further added

"Yes it does encourage since shopping is a big deal when it comes to people of Nairobi that has led to development of modern shopping malls in the city. Some of these shopping malls are quite extensive and big investments for example Two Rivers Mall it was not primary build for local markets only but even for international visitors in mind…… The shopping malls in the city creates market for local produce yes in some extent yes as i can mention that business traveller who can't get out of Nairobi let's say they are staying within Nairobi for their entire stay it means that hotels have to provide food for their visitors. When you look at some of these hotels, which are coming up within Nairobi, you will discover that there have a lot of International brands i.e Marriot Hotels the Four Point these are made possible by local investors. Those people who are able to invest in such big projects so build hotels then that hotel chain come and brand the hotel may be call it four points. In fact the bed capacity within Nairobi has increased probably for the last five years or so because of the increase and demand of urban tourists like meetings and conferences which are part of the bigger urban tourism" Inter 4 3. 2.4".

Therefore, the finding of this study support the research of Nurfitriya and Iskandar, (2020) which highlights how urban tourism can have a positive influence on urban development, by enabling the exploitation of cultural resources and providing a flow of financial resources to improve facilities and infrastructure, resulting in an improved quality of life. However, it is important to be aware of the unintended consequences that may arise.

4.5.1.1.9 Urban Tourism Increase Market for Local Produce

From the findings of this study, there has been a growing trend of urban tourism in Nairobi, where people from all over the world come to experience the hustle and bustle of city life in Nairobi. Tourists frequently seek for local artifacts' to take home with them, which has boosted the local economy in Nairobi County. This has been increasing the demand for these items therefore, this has helped to increase the market for local produce, which benefits both farmers and businesses community. Therefore, this trend has been especially beneficial for small business operators, who often struggle to sell their products due to a lack of market access. By catering to the needs of urban tourists, business communities have been able to increase their sales hence improves their livelihoods. The study also revealed that urban tourism in Nairobi directly benefits the local residents and not just the large investors, such as large hotels, but including urban small and medium enterprises. In this respect, it

could, be considered as contributing positively towards sustainable development. There is also the promotion of local handicraft industry i.e. the curio shops products through urban tourism by providing tourists with a personal experience of the artifacts. It was, pointed out by 33% of respondents that urban tourism promotes the handicraft industry as well as agricultural industry in a way that allows outsiders to get familiar with the local products while they become potential buyers. One of the respondents pointed this out from tourism research institute.

> *"It does when there is influx of people into the city they demand accommodation food, and those people who are in need of accommodations will need supply of perishable good like food that cannot be found within Nairobi City County" Inter 1 1.8*

It was also affirmed by another respondent that

> "*Yes it creates market for local produce because of local cuisine are part of these attractions which attracts international tourists. The international tourists like trying local food" Inter 2 2.4.*

Therefore, tourism in Nairobi City County has also helped to create jobs in the agricultural sector while, enhancing food security which is vital for the Kenyan economy. Hence, the overall, urban tourism has had a positive impact on the local economy by increasing the demand for local produce and creating new jobs. From the observation, this trend is likely to continue in the future, as more and more people from all over the world come to experience the vibrant city life of Nairobi.

4.5.1.2 Negative Economic Contribution of Urban Tourism toward Sustainable Development in Nairobi City County

From the findings of the study, while appreciating the positive economic effects of urban tourism in Nairobi, respondents also considered its negative economic effects. Consequently, it is essential to manage sustainable development that cannot be achieved without considering the negative effects of urban tourism and their global implications. As a result, sustainable development in Nairobi City County can only be realized if there is harmony between economic progress and environmental boundaries, notably between the amount and regeneration time of natural resources. Hence, the respondents identified seven negative effects from urban tourism in Nairobi City County (table 4.8).

Table: 4. 8: Negative Economic Contribution of Urban Tourism in Nairobi City County

Negative Economic Contribution of urban tourism in Nairobi City County	***Respondents(N=24)***	**Response Rate (%)**
Economic Leakages	5	21
Inflation	2	8
Fluctuations in employment based on time	1	4
Economic shocks	1	4
Changes in tourist visitations	1	4
Determinant of economic involvement for local residents	1	4
Society inequality	1	4

4.5.1.2.1 Economic Leakages

From the findings of this study, urban tourism in Nairobi County is an important pillar in the economy, as it offers various opportunities for employment as well as local economic development. However, despite the positive impact of urban tourism on Nairobi County's economy, the issue of economic leakages has counteracted these benefits and adversely affected the local economy. Therefore, it was, established by 21% of the respondents that there are economic leakages in development of urban tourism, which is increasingly geographically across the Nairobi City County as one of the respondents outlined it.

> "*In the sense that on one hand we are able to welcome international brands to come and set up hotels in the city as this one improves the profile of Nairobi as a City. So it means when tourists are travelling they will be probably be more comfortable staying in a certain hotel let's say for example Four Point basically because they stayed in a similar hotel may be in South Africa or in Europe….." 4.2.0.*

As majority of international tourists coming to Nairobi County are from Europe and the United States and they mainly spend their money on accommodation, food, transportation and entertainment. Unfortunately, most of these purchases are imported goods and services meaning that the money is not retained in the local economy. Moreover, since Nairobi is the capital of Kenya, the taxes collected from tourism activities, are paid to National Government rather than the County Government. Furthermore, due to the majority of large hotels being owned by foreign entities, significant portions of the earnings are sent back to their respective

countries. Therefore, urban tourism in Nairobi can have a significant negative effect on a city's economic development due to economic leakages. As profits and wages are often repatriated, abroad, resulting in an outflow of capital and hindering growth and development. Furthermore, the lack of income retained in the local economy can reduce the quality of life for locals, as there is less money to invest in public services and infrastructure. This can be particularly detrimental to the city's vulnerable populations, who are most affected by inadequate public services and infrastructure. One of the respondents further claimed this.

> "*However it also means that a lot of investment goes back to Four Point which has a base in United States of America. Yes in as much as they invested in raising the profile of the city a lot of profit may go back to the international investors yes there is a potential for economic leakages" Inter 4. 2.2".*

At the same time, it appeared to be a new terminology from one of the respondents as he replied

> *" I have No* "*idea on economic leakages" Inter 1 1.6.*

The finding about the economic leakages in the Nairobi City County supports the studies of (Terzioglu & Gokovali, 2016). Even though the main aim of urban tourism is to maximize the use the products and services of local community, so that the problem of, leakage is minimized. Manwa *et al*. (2017), sustainability management and tourism impacts on communities" found that leakage was a serious problem in Maun, Botswana, whereby tourism did not benefit the local community instead, the foreign owned tourism facilities expropriated the benefits to the foreign countries.

4.5.1.2.2 Inflation

From the findings of this study, 8% of the respondents affirmed that, Nairobi City County is one of the most visited cities in Kenya and the largest city in East Africa. It has a thriving economy, with a strong emphasis on tourism. In recent years, however, tourism has caused inflation in the city, negatively affecting the city's economy and the living standards of its local residents. Therefore, there are several causes of inflation in Nairobi City County and tourism is one of the most significant. The study revealed that during the high seasons tourism has caused inflation in the city by increasing the demand for goods and services, while at the same time increasing the cost of production. As the demand for goods and services increases,

prices tend to rise, leading to inflation. Additionally, tourists often pay more for goods and services than local residents do, as they are unfamiliar with local prices and are willing to pay a premium. This also contributes to higher prices and inflation. Therefore, the most significant effect of tourism-induced inflation in Nairobi City County is the decrease in the buying power of local currency. With an increase in prices, there is a corresponding decrease in the worth of the local currency, resulting in a decline in the purchasing ability of the community members. This decrease in buying power has a negative effect on the economy, as it decreases consumer demand and reduces the purchasing power of local residents within the city. As a result, to the decrease in buying power, tourism-induced inflation also leads to an increase in unemployment. As prices increase, businesses are forced to cut costs, resulting in the elimination of jobs. This leads to an increase in unemployment, which has a negative effect on the Kenyan's economy. as it was mentioned by one of the respondents.

> *"Prices of commodities like a bottle of drinking water at the airport they are too expensive so this is a negative impact of urban tourism. It goes at a double price the cost of the same water at the local market. The price of land for example at Karen where there are so many attractions is too expensive hence this affects the local residence and their economic power to buy land" Inter 13.7.2.*

While another respondent also stated it:

> *"Urban tourism makes the prices of land goes high near any attractions particularly in Nairobi for example price of land in Karen and Langa'ata so that business community can put up lodges hotels and other commodities increases in pricing as you see pricing during high seasons. It increases because they have clients who can afford to pay higher even the cost of foods are also high. Inter 2.1.7.1*

The results of Esfandiar, *et al*. (2022) show a similar trend in regards to the detrimental impact of urban tourism on inflation.

4.5.1.2.3 Fluctuations in employment based on the seasons

From the findings of the study, 4% of the respondents provided evidence that the tourism sector in Nairobi has been a major economic driver in Nairobi City County. With its immense potential for job creation, this sector has become a major force in the local economy. Unfortunately, the tourism sector in Nairobi is also subject to seasonality, meaning that job opportunities in the industry follow seasonal peaks and troughs. The seasonality of job in the tourism sector in Nairobi City County is a

direct result of the seasonality of tourism. As the number of tourists arriving in the city varies from seasonally, so too does the demand for services provided by the tourism sector. For example, during peak season, when the number of tourists is highest, there is a greater demand for hotel rooms, restaurants and tourist attractions. This in turn increases the demand for workers in those industries, leading to an increase in job opportunities and employment. Conversely, when the number of tourists in the city decreases, so too does the demand for these services, leading to a decrease in job opportunities. On the other hand, the findings of the study outlined that the seasonality of tourism in Nairobi City County is largely determined by the weather. While during the cold season, the city experiences a lull in tourism as the temperatures drop and the rains start. This leads to a decrease in the number of tourists visiting the city attractions, resulting in a decrease in demand for services and a consequent decrease in job opportunities. On the other hand, when the weather is warm and sunny, the number of tourists visiting the city attractions increases, leading to an increase in demand for services and an increase in job opportunities.

Furthermore, the study revealed that the seasonality of job in the tourism sector in Nairobi City County is also because of the timing of major events and festivals. For example, during the annual Nairobi Marathon, the city experiences a surge in tourism, as runners and spectators flock to the city. As a result, there is a rise in the need for services like accommodations and dining establishments, leading to more employment opportunities. On the other hand, it has had a detrimental effect on sustainable development, with a rise in poverty and inequality, periodic joblessness and diminished access to basic services like healthcare and education. Based on the findings the ones with some experience tend to leave and new staffs have to be, employed and trained for the businesses operations as one of the respondents claimed.

> *Seasonality December is high season for urban tourism and mostly the domestic tourists. The international tourists follows the migratory of the wild beasts like now it is happening they are so many in the country hence the international are mostly here in July and August because of the wildebeest migration. You see like now it is high season and we have so many international visitors in the country we leave them to enjoy then the domestic tourists will come during low season and we are there so why should we create congestion so we should let them enjoy then the domestic tourist can visit the park latter Inter 24. 1.3.5*

The tourism in Nairobi is a prime example of how seasonality can drastically alter economic activity. For instance, most of the attractions are only accessible during certain seasons, which, means that the sector is only busy during certain times of the year or certain days of the week. Therefore, the sector experiences a lot of seasonality for example attractions are mostly busy during the months of April, July, August, November and December. This, is because these are the months when most of the tourists visit the city. On the other hand, the sector also experiences a lot of seasonality in terms of employment. This is because most of the jobs in the sector are only available during certain times of the year as a result the sector is not able to provide employment all year round which, affect the revenue generated by tourism industry as result it affects the economic sustainability of the industry. As one of the respondents claimed it

> *"Seasonality we suffer like when it is cold like July the place is very cold they don't come but, when it is very hot like now the place is fully parked. They don't have anywhere to go and get fresh air unless they stay indoors when it is hot like now it is very parked mostly during weekends" Inter 20 3.4.9*

Concerning the negative impact of seasonality on tourism most of the findings in this study are similar to what Ahmad and Shida, (2019) discovered that businesses in the tourism sector suffer from decreased profits during off-peak periods due to the inefficient utilization of facilities and resources. This implies that businesses must acquire extra income during peak seasons in order to remain operational during times of low activity. During the low season, there is a decrease in economic activity, which leads to economic stagnation, job losses as well, as an uneven distribution of economic benefits. This has had a particularly negative impact on the city's poorer residents, who are often reliant on the tourism industry for their livelihoods.

4.5.1.2.4 Economic Shocks of Tourism

From the findings of this study, urban tourism has emerged as a key driver of economic growth in Nairobi. With its rich cultural heritage, natural attractions and bustling city life, Nairobi has become a sought-after destination for both local and international tourists. Therefore, development of urban tourism in Nairobi County has significantly boosted the economy, with the sector making a significant contribution to the county's gross domestic product (GDP). According to a report by

the Kenya Tourism Board, the tourism industry accounted for 10.5% of Nairobi County's GDP in 2019 (KTB, 2020). As the county continues to attract a growing number of tourists this contribution is expected to increase. Furthermore, the tourism sector has also created employment opportunities for the local population, particularly in the hospitality and service industries. However, one of the primary economic shocks caused by urban tourism in Nairobi County is the volatility of tourist arrivals. The tourism industry in Nairobi is highly susceptible to external factors such as global economic conditions, political stability and natural disasters. Any adverse effects on these factors were observed due to a drop in tourist arrivals, resulting in reduced revenue for the county. For instance, the terrorist attack at the Westgate shopping mall in 2013 and the outbreak of the Ebola virus in West Africa in 2014 caused a significant drop in tourist arrivals in Nairobi County. This had a ripple effect on the economy, as the tourism sector is one of the main sources of foreign exchange for the country.

Another economic shock caused by urban tourism in Nairobi County is the seasonality of the sector. The, influx of tourists is not evenly spread throughout the year, with peak seasons being the most profitable for the county. As a result, the economy is heavily reliant on these peak seasons, making it vulnerable to any disruptions during the off-peak periods. For instance, the COVID-19 pandemic, which led to travel restrictions and lockdowns, severely affected the tourism sector in Nairobi County, resulting in a significant decline in revenue. Moreover, the rapid growth of urban tourism in Nairobi County has also led to an increase in demand for infrastructure, services and facilities. While this can be beneficial for the economy, it also poses significant challenges for the county's resources and planning. The sudden surge in tourists can strain the existing infrastructure and services, leading to inadequate facilities and services for tourists. This can negatively affect the visitor experience and, in turn, affect the county's reputation as a tourist destination. Furthermore**,** the rising property values due to tourism development causing to displacement of low-income residents from their neighborhoods. The influx of tourists increases demand for goods and services, leading to rising prices for locals and tourists alike. This has caused the governments to struggle to provide adequate infrastructure and services to support the growing number of tourists. These shocks have had a significant impact on the tourism industry in Nairobi City County

through exacerbating poverty and inequality, damaging the Nairobi's natural and cultural heritage as well as overburdening public resources

> *"Tourism is an intensive travel sector and mostly in the city the industry has not invested in green infrastructure (more efficient transport, reduced air pollution) therefore it has not resulted to a smarter and greener city for, not only for the residents but also for tourists. For example, if you combine the carbon dioxide produced from the moving vehicles from the local residents while going to and from work then you add the carbon from motor vehicles from tourism you will notice this is too much pollution for the city" Inter 18 3.2.2*

It was also emphasized by another respondents that:

> *"Another major issue is the displacement of the local population. Many of the people living in the city have been forced to leave their homes as a result of the development of the city. The commercialization of the city has also led to the displacement of traditional industries, which has resulted in the loss of livelihoods" Inter 4. 8.3*

This study support research of Akadiri *et. al.* (2020) that the concept of a global village has greatly influenced the effects of globalization on international tourism, economic progress and ultimately, carbon emissions. This crucial relationship between tourism, growth and emissions must not be overlooked.

4.5.1.2.5 Changes in tourist visitations

From the findings of this study, tourism in Nairobi is a major source of revenue for the city and any significant decrease in tourist arrivals can result in a decline in economic growth. Therefore, the economic stability of Nairobi City County, has directly been affected by changes in demands of tourists. As one of the main sources of revenue for the city, a significant decrease in tourist arrivals usually causes a decline in economic growth. This results in negative consequences, such as job losses, a decrease in business opportunities and a drop in investments. As a result, other sectors of the economy, including agriculture, transport and manufacturing, which are closely, connected to the tourism industry are also been affected. These are caused by a variety of factors such as alterations in the global economy, political unrest and natural calamities within Nairobi. The study further indicates that when demand for tourism decreases, it has been causing a negative impact to the city's economy, as well as on the livelihoods of those who depend on the tourism industry. In some cases, such as during the global financial crisis of 2008-2009 the effect of a

decrease in demand was, felt for several years. Therefore, from the findings of this study 4% of respondents affirmed that most of the tourists visiting attractions tend to travel during weekends as well as public holidays i.e. Easter holidays or Christmas holidays or when there are special events, such international conferences. This showed that weekly fluctuations in demand affect not only supply-side behavior and finance but also supply of labor and operations of stakeholder. As it, was stated by one of the respondents.

> "*The number and the graphs are not too diverse it is almost equal throughout the year. While the numbers are high during the weekends and during the holidays for example during the Christmas mass holidays Easter holidays which takes place when the school are closed and it is also a holiday there are more people coming in but it is not too seasonal" Inter 10.1.5.*

Another respondent also added:

> *"Tourist traffic in Nairobi National Park has high weekend like this weekend which we just finished it was a long weekend because of yesterday the traffic was high and there is interference with the environment because whenever there is an animal seen somewhere all the visitors will want to go there especially the cats. They want to see lions, cheetahs, and the leopards everybody want see them and we have received a lot of negativity on them. Others do off road driving; others get stuck so we keep rescuing them. We have had cases of overspending but we have not had cases of people being hit by vehicles at the park but accidents are there". Inter 24. 1.2.7*

From the findings from this study, it was, concluded that attractions do experience fluctuation of demand because the attractions are not attractive enough to attract tourists throughout the week. While, is due to low weekday visitation from domestic tourists, the city's attraction is underutilized, leading to lost profits and inefficient resource allocation. Therefore, it could, be argued that the capital investment in this attraction is not providing good returns. An observation at Bomas of Kenya during weekdays as per plate 4.1 below.



Plate 4.1: Low visitation at Bomas of Kenya

4.5.1.2.6 Determinants of Economic Activities for the Locals Residents

From the findings, this study revealed that only 4% of the respondents acknowledged urban tourism as having some negative economic effects. The respondents discussed how urban tourism has caused displacement of locals, due to increased tourism-related businesses and how it has affected local job opportunities. Furthermore, the environmental effects of urban tourism such as air and water pollution, disruption of the natural landscape and the increase in human-wildlife conflicts. Despite these negative effects, respondents also highlighted the positive economic benefits of urban tourism, such as improved infrastructure and better job opportunities, as well as the development of tourist attractions. However, it was also acknowledged that urban tourism has resulted in increased prices of goods and services and the disruption of the traditional way of life of the local communities as it as stated by one of the respondents.

> *"Yes there is as I told you the key attractions are wildlife, and wildlife they are destructive to some extent. There is what we call human wildlife conflict which has an economic impact because if the lion eats a goat for locals and that goats was intended to be sold to cater for basic needs it means it pulls the local community backward economically. Human wildlife conflict has also an effect on economic activities, since you find, like now the communities living adjust to the park they are pastoralists and they are not able to do farming because their crops, their livestock's are invaded by the wild animals. As a result they just*

stay there they can't do so much to earn them something economically". Inter 24. 1.1.7

Hence, the respondents added that:

"That is the reason people say that all people who live adjust to the park they are all poor I don't know how true it is. Inter 24. 1.1.8"

From the observation, the influx of tourists to Nairobi County has had a significant effect on the economic activities of the locals. Job opportunities have been, created as a result, stimulating the local economy by increasing demand for goods and services and creating an additional source of income for businesses and entrepreneurs. Additionally, urban tourism in the city has provided a platform to display the local culture and heritage and promote the city globally.

4.5.1.2.7 Social Discrimination within the City

From the findings of this study, the growing inequality is not, only unfair in tourism industry, but it is also detrimental to the city as a whole. It is preventing Nairobi County from reaching its full potential as a tourist destination, as the city is becoming increasingly segregated and difficult to navigate for those who are not familiar with it. From this study, 4% of the respondents revealed that tourism, is meant for the rich people only, since a tourist must undergo some cost for example the entry fees to the park as well as fare to and from the attractions as it was, argued by one of the respondents:

"Because of the high cost of living as you know tourism is not for everybody it is meant for those people with disposable income it is not meant for people who are struggling to get something to eat. Tourism is for the rich I don't believe someone can deny their children basic needs like food to bring them to the park it is not basic need tourism is a luxury for those who have disposable income". Inter 24. 1.2.1"

From the findings of the study, it is apparent that not all classes of residents benefit equally. Moreover, the lower class does not appreciate urban tourism given it is associated with a cost. It was further, observed that the history of colonialism and the subsequent socio-economic disparities in Nairobi have been major contributors to its segregated state. The rapid urbanization and population growth seen in Nairobi over the years have led to the emergence of diverse social and economic classes, with affluent neighborhoods on one side and impoverished areas on the other a case

of Runda, Muthaiga and Huruma slum. The transportation (private vehicles) infrastructure in the city further reinforces these disparities as it is divided into different zones, making it difficult for people from different parts of the city to access the same areas as in the case of golf clubs.

4.5.2 Social Cultural Contribution of Urban Tourism in Promoting Sustainable Development

The literature on urban tourism often suggests that the social impacts can be largely negative on social-cultural sustainability, such as sex tourism and an increase in crime rate, as well as a shift in social relationships. In addition, urbanization forces inherent in the shift from production to consumption are influencing the changes in the build environment as well as the local culture. From the finding of this study it was affirmed by 4% of respondents that the potential profits from urban tourism motivates local residents to invest in handcraft industries, aiming to make their products more appealing to tourists which, reveals that local culture places of heritage values are being transformed into tourist consumption. This is also, supported by local businesses the County and National Governments, making cultural products available in curio shops, Bomas of Kenya, Kenya National Archives and the National Museum of Kenya. Therefore, forcing heritage attraction to respond to commercial forces of consumer demand hence the cases of conservation and cultural are getting compromised value. All these aspects have been creating both positive as well as negative social cultural impacts in Nairobi City County as outlined below.

4.5.2.1 Positive Social Cultural Contribution of Urban Tourism in Promoting Sustainable Development in Nairobi County

From the findings of this study, the positive social cultural contributions of tourism in Nairobi are many and varied as the city has a lot to offer to tourists. This is due to its rich social cultural heritage, diverse attractions and hospitable people within Nairobi County. Therefore, this has played an integral role in creating a more vibrant and varied city, which has proven to be beneficial for both residents and tourists. It has also helped to create a more welcoming paradise in the Nairobi City County, which in turn has helped to attract more tourists and corporate community to the city. Therefore, this study has affirmed ranges of positive socio-cultural impacts

which has propelled Nairobi into the forefront of urban tourism, bringing with it significant positive social and cultural impacts, driving sustainable development in the county as indicated by table 4.9.

Table: 4. 9: Social Cultural Contribution of Urban tourism in Nairobi County in Promoting Sustainable Development in Nairobi City County

Positive Social Cultural Contribution of Urban Tourism in Nairobi County	Respondents(N=24)	Response Rate (%)
Conservation and Preservation of Urban Heritage	8	33
Support Education	7	29
Social Equity	12	50
Supports Gender Equality and Women Empowerment	5	21
Supports Good Health and Social wellbeing for all ages	22	92
Improves Understanding among Tourists and Residents	7	29
Promotes intra and inter-generational equity in Nairobi City County	6	25
Foster for Peace	3	13
Enhances Stakeholders Participation in Decision Making	12	50

4.5.2.1.1 Conservation and Preservation of Cultural Heritage of the City

This study has highlighted the importance of safeguarding and sustaining urban cultural heritage for future generations, since it is rare. From the finding of this study, it was noted that the indigenous cultures in the city are at risk of traditional culture extinction due to the presence of a variety of tribes, most of which have small populations and each tribe has its own distinct language and culture. Notably, a considerable number of Nairobi city residents marry outside their tribes and there are too many languages and cultures, making it difficult to pass on cultural values and traditions through family inheritance. Furthermore, 33% of respondents argued that urban tourism has been beneficial in preserving and conserving cultural heritage as acknowledged by one of the respondents.

> *"It could be possible since if you look at the element of culture and heritage in Nairobi there is a way they are in a position they are able to preserve and conserve heritage. I believe probably it is possible they could help like Bomas of Kenya is famous in displaying Kenyan culture some people argues that it is not authentic…" Inter 4. 2.9*

Another respondent also had something to say

"Yes people are able to learn history about their past generation, as the city has is full of different tribes which have small population with each population having different culture and cultural values." Inter 20 2.2.3.0.

The respondent further added that there are areas where the National Government has preserved heritage sites like the Nairobi City Park that has a lot of history of our country.

The park is divided into some sections we have forest sections, two cemetery sections namely city park cemetery and the forest road cemetery. In city park cemetery that is the place people like Joseph Murumbi the Kenyan politician who was the Minister of Foreign Affairs from 1964 to 1966 and Kenyan second Vice-President between May and December 1966 Murumbi, he was buried and also people like Pio Gama Pintowe this is place is also rich in history. The forest road cemetery we have the Jewish cemetery, you see people like Cohen I am sure you know him he was buried here and some other Protestants were buried here at forest road in City Park Cemetery. Those people who fought during world wars II are also buried here, people like Pio Gama Pinto and Murumbi and some guans these are some Asians were buried" Inter 20.2.2.

On the other hand, another respondent highlighted effort by the National Government and the County Government in ensuring the conservation and preservation of the County's cultural heritage, as the important of protecting the heritage in our city.

"It gives people identity in form of history being part of Kenyan heritage we are also custodian of the cultural aspects of society. Identity in sense of belonging if you go to another country like India or Uganda they have archives as their identity. Hence we talk about peoples history from the past to the present the journey through the national hood" Inter 7.5.6.

Another respondent also identified cultural heritage sites in the city where the Government of Kenya, stakeholders and local resident do support the conservation and preservation of attractions in the Nairobi. The respondents felt that urban tourism has helped to conserve and preserve the heritage tourism the legacy of physical items and intangible attributes in Nairobi City County for example heritage, forests, structures as well as the sceneries and green space. Moreover, Bomas of Kenya, which holds festivals and local cultural events are organized and presented to visitors, it is also considered as an attraction where traditional indigenous dances are a popularly performed for tourists.

"what we have now like Nairobi Heritage tourism circuit as you start from here is the old city building near Nyayo House, you come toward Kenya Commercial Bank (Kipande House). Then you go up to 680 Hotel, New Stanley Hotel and then you turn toward Stanbik Bank these are mostly the unique monuments then the railways headquarters as well as National Archives of Kenya. Nairobi Gallery just opposite Nyayo house, it is also an attractions all these old buildings are attractions but currently they are coming down as some have not been gazetted, some are coming down to enable sky clippers building. Yes, there are people who would like to see tall buildings a part from heritage buildings like Nairobi National archives and railway headquarters, which are unique and they have been there for more than a hundred years. Sometimes you will see people coming to see times towers as well as Nairobi National Park as the only park in the world which is found in the city and it stresses from Mombasa road to Lang'ata road then next to South C near Kenya Insurance College" Inter 7.7.1.

Therefore, from the findings of this study it indicates that, as the city continues to develop and grow, the importance of preserving and protecting this cultural heritage is increasing. From the attractive Bomas of Kenya, National Museum of Kenya, Karen Blixen Museum to the vibrant Maasai Market, tourists are unprotected to the rich tapestry of Kenyan culture, raising appreciation and understanding. As a result, various organizations and individuals have taken on the challenge of ensuring the longevity of Nairobi's cultural heritage that will in turn influence in and training conserving and preserving the city's unique culture. This improved awareness consequently fuels efforts to preserve and revitalize historical sites and traditional art forms, ensuring their longevity for future generations. On the other hand concerning the positive social cultural contribution of tourism, finding of this study echo the work of Shahzalal, (2016) on views of residents in that tourism provides funding to preserve and conserve cultural heritage, gives cultural pride, revitalizes customs & traditions as well as opens the door for cultural sharing and learning.

4.5.2.1.2 Education and Training

According to the findings of this study, 29% of the respondents affirmed that the future development of urban tourism in Nairobi would continue to be reliant on the availability of skilled and knowledgeable professionals. As, a result, the attractions have been providing practical training and development opportunities and serve as research avenues for students and researchers alike. This has been a major factor in the economic growth and prosperity of the city. Furthermore, these attractions

employ thousands of people, providing them with job opportunities and a source of income. This in turn boosts the economy of Nairobi County and helps to create a thriving and vibrant community. The attractions also enable the city to gain recognition and fame, drawing in tourists from all over the world. Overall, the attractions in Nairobi are essential in helping to shape the modern city and keep it vibrant and alive. On the other hand, from the findings, urban tourism in Nairobi City County supports sustainable development through intergenerational equity through study tour for example students are taught indigenous culture through live performances. During live performances, the tourists and children are able to learn Kenyan traditional dances, the costumes and the musical instruments used for each dance, which reflects the different traditional costumes in Kenya. One of the respondents mentioned this.

> *"Basically the numbers of visitors we receive are school and institutions that come here in groups to tour the archive they do study tour within the archive then make some documentary for schools. We educate them, as they are our future user of the archives they learn how important the archive is as much as they are looking at those items on display as they take videos. We inform them that they will need that information when they will be doing their PhD and masters for research as their primary source of information. A part from library archives is also there to provide information to the general public" Inter 7.4.3*

The respondent further argued that

> *"This place is actually for senior researchers; people either pursuing PhD or master's degree programme that usually uses the archives. For those items on the display, they are for cultural heritage where they give history to the children as well as the public. For example, there is a story of Wangu wa Makeri it is in form of documentary but for young children they will not be able to understand the concept but in the gallery we have displayed the photo of Wangu wa Makeri. The children will be able to identify about Wangu wa Makeri so that in future even if the they hears about Wangu wa Makeri they will have an idea of who was Wangu wa Makeri. Somebody else was Wangari wa Maathai we have tried to break it down so that they are able to learn about her. We have also Tom Mboya we have break it down so that the children can learn Kenyan history. Indeed, we do provide practical experience for what children learn in class. On the other hand, we have in the archive Kenyan female freedom fighter Mekatilili wa Menza, who led the coastal Giriama people to resist British colonial rule in the early 19th century we have provided the historical information both in the*

archives and in books. So we support education in schools as well supporting academic research" Inter 7. 4.9.1.

From the observation urban attractions and particularly, national parks, forests as well as botanical gardens with their wide collection of trees and other plants, have huge educational potential. Indeed most of them are, used as educational training centers for training learners in primary schools, secondary schools, research institutes as well as universities. Another respondent also had something to claim on how urban tourism has assisted the city in education. Therefore, the impact of education and training on the development of urban attraction in Nairobi City County is evident not only in the quality of the tourism product, but also in the economic contribution of the sector. As it, was argued by one of the respondents.

"Education it is equal for every one because they are those who will come as ordinary tourists the primary school pupils, nursery school, secondary schools as well as universities. They do their study tour and go home others sit and have a class on environmental conservation or whatever they want then there are other groups. We offer field attachments, internship and field of research; researchers come to research on flora and fauna i.e. monkey's others comes to research just as the same way you have come to research therefore it is open to all. For education as there is no segregation on who is who". Inter 10.2.0

From the observation of this study, tourism practical training is an important aspect of sustainable development of the industry. It has helped in the development of training of new human resources as new tourism products and services as well as in the improvement of existing ones. It also has been helping in the promotion of tourism and in the creation of employment opportunities. This study was also supported Lee and Hallak, (2018) who demonstrated that there is a clear link between an organization's performance and staff qualifications. De Silva, (1997) further argues that a good education system is the foundation of economic growth. The speed at which educational and training systems pass on knowledge and abilities to students will determine the rate of development of a nation. Having a pool of graduates who are able to contribute to the success of a destination is one of the elements that can have a positive effect on over-education in tourism.

4.5.2.1.3 Social Equity

From the findings of this study, it demonstrate an increasing awareness of the impact of urban tourism on social fairness in Nairobi City County, Kenya.as there is an increase in awareness of the negative social and economic impacts of development of urban tourism that has not been adequately planned or managed. In addition, the study highlighted that there is a growing appreciation of the importance of urban tourism to the city's economy and the need to guarantee that the benefits of, urban tourism are shared fairly. Therefore, urban tourism in Nairobi is a powerful tool for promoting social equity through jobs creation and economic opportunities for disadvantaged groups by revitalizing local community in enhancing social inclusion. From the findings of this study, 50% of respondents argued that urban tourism, in Nairobi has that type of tourism, which has been enhancing social equity in a number of ways. Some of them are through involvement of local residents in planning, decision making, developing tourism attractions that are accessible to all and ensuring that tourism benefits local residents as well as tourists. Hence, the local residents enjoy benefits from development of urban attractions as it was, described by some respondents**.**

> *"Urban tourism Nairobi City County is known to generate income from local taxes which is also used for restoration of infrastructure and improvement of the community welfare." Inter 19.2.0.5.*

Another respondent also added due to the improvement in development of superstructure and super structure the local residence benefits from urban attractions.

> *"Increase in development in Nairobi City County due to tourism. Tourism roads also serves local residents there is also building of hospitals due to standardization even the locals also benefit from hospitals, internet Wi-Fi which also benefit the tourists" Inter 2.2.6.7*

The respondent also further claimed

> *"Yes because not all services are provided by international suppliers there are others which are done by local business communities like transport services supply of food and delivery of services like security also are done by security companies employees at least 90% are local residents" Inter 2.2.7.*

Moreover, the study, reviewed that, as Karura Forest has existed in Nairobi for many years while it has brought many positive social impacts to the local residents and

more so to the tourists hence, it supports sustainable development within Nairobi City County. Furthermore, students have, been awarded scholarships while at the same time the local residents from neighboring slums have been allowed to collect firewood from the forest. Mostly the residents, who are from slums, neighboring Karura forest as it was stated by one of the respondents.

> *"Let me start with a major milestone which started three years ago which the provision of bursary fund we have been able to set aside two million it has been increasing currently we have three million. During the 1st year, we had a million second year, 2 million currently we have 3 million. We have now introduced the colleges the first two years we had only high school children but this year we have been able to introduce colleges. Ours is full scholarship for those we have been supporting in high school they get full scholarships that is the reason why the college funds were, introduced. Some of these children after form four we do not want their education to end there and these are the custodian of this forest we want to empower them….." Inter 14.3.1.*

The other respondent hence stated;;

> *"Even these communities based organisations also do benefit not in terms of monetary but we do allow them to collect fire wood in the forest there is a ban on cutting of trees from the Government and what we do is just allow them to collect firewood from the forest, the fallen branches. There is a certain day that we allow them to come and collect the firewood simply because some of them live at places where there is no electricity and there are no other sources of energy to use in their homes so they only use firewood so we provide them with firewood. We do have different groups from different slums during different days Inter 21.3.1.1.*

Therefore, from the findings of this study the concept of equity itself encompasses various concepts such as ecology, social and economic justice, for example the social equity, equal rights for development, quality of life, freedom, democracy, public participation as well as empowerment. In addition, the findings of this study are consistent with several other previous studies such as China and Chen, (2014) which found that people benefitted from the modernization brought by tourism. Clothes and food became nicer and more varied and transportation became faster than before (Chen 2014). While Ismail *et al*. (2006) found that hosts recognized that tourism generates welfare (e.g., more variety in recreational facilities and improved public infrastructure) for their communities.

4.5.2.1.4 Urban tourism in Nairobi Supports Gender Equality and Women Empowerment

According to UNWTO, gender equality is not only a fundamental human right, but also a necessary foundation for a peaceful, prosperous and sustainable world. As a result, empowering women to fully, participate in economic life is critical to developing strong economies, creating more stable and just societies, achieving internationally agreed-upon goals for development, sustainability and human rights, improving the quality of life of women and thus communities. Therefore, from the findings of this study, it was noted by 21% of respondents that urban tourism in Nairobi has a national poverty reduction goals, which are related to promoting entrepreneurship promoting small enterprises, as well as empowering communities that are underprivileged, notably youth and women, as it, was claimed by one respondent claimed.

> *"On the other hand, urban tourism empowers women, through the provision of direct jobs and income-generation from small and medium enterprises in tourism and hospitality related enterprises when you look at Maasai market majority of traders are women. Tourism can be a tool for women empowerment and lead in every aspect of society. Inter 18 3.1.*

Another respondent also added

> *"empowering women to fully participate in economic life is a key factor in developing strong economies, creating more just societies, and reducing poverty" 3.1.4*

While Moyo and Dhliwayo, (2019) noted that "harmful cultural practices" in some parts of African continue to "dehumanize and perpetuate the subordinate position of women in the household and in wider society". It is evident urban tourism in Nairobi has been used by women as a platforms where they can not only share their experiences but also challenge traditions and practices that promote inequality within the city. Hence, the finding of this study are consistent with what was found out by Chen (2014) which highlighted the socio-cultural processes in which practices in ethnic tourism are constructed as feminine and therefore draw women into this informal economic activity. While on the other side, the domination of women in tourism employment can be explained by the gender division of labour the notion

that social constructions of distinctive male and female qualities designate what women and men's work should be inside the household as well as in the workforce.

4.5.2.1.5 Urban Tourism Supports Good Health and Social wellbeing for all ages through physical and mental health in Nairobi

Urban green spaces such as forests serve as valuable resources for relaxation, provide emotional warmth Shanahan *et al.,* (2016) and reduce depression cases when one spends minimum of five hours per week in a garden (Cox *et al.,* 2017). In addition, urban spaces have shown that they play a key role in improving the mental and physical well-being of people Ugolini *et al.,* (2020). From the observation, it seems that there were more green areas and leisure areas due to tourism policies in Nairobi City County this, was seen as an uplifts spiritual life for local residents thus making them experience less stress. It was further, observed, that most of the attractions were also identified as essential for recreational, hence reduces stress by boosting mental and physical health, acting as prayer areas as well as bird watching areas for local residents as well as tourists with guaranteed security. Furthermore, the study also revealed that the government has put a lot of effort in upgrading more green spaces, leisure parks for example Uhuru park, Uhuru garden, Hon. Michuki Memorial Park, as well as the Nairobi City Park. This has helped in improving the environmental quality of the region by making it fresher and cooler whilst contributing to environmental conservation. Indeed, 92% of respondents appreciated these attractions as valuable to local residents as well as to the tourists as one of the respondent described below.

> ***"****Social wellbeing: The green spaces have been used by public as a social and cultural center. For example, tourists and local residents use the parks and forest as individuals or groups for different activities such as relaxation and meditation, praying, and conducting events such as wedding parties video shooting, photo shooting and birthdays. Every day, there are people visiting the parks, the forests just for a walk, run, picnics, education and sports. Currently numbers of visitors are increasing day after the other which is a clear indicator that the green spaces are helping the public to realize the sense of belonging". Inter 18 3.1.6.*

This study also revealed that urban attraction and specifically green spaces in Nairobi has assisted greatly and mostly during Covid 19 lock down. Furthermore, green spaces, have been shown to foster social interaction and cohesion, creating opportunities for people to come together, interact and form relationships. These

green spaces have, been linked to improved better mental health and wellbeing, diminishing social isolation and keeping individuals connected. Additionally, from the observation these green spaces act as a habitat for a wide range of wildlife, contributing to the city's biodiversity and offering educational and recreational prospects for local residents and visitors alike. All of these factors combined have had a positive impact on the sustainable development of Nairobi City County, as it highlighted by one of the respondents.

> *"Since the time of Covid 19 pandemic there are a group of people who comes here for their services we provide them space but since the ban of social gathering were uplifted they only brings their children to play, bold and walk. Sacco comes to hold their AGMs here so it helps the society to gain socially. We also assist during the wedding bridal showers. Our neighbors here are Asians along Kijabe street even as early as 6.00 o'clock you will find that they have changed into sport wear and get in here to play, ride the bicycles. So they have been appreciating us apart from improving the security we have also given a place where they can do some exercise hence improving their health" Inter12.1.8.*

This research has found that urban tourism has positive environmental effects, which is consistent with the findings of Noordzij *et al.* (2020) that exposure to natural environments is associated with better mental health and proximity to green space is linked to decreasing stress and alleviating depression and anxiety. Yeung and Johnston (2015) further suggested that this is connected to the emergence of proactive, preventive and holistic health-care practices, rather than a reactive approach to seeking medical treatments. Song *et al.* (2016) found similar results in their study of forests' physiological effects in Japan, which was, supported by Bielinis *et al.* (2019) who found that people visited forests and open green spaces for health-related therapies, such as relaxation and exercise. Therefore, this study has also shown that green spaces make a significant contribution to improving the quality of life of city residents and tourists.

4.5.2.1.6 Urban tourism in Nairobi promotes Understanding among Tourists and Residents

According to the finding of this study, urban tourism in Nairobi has proved to be a powerful tool, which has been promoting understanding among tourists and residents of the city, hence creates platform for sustainable development. As a result, one of

the key benefits of promoting cultural exchange and diversity in the Nairobi is the improvement of understanding and communication between tourists and residents. By embracing different cultures and customs, both tourists and locals residents can learn from one another and foster a deeper understanding and appreciation for different ways of life. This not only enhances the travel experience for tourists, but also creates a more welcoming and inclusive environment for local residents. As a result, the community becomes a melting pot of diverse perspectives and enriches the overall cultural landscape. From, the observation Nairobi City County has also encouraged tourists to explore the city and its people, hence providing an opportunity for local residents to participate in development of tourism. On the other hand, residents and tourists alike have become more conscious of the city's cultural and historical significance, as well as the importance of its natural environment. This has enabled them to recognize the importance of preserving the city's natural and cultural assets for future generations. This understanding has enabled them to work together to achieve a shared vision of the city's sustainable development. As a result, the Nairobi city has turned to be a more attractive destination for tourists and local residents while the local economy is benefiting from the increased tourism activities. Therefore from the study urban tourism in Nairobi has encouraged a more vibrant and sustainable economy and a more harmonious relationship between tourists and residents. Therefore, it, was revealed by 29% of the respondents that tourism in Nairobi has enabled the local resident to interact with the tourists as a result they are being able to accept each other during their visit as it, was claimed by one of the respondents.

> *"Therefore, they co-exist well without much concern of the status and class in the society. The national languages are mostly English and Kiswahili which everyone understands, therefore the lower and upper class who visits these attractions ....Inter11.2.*

The findings of this study on the positive social and cultural impacts of tourism in the city are in line with those of Shahzalal (2016), which noted that tourism generally has a positive effect on culture, such as promoting cross-cultural understanding and interaction, preserving local culture, art, crafts and traditions, empowering host communities, and reinforcing cultural values.

4.5.2.1.6 Urban tourism Promotes intra and Inter-Generational Equity in Nairobi City County

From the finding of this study, 25% of respondents affirmed that urban tourism in Nairobi City County have been very important in advocating for fairness and equality across different age groups and between generations within Nairobi City County toward sustainable development. Moreover, from the findings of the study Nairobi boasts a plethora of attractions such as national parks, lush forests, shopping malls, theaters and museums for visitors to explore. These attractions provide a space for family's members to spend quality time together, while creating a sense of community and belonging to the area. In addition, they provide opportunities for people of different ages as well as backgrounds to share experiences and learn from one another while helping to foster a greater sense of understanding and appreciation for diversity. On the other hand, the presence of these attractions has helped to promote a sense of equity between generations as they provide activities for enjoyment by people of all ages.

The study further proved that the parks and recreational areas are especially beneficial for children, as they provide an opportunity for them to explore and exercise in a safe environment, while also giving parents the chance to bond with their children and teach them about the importance of healthy living. On the other hand, cultural attractions and museums were, perceived to assist in fostering inter-generational equity, by providing knowledge of various cultures and histories, thus granting the younger generation a better grasp of their legacy. Urban attractions in Nairobi City County in addition to promote equity between generations, they also provided an opportunity for sustainable development. By providing a safe and enjoyable environment for people to gather and socialize, as they help to create a sense of community and belonging, while also providing the local residents as well as tourist with an opportunity to engage in activities that are both healthy and environmentally friendly. For example, green spaces like Karura Forest, Nairobi Arboretum and Uhuru Park has been providing opportunities to engage in activities such as biking, hiking and running, while shopping malls and theaters provides an opportunities to interact with businesses in a sustainable way. On the other hand, the government has been supporting urban tourism industry through conservation which

means that even our future generation will be in a position to enjoy our heritage as it, was claimed by a respondent.

> *"I think it shall be for future generations as I believe once you have this going on. It is important to create interest in other local residents in order to keep the preservation efforts going, so that future generations will not be telling stories of a time when there were elephants in Kenya. We can see may be 40 years down the line and that is the reason we have survived since 1970s. We have been here since 1977 to date this already tells you it will go to our future generations Inter 9.4."*

4.5.2.1.7 Fostering peace through tourism

According to UNWTO Goal 16 strives to create societies that uphold and respect individual rights, such as the right to privacy, freedom of expression and access to information. Therefore, from the findings of this study peace is essential for social and economic growth, as conflict, violence and instability impede progress, resulting in the loss of lives and resources. In addition, equal access to justice is a fundamental requirement for protecting individual rights, resolving disputes and ensuring that vulnerable populations are not marginalized or mistreated. The study further reveals that peace is also a fundamental precondition for social and economic development as without peace societies are often plagued by conflict, violence and instability, which can hinder progress and result in the loss of lives and resources. Therefore, from the findings of the study, 13% of respondents affirmed that urban tourism in Nairobi has the potential to foster peace and sustainable development in Nairobi City County. As with the ever-growing population of Nairobi City County, the National Government have created green spaces where people can come together to share experiences and learn new perspectives. Therefore, urban tourism in Nairobi has been providing a platform for individuals to interact with each other, while also creating a sense of community. In addition to this, urban tourism have also helped in boosting local economies, as they draw in visitors and create more jobs. Through the provision of public services, such as transportation, urban attractions has also helped to reduce crime and improved safety for the local population. Furthermore, urban attractions in Nairobi have also helped in raising awareness about environmental issues while promoting stewardship of natural resources. Findings further revealed that, urban tourism has also fostered peace and harmony among different cultural and religious backgrounds. Through provision of safe and welcoming space for

people of all backgrounds to come together and share experiences, furthermore urban tourism in Nairobi has also helped to promote mutual understanding and respect for one another.

In addition, the study claims that urban tourism in Nairobi enhances the social contact between people from different culture therefore results to mutual appreciation hence develop positive attitude as it promotes cultural enrichment and learning about others communities. Therefore, urban tourism in Nairobi has power to promote peace and understanding while cultural tourism had more power to promote peace in a greater position due to cultural encounter, which is the core motivator for travel as it was, emphasized by one of the respondents.

> *"Urban tourism in Nairobi also promotes regional peace as people understand each other culture, which enable them to respect each other it reduce ethnic prejudices, stereotypes and racial tension. If you look at tourism in Nairobi during 2007 post-election tourism had to promote peace because if there is no peace there is no tourism therefore it forces people to maintain peace. Building of new hotels and malls this one improves the outlooks of the cities as it beatifies the city" Inter 2 2.6.2.*

Another respondent further argued that

> *"To some extent yes because it encourages people from different backgrounds to come and visit the city this is because it is not limited to who which people can visit these attractions. Hence tourists who come to Nairobi are usually from all over the world. It reduces ethnical stereotypes and prejudices as well as racism" Inter 13.2.3.*

Concerning the positive social cultural contribution of urban tourism, most of the findings are similar to what has, been found by ((Brooks, 2016; Terzibasoglu, 2016). This has been as result of increased awareness for heritage, culture and even the contribution to tolerant and respectful societies in urban areas. Furthermore, whether it's through homestays, cultural tours, or volunteer programs, traveling within the city can create meaningful connections while promoting a deeper understanding of diverse perspectives, ultimately contributing to a more peaceful global community.

4.5.2.1.8 Urban tourism enhances stakeholder's participations in decision-making

From the finding of this study, it was, revealed by 50% of the respondents that urban tourism in Nairobi plays a crucial role in promoting stakeholder participation in decision making for sustainable development in Nairobi City County. Attractions such as green spaces, heritage attractions, forests, parks, historical sites, monuments and other public artworks create an inviting atmosphere for stakeholders to be involved in the decision making process. Through, these attractions, stakeholder, are given an opportunity to express their views and opinions and engage in meaningful discussions about the future of the Nairobi City County. Additionally, these attractions were, seen to be educating the stakeholders on important issues while creating awareness of the need to protect the environment as well as the heritage of the city. Therefore, this has been encouraging, the stakeholders, to actively participate in ensuring the sustainability of city attractions.

Further, the findings of this study established that stakeholder participation in urban attractions is an important part to approach sustainable development, because of the barriers, which is still an issue in Nairobi due to the nature and complexity of stakeholders in Nairobi. The social exchange theory, supports the findings of the study, as it assumes that local communities involved in tourism initiatives feel their concerns, are taken into consideration by decision makers and that they are fully involved in the process. Without the involvement of these communities in tourism development, they would not support any tourism activities and development. As it was noted by one of the respondents.

> *"Yes because the law provides for that, the law provides for stakeholders participation in any decision making so there is that provision that before you take on any decision affecting the community we must carry out public participations. Through meetings, public notices, through opinion leaders, the MCAs churches and school so that a there is exchange between tourism and local residents". Inter 2.2.11.*

Another respondent also added.

> *"yes it does since the decision that we have to make here as I have told you the animals are not ours they belong to the Government of Kenya we just take them, raise them up, some of these decision we have to consult the Government as much as we are consulting the donors we also consult the government.*

Sometimes we have also involved the local communities on where to place them simply because these animals will go back to the communities. Each time we have to start the process of relocation and reintegration is that they need to be widely consulted. You can remember like what happened when the rhinos died you heard the complaints from Kenyan where they were demanding sacking of the of the ministers for tourism. Sometimes it goes even beyond us. We use the parliament yet the operation could have been a very small operation taking 10 rhinos to Tvaso National Park." Inter 9. 4. 4

Findings, from this study support Aydin & Emeksiz (2018) study, which found that stakeholder's involvement is a critical factor in the realization of sustainable development in urban areas. Addressing these concerns is consistent with responsible tourism, which recognizes that the local peoples' views need to be included. The findings of this preliminary discussion are in line with the results of previous studies conducted by other researchers on similar subjects in Africa, such as those conducted by Mbaiwa (2005) in Botswana; Tichaawa and Mhlanga (2015) in Zimbabwe and Nzama (2008) in South Africa. This, can only be accomplished when stakeholders are actively involved, participating, and collaborating in the decision-making process of urban tourism.

4.5.2.2 Negative Social Cultural Contribution of Urban Tourism in Promoting Sustainable Development in Nairobi City County

As per Mbaiwa (2005), the investigation into the sociocultural impact of tourism development in Botswana's Okavango Delta uncovered both favourable and unfavourable outcomes for the local community. While there were some positive effects, the study revealed that the indigenous people faced challenges such as discrimination, isolated tourism, displacement of traditional groups, disruption of family dynamics and relationships, and a rise in criminal activities and prostitution. Despite efforts to mitigate their effects, negative sociocultural consequences of urban tourism deemed unavoidable, as outlined by this study. These effects were, identified as human wildlife conflicts, Society Inequality, increased poverty level for pastoralists, cultural conflicts, social evils, congestion, sex segregation and commercialization of culture. Therefore, the study has identified negative socio-cultural impacts arising from development of urban tourism in Nairobi County see Table 4.10.

Table 4. 10: Negative Social Cultural Contribution of Urban Tourism in Promoting Sustainable Development in Nairobi City County

Negative Social Cultural Contribution of Urban Tourism in Nairobi City County	*Respondents(N=24)*	Response Rate (%)
Human Wildlife Conflict	6	25
Tourism is plagued by societal inequality	1	4
Detrimental effect to economic life for Pastoralists	1	4
Cultural Conflicts among local and tourists	3	13
Dark side of tourism in relation to crime and safety	10	42
Gender Segregation	1	4
Overcrowding crisis of mass tourism	3	13
Commercialization of Culture	1	4

4.5.2.2.1 Human Wildlife Conflict

From the findings of this study, it revealed that green spaces such as parks, green spaces, and forests have increased the human-wildlife conflict in Nairobi City County plus the growth of population. As a result, the human-wildlife conflict has also increased due to direct competition for natural resources as well as space. Therefore, this has caused disruption in the natural balance between humans and wildlife, hence posing numerous challenges for sustainable development in the Nairobi City County. On the other hand, the study further revealed that the increased human activities in Nairobi specifically around Nairobi National Park have also caused wildlife to move away from their natural habitats and into areas where humans are present. This has led to increased human-wildlife conflict, as the two species compete for space, resources and food. As a result, this conflict has caused a decrease in the natural diversity of wildlife and the disruption of the natural balance between humans and wildlife. Moreover, from the findings of this study, 4% of the respondents agreed that the increase in human-wildlife conflict has had significant impacts on the sustainable development of Nairobi City County as it has caused a decrease in availability of resources and space, as well as an increase in the number of human-wildlife encounters. As a result, this has had detrimental consequences on the economy of Nairobi City County, as the resources that could, have been used on other important development projects have instead gone towards managing the human-wildlife conflicts. In addition, the disruption of the natural balance between humans and wildlife has also caused a decrease in the number of species in the area, which has hindered the ability of the county to sustainably, manage its resources. From the findings of this study, it was, also observed that human wildlife conflict

was severe during the research period while it was happening simply because of global warming and climate change. The herbivorous were leaving the park to search for pasture, the carnivores were out of the park and went to the homestead of the local communities hence creating tension, image damage while the incidents can tarnish Nairobi's reputation as a safe and desirable tourist destination, affecting future visitation rates. Therefore, threatens tourism benefits by undermining tourism's ability to contribute to economic growth, social well-being and environmental protection as one of the respondents outlined it.

> *"Yes there is as I told you the key attractions are wildlife and wildlife they are destructive to some extent. There is what we call human wildlife conflict which has an economic impact because if the lion eats a goat for locals and that goats was intended to be sold to cater for basic needs it means it pulls the local community backward economically" Inter 24. 1.1.7.*

The respondents also added

> *"They can't do anything lion are all over their on their animals while herbivores and primates are all over their crops so it drain them economically" Inter 24. 1.1.7.*

Another, respondent also added monkeys have been disturbing their visitors at Nairobi City Park.

> *"Wildlife conflict in our park we have some animal like monkeys so people come and feed them. Though sometime given that monkeys are used to be fed, but they steal food from visitors, especially women they cannot walk here with anything so there is this conflict" Inter 20 3.5.8.*

This study supports the social exchange theory that local communities may not support tourism activities and development when they feel their concerns are not taken into consideration and they do not benefit fully from tourism. As a result, this leads to human-wildlife conflict. These findings are in line with Frank's (1998) assertion that the predation of livestock is a major cause of human-wildlife conflict. Furthermore, Gidey et al (2010) found that even though the economic impact of hyena depredation is not a major concern in the grand scheme of things, it could be economically ruinous for peasants, as the few animals lost can be difficult to replace. While Butter et. al. (2015) his study found that domestic dogs are similarly a major

driver of conflict, with wild predators such as coyotes and leopards killing domestic dogs in cities, leading to emotional and economic trauma.

4.5.2.2.2 Tourism is plagued by Societal Inequality in Nairobi

From the findings of this study, it proved that in recent years, Nairobi City County has seen a surge in urban attractions such as green spaces, parks shopping malls and entertainment venues. These attractions are often concentrated in affluent neighborhoods as they bring with them an array of benefits such as increased economic activities like employment opportunities. However, they also bring with them a number of negative impacts that contribute to inequality and poverty within the Nairobi City County. Therefore, these urban attractions offer a range of amenities to the middle and upper classes; they also serve to exclude the poorer sections of local residents. This is due to the fact that, they are often located in areas that are inaccessible to low income residents and the cost of admission to these attractions is often prohibitively expensive for those on a limited budget for example a case of Derrick Shedrick Animal Orphanage which charge Ksh. 1,500/= park fee per person for one hour. It was also, revealed by the study that the presence of these attractions serves to exacerbate existing social divides, as the affluent classes have access to leisure and entertainment opportunities that are out of reach for those living in poverty. Hence, the study proved that this has a detrimental effect on social cohesion and reduces the capacity of poorer sections of society to participate in the development of urban tourism in Nairobi. As such, they are unable to benefit from the social as well as economic benefits of these urban attractions, leading to further inequality and poverty in the city. Hence, it was proved by the study that urban tourism is not meant for those people who live below a dollar per day as they do not have access to the same resources and are unable to take part in the same activities as tourists. As it, was emphasized by one of the respondents.

> *"High cost of living as you know, tourism is not for everybody it is meant for those people with disposable income it is not meant for people who are struggling to get something to eat. Tourism is for the rich I don't believe someone deny their children food to bring them to the park it is not a basic need tourism is a luxury for those who have disposable income*" *Inter 24. 1.2.1*

4.5.2.2.3 Urban tourism and Detrimental effects to economic Life for Pastoralists in Nairobi

From, the findings of the study, it was revealed, by 4% of respondents that the increased level of urban tourism in Nairobi City County in recent years has had a significant impact on sustainable development in the Nairobi City County, particularly for pastoralists. Therefore, the growing presence of urban developments like hotels, lodges and home stays in Nairobi City County has meant that the traditional livelihoods of pastoralists have been, increasingly challenged. This is because many people consider the urban environment and amenities, such as supermarkets and shopping malls, considerably more appealing than the old pastoralist lifestyle. This has led to a drop in the number of pastoralists in the region. As a result, those who have remained have had to struggle to keep their traditional source of revenue afloat. On the other hand, the findings revealed, that the increased level of urban attractions in the area has led to an increase in the cost of land and other resources, making it more difficult for local residents to make a living. As a consequence, various pastoralists have had to encroach southern part of Nairobi National Park which is a migratory corridor while others moves to urban areas, leaving them vulnerable to poverty and marginalization. As a result, they are unable to access the same resources and opportunities as those living in urban areas, such as higher education and better job prospects.

The findings further revealed that the increased level of urban attractions in the region has had a negative effect on the environment. The increased construction and development of urban attractions has had a major impact on the natural resources in Nairobi, leading to the destruction of pastureland and the displacement of wildlife and their habitats. Therefore, this has had a direct impact on the pastoralists' ability to maintain their traditional occupations, as the resources they rely on are being gradually depleted year after the other. This has resulted in increased poverty levels for pastoralists in Nairobi and an increased burden on the environment. Indeed, discovered from the local communities who live just adjacent to parks and forests as they are dictated on which economic activities to practice. This is due to human wildlife conflicts where carnivorous eat their livestock's while the herbivores affects their crops as it was a case of Nairobi National Park given the southern part of the

park it is not fenced while it serves as a migratory corridor for the wild animals as it was mentioned by one of the respondents.

> *"Human wildlife conflict has also, an effect on economic activities. Since you find like now the communities living adjust to the park they are pastoralists and they are not able to farm because the crops, the livestock's are invaded by the wild animals so what happens they just stay there they can't do so much to earn them something economically. That is the reason people say that all people who live adjust to the park they are all poor I do not know how true it is. I do not know whether it is because it is the effect of the animal. Remember us being government our money that we collect goes to the government we don't do like the way conservancies do they give back to the community the only thing they can benefit is through cooperate social responsibility which were stopped because of the economy. We are not able to get money for them but through other stakeholders and supporters, we are able to get people who are supporting them. They can't do anything lion are all over their live stocks, primates will be are all over their crops so it drain them economically" Inter 24. 1.1.8.*

This study, it is also supported by another study, which found that the absence of effective policies promoting community involvement and tourism in several developing African countries has resulted in the marginalization of communities living around national parks (Kala & Bagri 2018). This has led to a lack of opportunities for these communities to benefit from tourism activities. Consequently, these communities become overly reliant on the natural environment, leading to issues such as poaching and causing conflict between the parks and the local communities.

4.5.2.2.4 Cultural Conflicts among Local Residents and Tourists through Tourism

This study found that 13% of the respondents argued, that Nairobi City County is one of the most diverse and vibrant cities in Kenya, boasting a large population, an active economy and a wealth of cultural attractions that have made it a hub for urban development. Therefore, the optimistic impact of sustainable development in City has been beneficial; however, it has also led to a rise in cultural clashes and social unrest. Hence, as the population increased, the traditional cultural practices of the various ethnicities have been in conflict with the modern, urban activities that have been, introduced. This has led to a strain between the cultures due to the conflicting

desires to preserve their individual traditions and values while adapting to the urban setting. On the other hand, the inflow of people from diverse backgrounds has caused a strain on the resources and infrastructure of the city. This has led to congestion in certain regions, inadequate access to basic amenities and the emergence of slums and informal settlements. The absence of housing, healthcare and education in Nairobi City County, particularly in the slums of Nairobi, has caused an uptick in crime and social unrest. Moreover, the study further argued that the cultural conflicts, has been further worsened, by the introduction of new attractions and entertainment such as shopping malls, restaurants and bars in Nairobi County. As a result, these have brought with them a different set of values and norms than those of the traditional cultures, leading to further conflict. Therefore due the increased cultural conflicts in Nairobi City County have had a negative impact on sustainable development, as it has induced an atmosphere of mistrust and fear. This has led to a decrease in investment in the city, as the tensions between the various groups make it difficult to attract businesses and create jobs at certain areas in the city. Therefore, this has resulted to economic stagnation, which has hindered the progress of the city and its local residents from displaying their cultural tourism. As it, was stated by one of the respondents.

> *"Tourist behavior often conflicts with local customs. The family set up has really changed the way tourist lives abroad they do not value African marriage. Culture has really changed African dressing compared to tourists dressing, African dressing is really descent compared to tourist dressing. On the other hand, our culture has, been affected because of development. Inter 2 2.6.2.*

From the observation, it indicated that the city is home to several different tribes, each with its own distinct language and culture. Thus, the city does not possess a unified culture that would enable it to stand out from other urban areas in Kenya and be competitive in terms of cultural tourism. Consequently, this study confirms the value of preserving culture, yet it also raises the concern of the city's lack of a distinct local identity as elaborated by one of the interviewees.

> *"No: Nairobi has no unique culture. Those who choose to hold on to theirs, keep it by themselves." Inter 5. 1.8.6.*

The findings of this study align with the research of Eyisi *et al*. (2018), in which individuals also raised concerns about the adverse effects of tourism on

communities. These concerns included alterations in the behavior of certain members of the local residents (particularly youth who imitate visitors), vandalism of monuments, the attitudes of locals towards tourists, price hikes of goods and services and tourists disregarding local culture.

4.5.2.2.5 The Dark Side of Urban Tourism in relation to Crime and Safety in Nairobi

From the findings of this study, Nairobi City County is one of Kenya's most diverse and vibrant cities, full of urban development with an increasing population and dynamic economy. Therefore, the development, of urban tourism has led to an increase in crime, as tourists seem to be easy targets for muggers and thieves for the case of Nairobi City Park. Therefore, this has led to a feeling of insecurity amongst residents as well as tourists therefore discouraging visitors from visiting some attractions. From the study, the high levels of crime in the city, especially in the slums near the attractions, have made it unsafe for tourists to visit. This has led to a decline in the number of tourists visiting some of the attractions in the city and has had a negative impact on the city's economy. The National as well as the local Government have been working together to improve the security situation in city attractions and has made some progress in recent years through fencing and rehabilitation of the parks for example the rehabilitation of Hon. Michuki Memorial park which has been acting as a hide out for criminals for many year. However, the problem of crime remains a major challenge for the some attractions. Therefore, it was, acknowledged in this study by 42% of respondents that as attractions get crowded with tourists, mostly during the peak periods like during weekends and school holidays during high seasons, social evils such as prostitution also raise to take advantage of crowds. Theft and robbery were also witnessed at some places like the City Park, given the park is not fully utilized; hence, the bushy part has been neglected. Therefore, this happens when the park gets too overcrowded and chaotic during festivals or weekends as one of the respondents claimed it.

> *"Yes people who like doing evil, those who like doing immoral behavior in the park it is bushy some usually come to smoke weeds in here; other comes to do funny things here. It is of course the reason security is very important here. We have security personnel's but they are not adequate. Therefore, you know the park is not fenced while fencing is very important. The park's jurisdiction has*

been transferred to the National government, which will hand it over to Kenya Forest Service. I know they have plans to do the fencing." Inter 6 . 1.9.2"

Another respondent also added.

> *"Social challenge what happens given the parks is not fenced residents dispose their wastes and refuse in the park. Sometimes we have a major challenges of dead bodies being found in the park they are killed from outside and are dumped here. This one happens more often once or after two months but in a year we can have three or four times. Even sometimes because of some challenges here people come and commit suicide here sometime so you will see sometime a body hanging on a tree it happened last week" Inter 20.5.0.*

According, to the findings of the study, the issue of fencing seemed to be of great importance to the security of tourists as it was further, retaliated by another respondent.

> *"of late we haven't experienced any case of insecurity in the forest over the last few years since we fenced. The forest before it was fenced the issue of dead bodies being found in the forest was very common*" *Inter 10.2.4.*

The findings of this study it is consistent with several other studies such as Musavengane, *et al,* (2020) argues that security of urban spaces and tourist sites is a challenge to tourism development in Ghana, as fear, feelings and actual insecurity are preventing tourists from visiting the country. This social evil, was observed to have a negative effect on the sustainability of urban tourism in Nairobi, by limiting the potential for economic and social growth within the African continent.

4.5.2.2.6 Gender Segregation

From the findings of this study, it, ascertained, that there is no denying that tourism in Nairobi is one of the most booming industries in the city. Therefore, it is worth noting that tourism in Nairobi brings millions of Kenya shillings and benefits millions of people either directly or indirectly. On the other hand, there is a negative side to tourism that is sometimes, disregarded by stakeholders on the issue of gender segregation in urban tourism. The gender segregation observed, in Nairobi was compounded by the inadequate safety and security in the city which is often because of the urban attractions. From the findings, women were much more likely to be the victims of crime and harassment in the city attractions, especially in public areas a case of Nairobi City Park. This has led to a decrease in the number of women in green spaces resulting in an increased gender gap. These aspects have had a

significant impact on sustainable development in Nairobi as gender segregation has caused a decrease in economic prospects for women, a decrease in access to resources and a decrease in overall wellbeing and security. This has resulted in a decrease in economic growth and development in the city and has hindered the progress of sustainable development initiatives. As it was claimed by one of the respondents.

> *"People who come to relax here they do complain given that the park is not fenced so the degree of security is not that good we have some thieves inside. Although for now we have some guards from Kenya Forest Service plus our own security personnel but we have shortage as the forest is not fenced. At the front side of the park, the security is ok but interior part of the park the degree of security is minimal. I usually go with my security personnel in the interior part of the park I can't go their alone" Inter 20 2.2.2.*

There was also further reaction from another respondent where the study revealed, that urban tourism in Nairobi City County offers women more job opportunities for income-generation and entrepreneurship hence the sector was, found to absorb more women in wage employment compared to men. This has resulted in a decrease in economic growth as one of the respondents outlined development in the Nairobi as it.

> *"like now I was doing my research and I have found that 80% of the casual labourer are ladies. I even asked them where are our men like now I have over 100 casuals almost 150 and 80% are young ladies only 20% are men so there is a disaster in the society" Inter 20.2.2.0*

These findings, was informed, by the debates on gender segregation and urban tourism, particularly the relationships between ethnic women and the tourism economy. Therefore, the study contradicted with the study carried out by Alexander and Sirijit, (2017) which indicates that gender differences, the gender division of labour and its underlying inequalities are 'naturalized' and taken for granted through everyday bodily practices that have been repeated over time.

4.5.2.2.7 Overcrowding Crisis of Mass Tourism in Nairobi

From the finding of this study, it, was revealed by 13% of the respondents that urban attractions have become a great source of entertainment and leisure in Nairobi City County. Therefore, the rise in the number of people who are attracted to these attractions has resulted in increased congestion in the Nairobi City County. Hence,

the congested flow of tourists visiting attractions in Nairobi City County has had a negative impact on the city's ability to achieve its sustainable development goals. Furthermore, the study revealed that this has caused the limit of availability of public spaces for recreational activities, making it more difficult for the local residence of Nairobi to access these activities. All of these, factors were seen to contribute to a decrease in quality of life in the city, making it difficult for the local residents of Nairobi to meet their sustainable development goals. In addition, the research showed that when tourism increases and more visitors come to the city, those living near tourist areas encounter an influx of people and increased traffic congestion, particularly during peak times. As it, was claimed by some respondents.

> *"Our worry now is the growing trend the forest is not expanding but the visitors are coming in large numbers on a daily basis. May be we will have to look for may be in 100 to 200 hundred years from now we have to make other forest in Nairobi look like Karura forest so that visitors can have the same standard of services which will enable us to reduce pressure in Karura forest which is too much. Something else is that the proximity of Karura forest is surrounded by high class community for example the Muthaiga estate, Runda so by default they influences everything which is taking place here. To start with the price of land the fact that it falls under first class Kenyans unlike other forests in Kenya which are situated in rural areas where prices of commodities are pocket friendly" Inter 10.2.2.*

While another respondent also added

> *"Seasonality we suffer like when it is cold like July the place is very cold they don't come but, when it is very hot like now the place is fully parked. They don't have anywhere to go and get fresh air unless they stay indoors when it is hot like now it is very parked mostly during weekends" Inter 20 3.4.9*

Another respondent further argued.

> ***"****High cost of living it affects as I told the place is free people from the slums they don't have stable jobs they don't have stable income so most of the people instead of staying in their houses and they don't have money and the park is free they all come to the park. We have three slums Mathare, Kijiji kwa Njoroge as I told you and the deep see it is in parkland near the park. This can degrade these traditions, as people focus on the economic side of the events rather than the 'authenticity' of the traditions" Inter 20.3.5.0*

It was, also observed that the congestion has caused a strain on resources, such as energy, water and food, which has led to an increase in pollution and waste. In

addition, overcrowding of tourist in attractions has been putting pressure on infrastructure, leading to traffic congestion and an overall strain on transportation systems within the Nairobi City County. This has also caused noise pollution, as well as air pollution, resulting in health and safety issues. On the matter of congestion, the findings on this matter are similar to what was, found by Koens, *et al,* (2018) as well as by Nur *et al* (2020) as the growing population has induced many environmental problems in recent years, leading to an increase in demand that urban development must be sustainable. In addition, in regards to overcrowding, the spring months are commonly most problematic due to the combined presence of tourists, residents and day visitors. This was further, supported by Bertocchi & Visentin, (2019) that the level of tourism overcrowding perceived by residents increasingly affects the entire island, reinforcing the perception that the environment is more hospitable to tourists than to residents.

4.5.2.2.8 Commercialization of Culture

From the findings of this study, urban attractions in Nairobi City County such as heritage sites, monuments, statues, shopping malls and tourist attractions have been a major factor in the commercialization of culture in Nairobi City County. The other factors are the combination of the city's ever-growing population the desire for leisure activities and shopping caused by business development, as well as the city's urbanization. The study also highlighted how this has led to the commodification of culture, with entrepreneurs taking advantage of the popularity of Nairobi City County's landmarks and traditions. In addition, this study has revealed that although, efforts are being made to provide local inhabitants of Nairobi with the opportunity to benefit from urban tourism, a large number of them still rely on cultural assets such as souvenir shops and traditional meals to make a living. Moreover, there are street vendors from mobile Maasai market, Kariokor market as well as city market within the city where they sell souvenirs etc. to tourists. It was stated by one of the respondents.

> *"The commercialization of the city has had both positive and negative impacts on the people living in the city. While it has provided jobs and opportunities to many, it has also led to the displacement of traditional cultures and created a number of social problems. There is a need for a balance between the benefits and drawbacks of commercialization in the city in order to ensure that the traditional*

*cultures are not lost and the people living in the city are able to benefit from the opportunities that arise due to commercialization." Inter 4. 8.*6

The respondent further added.

"The most prominent issue is the loss of traditional culture. The city's increasing commercialization is causing traditional values to be lost to the spread of Western popular culture. . This has led to the loss of many traditional beliefs, practices and customs." *Inter 4. 8.2.*

He study further found that the traders tend to consider these markets as a chance to earn money, rather than celebrating and preserving them. Therefore, the aspect of commercialization results while local residents try to earn their living while selling cultural products as it was observed from Bomas of Kenya refer plate 4.2 where live performances were being presented to entertain the tourists. This trend results, in the degradation or devaluing of cultural values and beliefs as it was observed in Nairobi City.



Plate 4. 2: Commercialization of culture at Bomas of Kenya

The findings about the commercialization of culture during tourism development among local stakeholders in the studied Nairobi supports the studies of Shahzalal (2016), Xion and Li (2012) which exemplifies commodification as a ritual that is

sold for money in an exhibition by altering or even destroying original meaning to outsiders

4.5.3 Environmental Contribution of urban tourism in Promoting Sustainable development in Nairobi City County

According to the UNWTO, (2017b), tourism contributes directly or indirectly to all the 17 goals of sustainable development (SDGs) which were, defined, together with additional 169 SDG targets to ensure safer future for life on earth by the year 2030. From the findings of the study, urban tourism in Nairobi plays an important role in promoting sustainable development in Nairobi City County. It has helped to conserve the environment while it has also helped to reduce air, water and soil pollution by increasing promotion on waste management, recycling and encouraging the use of renewable energy sources. In addition, it has also helped to minimize the impacts of climate change by promoting the development of green infrastructure, such as green spaces and urban parks while encouraging sustainable development initiatives. The study further indicates that urban tourism in Nairobi has also helped to improve public health and safety by providing access to clean rivers, clean air through afforestation. By promoting sustainable and responsible urban tourism, Nairobi City County has been contributing to the overall socio-economic and environmental well-being of the County.

4.5.3.1 Positive Environment Contribution of Urban Tourism in Promoting Sustainable Development in Nairobi County

From the findings of this study, it was, discovered, that urban tourism in Nairobi City County has been making a positive contribution toward environmental sustainability. Therefore, the county has made significant efforts to maintain a healthy, clean and quiet environment. Both the National and County Governments have implemented a number of steps to maintain environmental safety and city resource sustainability. The County Government has also created tourism department, which is responsible of promoting and protecting the environment. This department has implemented a number of policies and efforts to ensure environmental health. These include the implementation of waste management plans, the setting up of energy efficient lighting. These measures have helped to reduce air pollution, improve air quality and reduce water contamination. From the observation, the National Government has also invested in green infrastructure such

as pedestrian walkways, which have helped to reduce traffic and noise pollution. Furthermore, the National Government has undertaken a number of initiatives to preserve the ecosystem of Nairobi City County. In addition, the National Government has set up a number of green spaces, which, are used for leisure activities, which provides a nature reserve for wildlife. Therefore, the overall, positive contribution of urban tourism toward sustainable development in Nairobi City County has been incredible. These initiatives have helped to reduce environmental pollution, improve the health of the environment while making the city safe and smart place for tourists. On the other hand, the study revealed that urban tourism in Nairobi has been growing and has introduced many new places for tourists to visit. In some attractions, they have the option of welcoming tourists to green spaces hence urban tourism has brought many positive impacts on the environment as indicated on table 4.11.

Table: 4.11: Positive Environmental Contribution of Urban Tourism in Promoting Sustainable Development in Nairobi

Positive Environmental Contribution of Urban Tourism	***Respondents(N=24)***	**Response Rate (%)**
A Guide to Sustainable Living in Nairobi	8	33
Preservation and Conservation of Eco System	21	88
Quiet Environment	2	8
Protection of Endangered Species	1	4
Advocates for Sustainable Safaris through Protection of Illegal Trade & Exploitation of Natural Resources	5	21
Safeguarding Tourism Treasures in the Nairobi County	5	21
Provide a Safe and Healthy Environment for the Wildlife	8	33

4.5.3.1.1 A Guide to Sustainable Living in Nairobi

From the findings of this study, it, was acknowledged by 33% of the respondents that urban tourism has been growing rapidly in Nairobi City County and this has increased environmental awareness among the local residents as well as the tourists. Therefore, as more people explored the city attractions, they become more aware of the challenges that the environment is facing, from air pollution to water conservation. In addition, the study affirmed that this awareness has led to a keen sense of responsibility among local residents to take care of their environments. From the observations, these attractions serve to train visitors on the importance of living sustainably, while also providing a much-needed escape from the hustle and

rush of Nairobi life. Moreover, many attractions in Nairobi are now incorporating sustainability into their industry models, guaranteeing that their activities safeguard the environment while also supporting the local economy. As a result, there has been an increased focus on eco-tourism and green development, both of which support sustainable development in Nairobi City County. As a result, a culture of environmental responsibility has emerged, which serves to secure the city's and its residents' future. According to one of the respondents, the local residents and visitors are taught the best experience of interacting with nature directly, thus values what they have for life and the memories encourage them to be environmentally conscious in travel and personal life.

> *"Tourism in Nairobi has been enhancing education, learning and knowledge about conservation and protection of the environment, which includes the forests, the parks, as well as the green spaces, this is done through study tour, field attachment and internship programmes as well as field trips training offered to school students" Inter 18 3.1.9.*

Concerning positive environmental impacts, the findings of this study echos the findings by Nur *et al* (2020) proposed that environmental awareness is a vast and abstract concept in assessing an individual's level of attention to their environment, which can be linked to environmental quality and health. It was, believed that this was a crucial measure in preparing stakeholders to address environmental concerns.

4.5.3.1.2 Preservation and Conservation of Ecosystem

From the findings of this study, it was revealed by 88% of the respondents that urban tourism is an important sector which its regional development requires the conflict of development and environment to be managed carefully because tourism and environment are important, yet contentious relationship, that needs to be in a perfect balance to benefit each other. As a result, the preservation of the natural environment in Nairobi City County for future generations has been a primary goal not just for tourism but also for other sectors as shown on plate 4.3 and 4.4. Therefore, from the observation the efforts to clean the Nairobi River has also been identified as a positive move for the City, which requires a good quality physical environment to ensure factories with potential pollution do not pollute it. This, in turn, has a positive impact on environmental protection as emphasized by one of the respondents. In terms of the ecosystem, this would mean consuming natural resources within

acceptable limits, protecting biodiversity and making sure essential ecological processes can take place, while providing a pleasant experience to tourists.

> *"Urban tourism has been preserving and conserving its green spaces like Uhuru park, Karura forest, Ngong Forest, Nairobi National Park, City park for tourists both international as well as domestic tourists to enjoy" Inter 18 3.1.*



Plate: 4. 3: Conservation of Ecosystem at Karura Forest



Plate: 4. 4: Conservation of Ecosystem at Hon Michuki Memorial Park

The respondents further added.

> *"Urban tourism has been reducing the environmental impacts associated with the city. In fact, we have seen in our parks, they do not allow single use plastic bottles in the parks. We have also seen places like Karura forest and Hon. Michuki memorial park has been fenced to keep off land grabbers therefore, protect the interferences of natural resources from local residence". Inter 18 3.1.8.*

It, was also established by another respondent

> *"Friends of Karura their core mandate is to conserve and protect Karura forest when you look the community as friends of Karura being a radius of 5 kilometers to become a member. The community forest association that is according to the law, the forest act of 2005 that was revised in 2016. It allows community participation management and conservation of the forest" Inter 14.1.9.*

Findings from this study also support the finding carried out by Chen, *et al,* (2018) which discovered the urban parks and green spaces are known as "the heart of a city", which are essential to alleviate ecosystem degradation caused by human disturbances and maintain the overall ecological balance.

4.5.3.1.3 Quiet Environment

From the finding of this study, 8% of the respondents ascertained that the importance of forests, green spaces and the parks in Nairobi City County having been providing a tranquil environment for sustainable development in the County. Trees, shrubs, the entire ecosystem have been acting as natural air purifiers and air conditioners, reducing air pollution and creating cooler temperatures in the city. Furthermore, forests in Nairobi were, also seen as habitats for various wildlife species and acts as important carbon sinks, trapping carbon dioxide from the atmosphere and helping therefore, combat climate change. The presence of lush vegetation in Nairobi also provides a calming environment for people living in the urban areas of the county and helps to reduce stress levels. In addition to providing a calming environment, forests and the parks in Nairobi also helps to protect the local watersheds by reducing soil erosion and providing a natural filtration system for water runoff. Hence, this helps to ensure that the region has an abundant supply of fresh, clean water and minimizes the chances of water-borne illnesses. Thus, green spaces in Nairobi have been essential in providing a peaceful environment for sustainable

development in the region. Therefore, it is clear to conclude green spaces in Nairobi City County do contribute to carbon sequestration through enhancing of air quality as it reduces air as well as noise pollution within the city hence improving the quality of health of the city residents as well as tourists as it, was claimed by one of the respondents.

> *"When you are in the city center you will feel that the city is polluted all over, leave alone the industrial area which is far away from this place since we have very few industries near here still the motor vehicles which forms our biggest polluters of air in Nairobi. But with trees around here you can't feel that, when you are in town you can feel smell of lubricants which are used by the vehicles" Inter 16.2.5.*

In addition, the respondent further added that.

> *"Noise pollutions it minimal unless you are on the other side of the road near arboretum drive that is where you will find a lot of noise pollution because of the roads but when we are inside the park, here the place is very cool" Inter 16.4.10.0.*

It was, also claimed by another respondent.

> *"of course one of the most important one is tree offers fresh air, breeze, while it supports the ecosystem we have some animals around here. Environmentally speaking it is one of the best place in the city where people can come and enjoy fresh air. The rivers are not very clean because of the sewage coming from upstream" Inter 6. 4.0*

Most of the findings, in this study are similar to what has been found by Pari, *et al,* (2013) who found, out that the components important known opportunities in the villages of Bandare of "presence of a quiet environment without noise" and Anzali and the component "presence of offices and "presence of sea beaches" are the internal strong points organizations".

4.5.3.1.4 Protection of Endangered Species

Based on the findings of this study it was, affirmed by 4% of the respondents that Nairobi City County boasts a diverse array of verdant areas, including national parks, wildlife reserves and urban green spaces that plays a vital role in providing habitats for numerous endangered species. One such notable example is the Nairobi National Park, situated just a short distance from the city center, which is home to a

staggering 400 species of birds, including the African Crowned Eagle and Martial Eagle, both of which are at risk of extinction. Furthermore, the city's green spaces serve as a safe haven not only for birds but also for other endangered animals, such as the black rhino, Grevy's zebra and Rothschild's giraffe. These, species are protected in designated areas like the Nairobi Animal Orphanage and the Giraffe Center, both managed by the Kenya Wildlife Service. These centers serve not only as sanctuaries for endangered animals but also as educational institutions for the public. One respondent claimed it

> *"....Nairobi National Park is designated as an Important Bird Area (IBA) this is due to its rich avian diversity, as it plays host to a remarkable array of bird species, including European migratory birds. With over 400 species recorded within its boundaries, this park offers a glimpse into East Africa's vast birdlife, which boasts over 1,600 species. I would be happy to share a list of the bird species that call this park home". Inter 24. 1.3.3.*

Furthermore, Nairobi City County has also realized that rare and common species symbols in the eyes of urban tourists are attractive due to their uniqueness in nature as the green spaces also serve as crucial breeding grounds for endangered species. The Oloolua Nature Trail, located in the Ng'ong Hills, is a prime example, as it provides a habitat for the endangered Columbus monkey. This, trail has been designated as a protected area, and efforts have been made to restore the Columbus monkey's habitat, resulting in a significant increase in their population. Wild animals, virgin forests and a colourful palette of exotic plants are becoming an unusual sight in Nairobi attractions as indicated on plate 4.5 below. Therefore, from the observation urban tourism in Nairobi has a history of conservation success despite high population in the city hence the city is safe for endangered species that inhabit them. It was articulated by some of the respondents.

> *"Since we renovated Michuki Memorial Park the number of bird has increased the noise from the bird plus the number of nests on the trees will tell you the environmental contributions of this park. Inter 12.2."*

The respondent further added.

> *Here we have flogs, one small crocodile which come immediately after we cleaned the river. Inter 12.2."*

It was also observed that Nairobi animal orphanages had many carnivores which the respondent explained that the reason for this is due to the fact that the orphanage is

meant for animals that has been rescued in distress in the wild either they have been left out by their mothers because they are either injured or they are sick.

> *"You will find that the cats are very vulnerable to this, you will find a cheetah which have given birth and the cubs have disappeared from them, same thing with lions and the same things with hyenas. These, animals are not brought to the orphanage just for the sake of bringing them in a rescue centre. It is very hard to find a buffalo that has been left so if it is left, you will find it with another group. But you will find a lions cub being misplaced given that either the mother has died, the cub is nowhere either it has been left behind for sometimes, some of them are sported in the community land then they are brought here to be given another chance that is the reason you will find majority the animals are cats." Inter 24. 1.39*

The respondents also added.

> *"They are very vulnerable you will also find animals like hyenas as they are getting extinct there are no hyenas currently we are taking care of hyenas because the numbers are going down. You see hyenas are not like lions people usually kills. If you call us that, you have sported a hyena somewhere will come for them and bring them into our park. So you will find there are so many cats more than any other animal in the animal orphanage. Hyenas are getting extinct in the country we have very few hyenas" Inter 24. 1.40*

Thanks to Sheldrick Wildlife Trust, Nairobi Animal orphanage. Giraffe Centre, Nairobi National Park for granting protection to various orphaned animals. It was also observed that Kenya Forest Service have been protecting some of the engendered plant species at Hon. Michuki Memorial Park as per plate 4.5 below.



Plate: 4. 5: Botanical Garden at Hon. Michuki Memorial Park

This, study supports the study which was carried out by Victor et al, (2020), which, found that value of protected areas towards the conservation of species of concern also comes from their mitigation of forest degradation.

4.5.3.1.5 Advocates for Sustainable Safaris through Protection of Illegal Trade and Exploitation of Natural Resources

The findings of the study suggest that urban tourism in Nairobi is a fast-growing industry that needs to abide by the principles of sustainability if it is to remain viable in the long term while having a positive impact on the city. Partly, 4% of the respondents revealed that this type of tourism brings a wealth of opportunities, drawing in both local and international tourists who are interested in connecting with nature and animals. This gives local residents the chance to make a sustainable living from the city's attractions, providing them with a more stable and beneficial source of income than illegal loggings or poached animals. Thus, they become more aware of the need to protect and preserve what they have, as it will ensure the continued flow of tourists and revenue. The study established that, local residents, are being trained in protecting flora and fauna while tourists are encouraged, to comply with the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). During game drives, captivity and consumption of plant and animal species are strictly, prohibited. Additionally, tourists are advised to keep a safe

distance from wildlife, avoid making noise and refrain from feeding animals when on excursions in animal orphanage safari walks forests and parks. It respondent claimed it.

> *"Like light now we have been called to go and pick a zebra from the community land and bring it back to the park, the zebra can't eat anything but it can be killed and the people can kill it bush meat is real so it is a challenge there are people who are selling bush meat in the city. Bush meat is real therefore we do educate local residents on importance of wildlife" Inter 24. 2.2.3.*

The respondent also added

> *"Another way we mitigate is through education conservation awareness so we educate the tourists about the importance of conservation of the wildlife in connection to tourism, another way is that we have fenced the park on one side we are looking on ways we can fence the entire park. Naturally an ecological zone" Inter 24. 1.2.2.*

Another respondent further established

> *"The place also promotes Kenyan heritage as you know Arboretum was set up because of Kenya Uganda railways and now because it was a trio place for new species and also indigenous trees so we not only have exotic trees but also indigenous trees and some of these species are only found in Nairobi. You see Nairobi was a forest but it has been replaced by building you come to arboretum this is the only place you will only find species on trees which are no longer found in Nairobi so that is part of the heritage". Inter 16.2.0.*

Therefore, the findings of this study are consistent with Francione, (2008) which found out that animal rights should entail that a human has no right to inflict harm upon an animal for his/her own benefit, or to treat an animal as property.

4.5.3.1.6 Safeguarding Tourism Treasures in the Nairobi County

From the findings of this study, it is imperative to conserve natural resources in order to safeguard tourist attractions in Nairobi County. This study, has established that human activities in urban areas, such as deforestation, water and air pollution, pose a great risk to delicate ecosystems in popular attractions like national parks and forests. It, was observed that the City Park and Karura Forest faces the challenge of protecting their tourist attractions from the threat of over-tourism. Furthermore, the waste generated by tourism activities, which includes plastic, chemicals and sewage, not only harms the environment but also affects the health and well-being of the local communities. A prime example of this is the Nairobi City Park, where tourists often leave behind litter and waste that can harm the wildlife and pollute the water

sources. Furthermore, it was revealed by the study that congestion and atmospheric pollution has been aggravated with the increase of private car ownership transporting tourists to attractions of their choice within Nairobi County hence the government has worked together with stakeholders in the city to reduce pollution. Therefore, the efforts to mitigate the adverse effects of urban tourism on the environment have played a crucial role in promoting sustainable development within the city as it was affirmed by 21% of the respondents. By implementing sustainable tourism practices, the county has effectively conserved natural resources and ecosystems, making Nairobi city an appealing destination for eco-conscious travellers. As a result, sustainable tourism offerings such as eco-lodges and community-based experiences have emerged, providing additional sources of income for local communities. In addition, the revenue generated from tourism has been channeled towards environmental conservation and infrastructure development projects, ultimately enhancing the overall quality of life for residents and creating a more sustainable as well as livable city as it was claimed by some respondents.

> *"Nairobi National park being an urban park there is no way we can say that it is not polluted from urbanisation as well as from the visitors. In 2020, June plastics were banned from entering into the parks but even today, if you go to there you will find plastic things. The human behaviour they will hind and will throw them in the park and you know impact of plastic to the environment. Therefore, pollution is there as we have water pollution, air pollution we have, all sort of pollution in the park but we are trying to work with other stakeholders like NEMA the police to try and mitigate this. It seems that something need to be done to these people who are polluting the environment" Inter 24. 1.2.6.*

Another one also claimed.

> *"We are the lungs of Nairobi we give out fresh air oxygen you see this one is the major function of the park. We do control climate change and global warming through planting of trees. In Nairobi we are the once who plant trees and not only in Nairobi even the neighbouring Counties. It is also a benefit as we act as water catchment area as it is only Ngong forest, City park and Karura forest in the County of Nairobi. We do reduce soil erosion through planting of trees and grass" Inter 203.4.1*

The respondent also added

> *We are under Kenya Forest Service, and we are funded by the National Government and all income generated from our projects, including this one, is remitted to the National Government.. The good part of this place since 2018*

we no longer allow plastic bottles in the in the forest not only here but all parks in Kenya. If visitors get into the park with a bottle or water, they are forced by security to leave their bottles at the gate and the moment they leave they pick the bottles from the gate. We only accept the re-usable bottle and it's not only Michuki memorial park but all forests across the country. A part from bottles we have also dust bins placed all over for our visitors to dump their wastes in these containers. They have been segregated for plastic and other wasted across the park. They are placed at different places and even our visitors have adopted this culture. Inter 12.4.9

Findings from this study, also supports the study carried out by Rini *et. al*., (2016) which found out that destination-oriented development of environmentally friendly is indispensable in order to protect, conserve, and enhance the natural physical environment to ensure a sustainable ecosystem of life and long-term health that can be ascertained can be enjoyed by generations to come. While the mass tourism has a tendency difficult to control its growth, do not have a plan and are likely to grow sporadically

4.5.3.1.7 Urban Tourism Provide a Safe and Healthy Environment for the Wildlife

Based on findings of this study, 33% of respondents acknowledged that urban tourism in Nairobi City County serve as home for wildlife contributing positively to sustainable development. The fast-paced city life can often be overwhelming and stressful, but the existence of wildlife in and around the Nairobi offers a tranquil and peaceful environment. Therefore, in escaping the city, fast pace, local residents can reconnect with nature, which, was seen as proven remedy for mental well-being. Therefore, tourists are drawn to the diverse wildlife in the city, resulting in the growth of the tourism industry and creating job opportunities, thus boosting the local economy. The finding outlined that the revenue generated from wildlife tourism is also utilized to fund conservation efforts and support sustainable development projects in the city. Lastly, the study also revealed that the presence of wildlife in the city has been instrumental in improving air quality and reducing pollution, as the trees and plants in the forests and parks act as natural air purifiers, absorbing carbon dioxide and other pollutants while releasing oxygen into the atmosphere. This not only benefits the wildlife but also has a direct impact on the health and well-being of the local residents. as a respondent claimed it.

"The park is also home for wild animal there are some monkeys, birds and other small animals like warthogs. There are people who come here to enjoy many things, other comes for nature walk other comes to sit under the trees and i believe there are some who come to do bird watching even though they are not many species given that monkeys eat their eggs, which, has reduced their numbers. Inter 6. 4.3"

Another respondent also claimed.

"Reasons when there is draught which is as a result of climate change like now there is in Northern area of Kenya we receive more orphans than when there is enough pasture. When the land is green we receive few orphans that the impact, when there is draught it puts pressure on us given that we have more orphans to feed". Inter 9. 9.7

4.5.3.2 Negative Environmental Contribution of Urban Tourism in Nairobi City County

From the findings of this study it can be argued that the short-sighted economic approach has not managed valuable issues such as resource depletion, pollution and the uncertain future of the western model of socioeconomic development wisely, which was observed as unsustainable. This has resulted in massive and accelerated resource depletion, pollution and an uncertain future because of overconsumption of natural capital, resulting in soil erosion, increased pollution and destruction of natural habitats and endangerment of species. Additionally, it was observed that construction work for tourism in Nairobi has significant impacts on environmental degradation, reduced green spaces, deforestation, solid waste and sewage, too much usage of air and water, emission of CO_2 and other gases that cause air and water pollution, climate change, loss as well as displacement of biodiversity and damage to ecosystems. It was further, observed that these forms of pollution create hostile set of factors that threaten both the residents and the city ecosystem. This study further established that when Nairobi County attempts to broaden its tourism attractions, it often faces difficulties with the overutilization of its restricted natural resources, pollution and destruction. This quickly escalates into undesirable consequences, such as damaging effects on the local environment and local residents, as different people have different expectations as emphasized in table 4.12 below.

Table: 4. 12: Negative Environmental Contribution of Urban Tourism in Nairobi City County

Negative Environmental Contribution of Urban Tourism	Respondents(N=24)	Response Rate (%)
Solid Waste and Littering	5	21
Pollution from tourism related activities	13	54
Depletion of Natural Resources	7	29
Over-Tourism at green spaces	8	33
Physical degradation of Ecosystems and Loss of Biodiversity	7	29

4.5.3.2.1 Solid Waste and Littering

Findings from this study, it revealed that 21% of the respondents believed that even though polluted water bodies problems are, compounded by the increasing pressure from neighboring estates like Kangemi, Westlands etc. thus posing a significant threat to the ecosystem within the city hence causing threats to the city attractions. On the other hand, it was observed that solid waste created by tourists is not the only type of waste from attractions and that a significant portion of it actually comes from service providers to tourists, such as airbnbs, homestays, restaurants, wellness centers, laundries, entertainment and accommodations with high tourist traffic in Nairobi. Other sources of solid wastes were recognized as garbage being left at City Park during the weekend and holidays usually increasing the volume of garbage within the Nairobi, which are latter transported to Dandora damp site as it was stated by one of the respondents.

> *"You see the problem with Kenyans when they come here they buy sweet they through sweet covers plastic bottles everywhere. There is also sewage pollution, which emanates from upstream and makes the river in the park very dirty. We have our staff who works on the park every Monday because most traffic is mostly on Saturday and Sunday so Monday staff have a lot of work, cleaning these garbage we are hoping to educate people to dispose the garbage where they are supposed to. But the problem with Kenyan they do drop trash anywhere where the government don't recycle garbage we just take the garbage from the park to Dandora damp site Inter 6. 5.3*

Therefore, from the observation this waste can contaminate the soil, water and air at green spaces and can attract pests and disease-carrying insects. Furthermore, it can degrade the aesthetical value of the green spaces, making them less attractive to tourists and less likely to be visited as a case of Nairobi City Park. The study supports the study carried out by Martin and Cros (2021) which its results suggested

that that tourists, should be charged between EUR 0.88 and EUR 0.98 per overnight stay in Madeira, because of the extra cost of solid waste disposal accrued by residents due to these overstays. However, as mentioned by Palma and Riera, (2003) given the difficulty in calculating the private marginal benefits of tourist activities, we cannot conclude that these amounts are the values that tourists should be charged for the solid waste generated.

4.5.3.2.2 Pollution from tourism related activities

The number of international tourists visiting cities has significantly increased in recent years, reaching 810 million in 2018 from 435 million in 2009 (United Nations World Tourism Organization, 2019). Therefore, from the findings of this study, the growth of tourism in Nairobi has put a strain on urban infrastructure and resources, leading to pollution. One of the major sources of pollution caused by urban tourism in Nairobi is transportation. The use of private cars, taxis, and buses by tourists contributes to air and noise pollution, as well as greenhouse gas emissions. In Nairobi as public transport is insufficient, tourists often rely on other modes of transport, adding to the pollution problem. In addition, accommodation also plays a role in urban tourism-related pollution. The rising number of hotels, home stays and other forms of lodging has resulted in the construction of new buildings, leading to land and water pollution. The consumption of energy and water in these establishments also contributes to pollution, particularly in Nairobi County causing high demand for these resources. Leisure activities, such as sightseeing and recreational activities, also contribute to pollution in in Nairobi. These activities often involve the use of motorized vehicles, as well as the waste produced by tourists, including plastic bottles and food packaging. In Nairobi City County without proper waste management systems, this waste can end up littering the streets and polluting water bodies. It, was also, and observed, that, noisy tourists in some attractions were also found disturbing and distressing wildlife. This was especially during exciting moments in sensitive ecosystems, mostly when tourists visit the attractions in their first time, as it was observed from Nairobi animal orphanage where tourists were concentrating at one cage to view lions being feed as it is a rare occasion, which happens once a day at around 2:00 p.m. Refer Plate 4.6



Plate: 4. 6: Noisy tourists at Nairobi animal orphanage where tourists were concentrating at one cage to view lions being fed

One of the respondents also argued it.

> *"Nairobi National Park being an urban park there are no way we can say that it is not polluted from urbanization as well as from the visitors. In 2020, June plastics were banned from entering into the parks but even today, if you go there you will find plastic items. The human behavior they will hind and will throw them in the park and you know impact of plastic to the environment so pollution is there as we have water pollution, air pollution we have, all sort of pollution in the park but we are trying to work with other stakeholders like NEMA the police to try and mitigate this. Therefore, it is imperative to implement measures to address the environmental harm caused by irresponsible individuals" Inter 24. 1.2.6.*

In addition, the respondent identified more related information.

> *"Tourist traffic during high season Nairobi National park has high weekend like this weekend which we just finished it was a long weekend because of yesterday the traffic was high and there was interference with the environment because whenever there is an animal seen somewhere all the visitors will want to go there especially the cats. They want to see lion cheetah leopard everybody want see them and we have received a lot of negativity on them. While some visitors have been engaging in off-road driving, leading to occasional rescues due to being stuck, we have not experienced any incidents involving vehicles striking individuals within the park. Furthermore, tourism development has*

often meant for destroying large areas of nature for resort and hotel construction" Inter 24. 1.2.7.

Thus, it is safe to argue that tourism development and growth significantly contribute to environmental pollution in line with the notion that the growth of urban tourism in Nairobi has a damaging impact on the environment.

4.5.3.2.3 Depletion of Natural Resources

From the finding of this study, urban tourism has become a major business for Nairobi City County bringing in revenue annually. However, this form of tourism has had a significant impact on the depletion of ecosystem at urban attractions. It, was also noted, that as more people visit the city the demand for resources such as water, food, energy and other materials has grown as a result this has led to an unsustainable level of consumption that has had a serious effect on the city ecosystem. For example, the demand for water has caused water pollution at many attractions in Nairobi leading to an overall decrease in water quality. Additionally, the increased demand for food and energy has caused more land to be used for agricultural purposes, leading to further deforestation. The study further revealed that increased population is the primary cause of natural resource depletion city has capacity to degrade ecosystems and alter the physical appearance of the landscape. On the other hand tourists walking on open field, often leading to their death and degrades sensitive and unique, yet vital, ecosystems while clearing of spaces for tourism development means degrading of ecosystem as it observed on plate 4.7 as it was also argued by one of the respondents.



Plate: 4. 7 Depletion of Natural Resources at Nairobi City Park

Another respondent also argued.

> *"Dramatic population this is because when the population is high they pollute the area. They step on plants and destroy these plants and sometime they end up dying they affect us. For now, we have closed Uhuru Park for maintenance so it is under construction so all people are coming Nairobi City Park and Karura Forest. For the case Karura Forest they are charging but for City park we don't charge do during weekend Saturday and Sunday the park is fully parked so sometimes there is human traffic and they end up stepping on our flower beds so they have destroyed all of them*" *Inter 20 3.4.5*

The study further revealed that increased popularity of urban tourism in Nairobi has had a detrimental effect on the depletion of natural resources at attractions, such as forest, green spaces and the parks. On the other hand, these attractions are located in areas with high population density, which leads to greater pressure on natural resources in the form of increased pollution, littering and waste disposal. Moreover, the increased demand for energy, water as well as other resources, to support tourism activities were also observed as a contributor to further depletion of these resources. In addition, the increased demand for materials to build attractions, such as amusement parks and monuments, has also resulted in increased mining, thus causes further depleting of natural resources. Overall, urban tourism has had a negative impact on the environment due to the depletion of natural resources. It was further,

observed that Karura forest had cleared forest cover to build permanent building as forest administration block as well as car parks as Plate 4.8 below:



Plate: 4. 8 Construction of Permanent Building in Karura Forest

Another respondent also claimed

> *"because of the population growth it has affected our dams. In our dams we have aquatic animals this sewerage are open and they end up in our dams what happens to our aquatic animals they all dies. Then what happens to the sustainability of the park it loses it ecological value. Then when we talk of pollution it can be water pollution, air pollution although animals of this park are gone and they have experienced noise I don't know whether it is the main thing but for water pollution I think it is the main thing and also littering. In Kenya we are yet to adopt on the culture of each person taking care of the environment we have grown up with the culture of eat and through the litter in to the environment ie the plastic bottles, banana peelings" Inter 24. 1.2.8* .

The findings from this study is consistent with what was found by Abernethy, Maisels and White, (2016) that negative impacts of urbanization are evidenced in the expanding haloes of deforestation around cities and transportation routes. The study is further collaborated with Sunlu (2003) which found that increased construction of tourism and recreational facilities has increased pressure on these resources and on scenic landscapes. Hence causing direct impact on natural resources, both renewable

and non-renewable, in the provision of tourist facilities, can be caused by the use of land for accommodation and other infrastructure provision, and the use of building materials.

4.5.3.2.4 Over-Tourism at green spaces

From the finding of this study, the surge in the number of tourists flocking Nairobi County is the primary reason for the issue of over-tourism. In recent times, Kenya has witnessed a substantial rise in both domestic and international tourism, with Nairobi being a preferred destination. From the observation, the government and tourism authorities have failed to implement sustainable practices to regulate the number of tourists in green spaces and ensure their conservation. Consequently, these areas have become overcrowded, leading to environmental degradation and adverse effects on the local communities. Therefore, the consequences of over-tourism on green spaces in Nairobi County are grave. One of the most significant impacts is the depletion of natural resources. The constant flow of tourists in these areas has put undue pressure on the flora and fauna, resulting in soil erosion, deforestation and disturbance of wildlife habitats. This poses a significant threat to the biodiversity of these green spaces, which are crucial for the preservation of Kenya's unique wildlife. Moreover, over-tourism also exerts strain on the infrastructure and facilities in these areas. As the number of tourists increases, the demand for accommodation, transportation and other services also rises, leading to the construction of hotels, roads and other amenities that may not be sustainable in the long run. This was, observed to have a detrimental impact on the natural habitats and disrupt the traditional way of life of the local communities.

Hence, this study revealed that, in terms of environmental impacts, there have been no scientific reports on the carrying capacities of urban tourism in Nairobi. However, the perceptions of respondents provided insights into the current situation regarding tourism impacts in Nairobi. The most commonly mentioned problems arising from tourism development in Karura Forest, Nairobi National Park, Nairobi City Park and the Arboretum were traffic during peak season and the refuse left by tourists. It, was concluded that when the number of tourists exceeds a certain limit, the negative environmental impacts of tourism outweigh any potential benefits, thus surpassing the natural carrying capacity of natural attractions. This was, witnessed in some

attractions in Nairobi city where Kenya tourism board has marketed Nairobi as a unique destination in the world as a nature, wildlife and cultural heritage destination as it was outline by one of the respondents.

> *"There are three main types of carrying capacity in Nairobi which I have witnessed that apply to tourism in Nairobi are: physical, perceptual and environmental. These can be explored through the example refers to the maximum number of people who can use a space for the purposes of tourism like when we take a case study of Karura Forest during peak period as the ecological carrying capacity is beyond its actual carrying capacity. Inter 18 4.4.3*

Another respondent also added

> *"Tourist traffic during high season, Nairobi National park has high weekend like this weekend which we just finished it was a long weekend because of yesterday the traffic was high and there is interference with the environment because whenever there is an animal seen somewhere all the visitors will want to go there especially the cats". Inter 24. 1.2.7*

Findings from this study also supports the study carried out by Mowforth and Munt, (2015) which found that the level of tourist development or recreational activity beyond which the environment as previously experienced is degraded or compromised as per plate 4.9 below.



Plate: 4. 9 Impact of mass tourism on ecosystem

From the findings of this study, it, was discovered that despite carrying capacity being a problem, which affects the sustainability of attractions. Analyzing and

understanding the carrying capacities of any attractions is a challenging task. The findings of this study, is in support with the study carried out by Koens, *et. al,* (2018) this is owing to the fact that there are numerous factors that must be taken into consideration when determining the capacity of an attraction. For example, the size of the attraction, the number of visitors, the amount of available space, the type of activities offered and the flow of visitors must all be taken into account. Further Koens *et.al*, (2018), even though overcrowding, can be monitored and measured objectively to a certain degree, it presents challenges that go beyond simple metrics, as it is more complex to define, quantify and measure the desirable social conditions or impact of inappropriate behavior of tourists.

4.5.3.2.5 Physical degradation of Ecosystems and Loss of Biodiversity

From the findings of this study, the expansion of tourism in Nairobi County has caused the development of hotels, Airbnb and other tourist facilities, leading to the destruction of natural habitats. This has had a detrimental effect on many species, causing a decline in their population. On the other hand, the large number of tourists visiting Nairobi has created strain on the city's ecosystems, resulting in overcrowding at popular tourist destinations. This overcrowding has caused harm to delicate ecosystems, including trampling of vegetation and disturbance of wildlife. Furthermore, the growth of tourist activities has also caused an increase in pollution levels in Nairobi. The study found that tourists produce significant amounts of waste and without proper waste management infrastructure; water bodies and land have become contaminated, further degrading the ecosystems. Therefore, the decline of biodiversity in Nairobi can be attributed to the destruction of habitats, pollution and unsustainable practices. These destructive activities have caused the endangerment and extinction of many plant and animal species, disrupting the delicate balance of the city's ecosystems. Local communities are directly to be impacted by the physical degradation of ecosystems and loss of biodiversity. The local residences who rely on natural resources for their survival and the depletion of these resources can lead to food and water scarcity, as well as loss of income. As Nairobi's tourism, industry heavily depends on the city's natural beauty, but if these resources continue to decline, it could have a negative impact on the industry and the overall economy.

Therefore, from the findings of this study, 29% of respondents indicated that in the most visited attractions, tourists tend to tread on the vegetation around trails, which

leads to larger patches of vegetation-free surfaces. Further from the observation these frequently walked trails become compacted, reducing soil permeability and increasing surface runoff. The combination of these two factors in frequently visited attractions results in eroding pathways. Off-road biking, horse riding, off-road driving and parking cars on the side of the road were also significant contributors to soil erosion, as they had removed vegetation hence reducing soil's capacity to absorb water, leaving it exposed and vulnerable to wind and water erosion as per plate 4.10 and plate 4.10

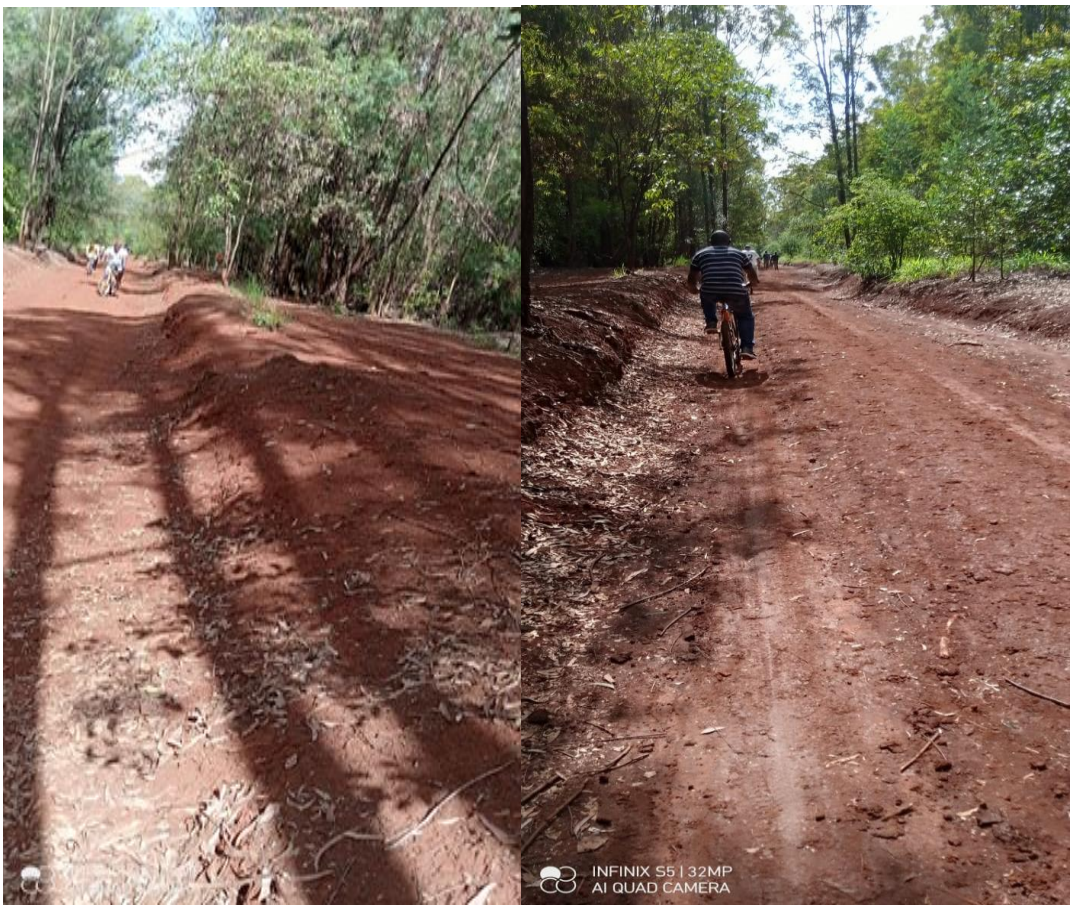


Plate 4. 10: Frequently walked trails at Karura Forest, Off-road biking, horse riding, reducing soil permeability and increasing surface runoff



Plate 4. 11: Construction of pathways at Nairobi Arboretum and Constructions of Car Park at Karura were significant contributors to degradation of ecosystem

Furthermore, overcrowding at attraction sites was also discovered to disrespect the rules by stepping off the path hence causing erosive processes and speed up degradation of sites as it was argued by one of the respondents.

> *"Yes tourism in Nairobi comes with a lot of impact like degradation of the environment tourist traffic. Nairobi National Park has high weekend like this weekend which we just finished it was a long weekend because of yesterday the traffic was high and there is interference with the environment because whenever there is an animal seen somewhere all the visitors will want to go there especially the cats. They want to see lion cheetah leopard everybody want see them and we have received a lot of negativity on them. Others, do off road driving, others, get stuck so we keep rescuing them. We have had cases of overspending but we have not had cases of people being hit by vehicles at the park but accidents are there" Inter 24. 1.2.7.*

Another respondent also added.

> *"Dramatic population this is because when the population is high they pollute the area. They step on plants and destroy these plants and sometime they end up dying they affect us. For now, we have closed Uhuru park for maintenance so it is under construction so all people are coming here and Karura forest. On the other hand for the case of Karura forest they are charging but for City park we don't charge so during weekends the park is fully parked so sometimes there is human traffic and they end up stepping on our flower beds so they have destroyed the all of them. Leave alone the weekends given the park is not fenced. If you come here during the evening from 4.00 p.m to 6.00 p.m you*

would think it is safari ants meeting there is a lot of human traffic people coming from Westland, Parkland heading to Dandora, Mathare this is short cut" *Inter 20 3.4.5*

Hence, the findings of this study noted with concern that depletion of natural resources as a growing concern especially in places where resources are already scarce. The findings of this study echo findings of Atieno and Njoroge (2018) given that there is evidence of environmental degradation in Nairobi as a result of growing tourism associated to wildlife and nature, which causes the depletion of forest lands, water pollution and destruction of the natural habitat. The finding also support the work of Koens, *et al.* (2018) where too much adverse visitor impact (e.g., noise, rowdiness and other annoyances). In addition too much physical impact of the visitor economy (e.g., touristified city centers and destruction of natural resources).

4.6 Challenges that Affects Development of Urban Tourism in Nairobi City County

According to UNWTO, (2016) cities are expected to face more challenges as by 2050 as 66% of the world's populations are expected to live in urban areas. Therefore, from the findings of this study, it revealed that a number of emerging and prevailing challenges which, inhibits potential growth of urban tourism in Nairobi City County. Hence, the challenges are crosscutting, particularly relating to garbage, pollution, human wildlife conflicts, safety and security. In addition traffic congestion, political instability, encroachment, terrorism, degradation of resources, increase in urban population, poor urban planning, global health pandemic, increase in urban population, global warming, climate change, social issues, information technology, urban development, competition, seasonality, lack of room for future expansion as well as poor infrastructure and others are sector-specific, affecting urban attractions in Nairobi. There is also relatively high cost of logistics with regard to road and railway transport and some attractions had to put up with poor road infrastructure especially feeder roads. Poor road infrastructure also translates into difficulties accessing some natural and wildlife assets, particularly within the parks as well as the forests. Prime attractions are also affected by overcrowding and hence erosion of the value of product offerings which can deter prospective visitors, leading to a drop in tourism revenue and economic losses for tourism businesses

The study also noted that mass tourism in Nairobi has disturbed the desirable environmental balance and respondents have started to discover the impacts that, are being posed by urban tourists mostly in green spaces when load capacities are ignored and overtly surpassed. Hence, the findings from this study provide the evidence that cities are net contributors to the developmental problems that government seeks to solve. Some of the respondents therefore, believed that the challenges they experience is on how to supply tourists, the city workers, as well as local residents with resources like safe food, clean water and sufficient energy, while also ensuring social, economic and ecological sustainability. Other challenges, which were recognized by the respondents, is that, as Nairobi city gets bigger, commuting periods get longer hence the impact on our environment gets worse. Therefore, the study identified the following as some of the challenges that hinder the development of urban tourism toward sustainable development as different respondents identified them as per table 4.13 below

Table: 4.13 Challenges Affecting Development of Urban tourism in Nairobi City County

Challenges	***Respondents(N=24)***	**Response Rate (%)**
Garbage and pollution as health hazards facing tourists	17	70
Consequences of encroaching on animal habitats	4	17
Finding balance between safety and adventure for tourists	6	24
Rapid spread of Parthenium hysterophorus in Nairobi's green spaces	2	8
Traffic Congestion within the City	18	75
Unrest and uncertainty within Nairobi	14	58
Human encroachment on Natural Attractions	11	46
The threat of terrorism	8	33
Degradation of Nairobi's ecosystem	3	13
Increase in urban population	15	63
Meeting the needs of a diverse population	3	13
Poor Urban Planning	7	29
Global Health Pandemic (Covid-19)	12	50
Increased urbanization	2	8
Global warming	7	29
The struggle for fairness & Justice of the city	2	8
Navigating the digital landscape	1	4
Finding a Balance between development and Tourism in Nairobi	4	29
Intense Competition	8	33
Recent rise in social media	1	4

Climate Change	11	46
Managing Nairobi season tourism cycle	6	25
Poor infrastructures	6	25
Lack of room for future expansion	1	4
Presence of dump sites and unregulated garbage sites	3	13

The, same concern, has been raised by United Nations, (2015b) that each country faces specific challenges in its pursuit of sustainable development. The most vulnerable countries and in particular African countries, least developed countries, landlocked developing countries and small island developing states deserve special attention, as do countries in situations of conflict and post-conflict countries.

4.6.1 Garbage and Pollution as health hazards Facing Tourists

From the finding of this study, 66% of respondents claimed that the issue of garbage and pollution has significantly hindered the development of urban tourism in Nairobi. The most obvious consequence is the negative impact on the city's aesthetic appeal as the presence of garbage and pollution makes the Nairobi City uninviting and unappealing to tourists. The unpleasant sight and smell of trash in the streets and open spaces detract from the desired clean and enjoyable experience that tourists seek. As a result, this damages the city's image and reputation as a desirable tourist destination. Moreover, from the observation the environment, which is one of the main attractions for tourists in Nairobi, suffers greatly from garbage and pollution. At the same time, the city is renowned for its diverse wildlife and natural landscapes, which are both threatened by the presence of waste and pollution. For instance, pollution of the Nairobi County water bodies not only affects aquatic life but also endangers the animals that rely on these sources for survival. This, in turn, has a detrimental impact on the safari and wildlife tourism industry, a major source of revenue for the city. Additionally, garbage and pollution were seen to pose health hazards to tourists who may come into contact with contaminated water resulting in illnesses. This not only affects the quality of the tourists' experience but also has a negative impact on the city's economy. If Nairobi's reputation as a tourist destination is tainted due to the problem of garbage and pollution, it could lead to a decrease in tourist arrivals and subsequent revenue loss. Therefore, this has led to a decrease in the number of tourists visiting some area within the city, as the pollution has made

the same area less attractive and more dangerous. Air pollution is particularly high, with levels of carbon dioxide, nitrogen dioxide and other pollutants exceeding WHO standards. On the other hand, water pollution is also a major problem, mainly due to untreated sewage, industrial waste and agricultural runoff getting into water bodies. This has a major impact on the environment, which has caused a decrease in the population of aquatic life, as well as a decrease in the number of recreational activities that can be enjoyed in the Nairobi City County. From the observation, the effects of garbage and pollution have also had a knock-on effect on the local economy, as businesses and tourist attractions have suffered due to the lack of visitors.

The respondents further believed that pollution in Nairobi City County comes in many forms, which include increase in emissions linked to transport congestions in the city, solid wastes, sewerage as well as noise and light pollution, noise pollution is because of transportation and recreational activities. Strong odors often arise out of the sewage system in the heart of the city. It was observed that consumption of energy, in city transport contribute significantly in air pollution, furthermore it was also discovered that mass tourism, which is currently taking place in form of leisure and recreation attractions, causes air as well as noise pollution. Tourists are also part of the polluters as different respondents described it.

> *"The waste disposal as a result of huge number of visitors is a big challenge the place also passes 4,000 people daily in the morning and in the evening. They also dispose wastes at the park i.e. plastic bottles anything they carry with them so we are the one who collect these waste and dispose them, as they do not put them in the dustbins. We do not have enough dustbins given that before the ban of scrap metals all our dustbins, were vandalized now we have shortages so you will find waste disposals all over especially on Monday. So we do collect the wastes and we load into our vehicle and takes it to Dandora Dump site. We don't recycle any materials but we have some people who come and collect these plastic materials for sale but for us we don't recycle" Inter 20 3.4.2*

Another respondents also added.

> *"The polluted groundwater level problem is compounded by the increasing pressure of the surrounding Counties, thus posing a significant threat to flora and fauna" Inter 19. 6.0.0.*

While another respondent also added as it was also observed at Karura forest as per plate 4.12 below**:**

"Waste disposal when we go to our river unfortunately there is a river which goes through the park Kirichwa kubwa River which originates from Odiri swamp from Kikuyu. It moves to Hon. Michuki Memorial park and it joins another river from that side of Loresho they join before they get to Michuki park around National Museum of Kenya that's is where Nairobi river begins, but these other two are tributaries they originate from Ondiri swamp. Initially before enactment of current policies and laws, Kenyans used to dispose waste into the river but today it is overdone. You know even construction were not many like today and today people are now doing flats which are so many in the city to cater for the population and we don't have enough sewerage system. They dispose the sewage into the river and mostly during the rainy seasons, they do take advantage. During the dry season you can see the river is clean but during the rainy seasons you can't differentiate from flood". Inter 16.3.2



Plate 4. 12: Polluted Thigiri, River Outside Karura Forest

Another respondent also revealed that

"Pollution, because of the population growth has affected our dams. In our dams we have aquatic animals this sewerage are open and they end up in our dams what happens to our aquatic animals they all dies. Then what happens to the sustainability of the park, it loses it ecological value. Then when we talk of pollution it can be water pollution, air pollution although animals of this park are done and they have experienced noise I don't know whether it is the main thing but for water pollution I think it is the main thing and also littering. In Kenya we are yet to adopt on the culture of each person taking care of the

environment we have grown up with the culture of eats and through the litter to the environment ie the plastic bottles, banana peelings. It is now that we are trying to train people on how to take care of their own litter. The littering has become a challenge in sustainability of the park non-biodegradable materials has a very negative impact on the environment when they are left without being taken care of the they affect the environment even the trees which used to grow there they food for the animals which used to grow there they can't grow again. Inter 24. 1.2.8"

Findings from this study are similar to the study carried out by Qadar, *et al.,* (2023) demonstrated that humans have a considerable influence on their physical environment, such as through pollution, contamination, overpopulation, deforestation, burning of fossil fuels and driving, which leads to soil erosion, air and water pollution and climate change.

4.6.2 Consequences of Encroaching on Animal Habitats

From the finding of the study, Nairobi is the most populous city in Kenya, renowned for its vibrant economy and as a top tourist spot due to its abundant wildlife, national parks and natural wonders. Yet, as the city and its population continue to expand, the natural habitats of these animals are being infringed upon, resulting in heightened encounters between humans and wild creatures. This has sparked conflicts between the two parties and jeopardized the safety of both, as well as the preservation of urban attractions. Therefore, metropolitan sprawl has already initiated a loss of habitat for flora and fauna and reduced their sources of natural food leading to increased human-wildlife interaction. The potential for negative publicity from incidents of human-wildlife conflict also possess a harmful effect on the urban tourism industry as a whole. Therefore, this study provides evidence that most of the attractions in Nairobi City County are experiencing pressure from increased human population as well as urbanization. As it was acknowledged by 17% of respondents that, in Nairobi City County for example, Nairobi National Park, Karura Forest as well as City Park are at risk from a significant and escalating threat arising from human-wildlife conflict. Hence defensive and retaliatory killing, eventually drive these species to extinction as it was stated by one of the respondents:

"The challenges, which we are facing as management of this park is that the space for animals is decreasing. As I have said the park used to be an open space for animals there used to be a dispersal zone, as well as migratory

corridors for the animals. Today these corridors has been settled on by the growing population so the animal have no space so they have no space to move out if they move out there is conflict because somebody has done the grazing Inter" 24. 1.3.0.

Meanwhile another respondent also added:

"Wildlife conflict in our park we have some animals like monkeys so people come and feed them. Though sometime given that monkeys are used to be feed they steal food from tourists especially ladies they can't walk here with anything so there is this conflict". Inter 20 3.5.8

This study, supports various studies which found that the conflict between humans and wildlife continues to persist in protected areas, including national parks and peace parks, across Africa and other regions of the world. For example, reports have shown evidence of this issue in Kenya (Corde, 2022). In addition, this study supports study by (Swan *et al*., 2017), which states that retaliatory killing and extirpation techniques used to alleviate such conflicts likely place a significant selective pressure on target wildlife involved in associated disturbances.

4.6.3 Finding a Balance between Safety and Adventure for Tourists

From the findings of this study Nairobi City County, the capital city of Kenya, is a renowned tourist destination in East Africa, attracting millions of travellers annually. With its lively culture, abundant wildlife and breath taking landscapes, Nairobi offers an unparalleled and diverse experience for tourists. However, amidst its breath-taking beauty, the city faces numerous challenges; one of the main obstacles for visitors in Nairobi is the prevalence of crime. The city has a high rate of criminal activity, including theft, muggings, and pickpocketing. Tourists are often seen as vulnerable and lucrative targets, making them a prime target for these crimes. Furthermore, inadequate street lighting and subpar infrastructure in certain areas of the city provide criminals with easier opportunities to operate. This not only poses a threat to the safety of tourists but also creates a negative image of the city, deterring potential visitors and hindering its sustainable progress.

Therefore, the challenges encountered by tourists in Nairobi, such as crime and terrorism, not only jeopardize their safety but also impede the city's sustainable growth. A decrease in tourist arrivals due to safety concerns leads to a decline in

revenue for the tourism industry, which in turn affects the city's economy. In addition, tourism, is closely intertwined with other sectors such as transportation, accommodation entertainment and agriculture, which also suffer when there is a decrease in tourist numbers. This can result in job losses and a decrease in the standard of living for those employed in these industries. In the long run, the lack of sustainable development in Nairobi can have a ripple effect on the overall economic growth and stability of the country. Indeed, it was established, by the study that 27% of the respondents identified safety and security as major challenge. It was also, observed that there were some attractions, which were unsafe compared to others mostly the Nairobi City Park because the place has a thick forest while it did not have a fence to keep off intruders. Hence, the respondents stated that.

> *"There is no space when you walk on the street, you keep getting obstruction along the streets of Nairobi central business district. Security on the other hand at some places in town in an issue along down town you can't walk with your phone or your camera on your hand. We usually tell our international tourists not to walk along those streets and to avoid carrying their lap tops and cameras toward those streets which affects their experience" Inter 7.11.0*

Another respondent also claimed.

> *"People who come to relax here they do complain given that the park is not fenced so the degree of security is not that good we have some thieves inside the city park. Although for now we have some guards from Kenya Forest Service plus our own security personnel but we have shortage as the forest is not fenced. At the front side of the park the security is ok but interior part of the park the degree of security is minimal. I usually go with my security personnel in the interior part of the park I can't go there alone" Inter 20 2.2.2.*

Therefore, from the findings of this study it is safe to conclude that Nairobi City Park is the attraction, which is most visited attraction with the highest rate of crime in Nairobi. While the study, confirms another study, which was carried out in London, Westminster and Camden are two of the most visited boroughs in London, as among those with the highest levels of crime in the capital where according to the statistics released by the police (Maxim, 2017). In addition, these findings are supported, by the findings of Boakye, (2012) which, found that the fear of crime and vulnerability experienced by tourists varied depending on socio-demographic factors such as gender and age, with women and the elderly feeling the most insecure. Furthermore, it was suggested that tourist crime and insecurity reduces demand, as

crime levels make destinations unappealing to tourists, particularly when news of deteriorating law and order reaches potential visitors. As a result, crime causes a shift in demand patterns at the destination.

4.6.4 Rapid Spread of Parthenium hysterophorus in Nairobi's Green Spaces

From the findings of this study, people from all corners of the globe come to observe the majestic wildlife in its natural habitat in Nairobi County, resulting in an increase in the movement of individuals and goods. Therefore it was affirmed by 8% of the respondents that Nairobi City County and in particular, Nairobi National Park and Karura Forest ecosystem is under a threat from a weed that is rapidly eating into the feeding area for wildlife by reducing fodder and grasses. As a result, this weed has permeated into the national parks, forests and wildlife reserves, where it competes with native plants for resources and poses a threat to the survival of local flora and fauna. Therefore, the impact of *Parthenium hysterophorus* on the sustainability development of Nairobi's wildlife tourism is multi-faceted. First, it was affirmed by the respondents that this invasive species has the potential to diminish the biodiversity of the city's national parks and forests as native plants are unable to withstand the aggressive growth of *Parthenium hysterophorus*, leading to their displacement from their natural habitats. This not only affects the aesthetic appeal of the Nairobi National Park and Karura Forest, but also disrupts the delicate balance of the ecosystem, resulting in a decline in the number of wildlife species that depend on these plants for sustenance.

Furthermore, the presence of *Parthenium hysterophorus* was, believed to possess detrimental effects on the health of animals the weed is known to cause skin irritations, respiratory problems and even death in some cases, particularly in herbivores that rely on plants for food. This as a result, was seen to have caused a decline in the animal population in the parks, ultimately affecting the tourism industry. Apart from the direct effects on wildlife, *Parthenium hysterophorus* also has economic implications for the sustainability development of Nairobi's wildlife tourism. The management and eradication of this weed incur significant costs and the funds allocated for this purpose, could be better utilized for other conservation efforts.

At the same time, they have also affected the development of recreational areas with some areas being, rendered unusable due to the overgrowth of weeds. The weed is said to produce substances that do not allow other plants or grasses to germinate or grow once it colonizes an area hence changes biotic interactions and ecological networks, disrupt ecosystem services causing environmental degradation. As a result, the spread of these weeds has caused a number of safety concerns, with some areas becoming too dangerous for visitors due to the presence of weeds. As such, it is clear that the presence of invasive weeds is a major challenge to the development of urban tourism in Nairobi City County as one of the respondents claimed it.

> *"Another challenge is the invasive species it is an ecological as well as economical sustainability challenge of the park what happens when invasive species are in a place. They dominate the place whenever they dominate a place the indigenous plant can't grow they get displaced. You know these invasive plants are not palatable to animals so what happens to animals they are forced to move to look for food, which they can be able to eat. Here we have four types of invasive species. The main one is too stubborn the (Parthenium hysterophorus), given that it, spreads very first and it can take a very wide range while it, is not palatable. Others are Lantana, camara and datura whenever they grow other plants give way so we have to keep on uprooting manurely every week with help from our local communities some youth do help in uprooting the weeds. It also has negative implications for human health, as it causes allergies, skin irritation and asthma" Inter 24. 1.3.1.*

While another respondent also revealed that:

> *"One of the challenge is on the invasive species in the forest thus interfering with our restoration activities if we are able to have 90% restoration of this forest I believe this forest can be able to absorb more carbon dioxide. The problem is invasive species." Inter 15.5.0.*

This findings is consistent with what Parita and Irandu, (2022) found out that another challenge is invasive species which affects biodiversity especially Lantana camara particularly at Karura Forest.

4.6.5 Traffic Congestion within the City

From the findings, of this study, it was, claimed by *75%* of the respondents that besides the insufficient road capacity that brings traffic disorder in Nairobi, other causes are, incapability to manage rush-hour traffic demand, due to high population in the city. In addition, the inadequate roads usage, inappropriate road networks

development and improper road users' for example too many motorbike operating within the Central Business District have greatly contributed to the traffic congestion. On the other hand, it was discovered that the growth of economy and social development has enhanced mobility within Nairobi City County hence encourages use of personal transport as it was seen as another source of traffic disorder in Nairobi. Most respondents also complained about limited transportation connectivity and limited walkability, old public buses and taxis and traffic congestion especially during rush hours. The study also noted that there are very limited pedestrian walkways in the downtown areas. It was, also observed that many of those walkways steer people out onto the pavement, where they compete with cars. Where there are sidewalks, cars and motorbike often park on them. Furthermore, rail network is restricted to certain estates while it, is not constantly exploited in the most favorable approach as some respondents claimed it.

> *"traffic congestions mostly Mombasa road and i say so because that is the main way to connect to the airport so international travellers normally are supposed to check in normally 3 hours before the flight but due to the state of Mombasa Road. Sometime travellers have to leave the hotel before time just to avoid that kind of inconvenience. We appreciate the government the National government because of expressway project of which we expect it will reduce traffic congestion and boost urban tourism, which will result in to economic development in Tourism industry. Therefore, i think development of building or road can be built in such a way that client are not having a lot of inconveniencies being forced even to miss the flight" Inter 4.5.2.*

It was also claimed by another respondent.

> *"Traffic congestions, too many motorbikes, overcrowding within the city centre this is usually an issue which affects the experience of a tourist within Nairobi and you can't do anything about it. However, I do not know but the government should work on proper planning of the city and good transport network Inter 9. 9.2"*

The study further found that the heavy traffic and road congestion that have become a new normal in Nairobi have caused traffic congestion on the city's road networks, resulting in slower speeds, longer travel times and more vehicles queuing to access the attractions. This has been further, compounded by the city's expansion beyond its carrying capacity, as the scope to add new roads and related infrastructure is limited. Consequently, tourists may be discouraged from visiting some attractions in Nairobi

due to the lack of efficient public transport, thus reducing urban tourists. Although traffic congestion cannot be eliminated, it can be managed to reduce delays, maintain speeds, and improve travel time reliability. Thus, these findings are consistent with Saad, (2017) which discovered that the main arteries in Cairo have exceeded their capacity, resulting in human and traffic overcrowding in the city centre. Additionally, the rise of private car ownership has exacerbated congestion and air pollution. María et al, (2017) in their research also revealed that the mass influx of private vehicles has caused serious congestion in public car parks and has brought the streets in the fully pedestrianized.

4.6.6 Unrest and Uncertainty within Nairobi

From the findings of the study 58% of respondents outlined that Nairobi, a bustling city, is renowned for its diverse wildlife reserves, national parks and lively urban atmosphere, making it a sought-after tourist spot. Nevertheless, the city has faced periods of turmoil and unpredictability in recent times, greatly affecting its tourism sector and journey towards achieving sustainability. Numerous factors had been contributing to the current state of unrest and unpredictability in Nairobi, such as political turmoil, societal tensions and safety anxieties. Furthermore, Kenya has a turbulent political history, with Nairobi frequently serving as the hub of dissent and rallies against the ruling administration. These gatherings have frequently escalated into clashes and disturbances, causing disruption and a sense of unease throughout the city. The findings further reviewed Nairobi's on-going unrest and uncertainty have had a major impact on its tourism sector. This industry is crucial for the city's economy, contributing 10% to its GDP and providing employment to a significant number of people. However, the political turmoil, social tensions and security concerns have caused a decline in tourist arrivals as well as the revenue. Furthermore, the city's protests and violence have resulted in the cancellation of flights and the closure of hotels, severely affecting the tourism industry. Moreover, Nairobi's negative reputation as an unsafe and unstable destination has damaged its appeal as a tourist hotspot. As a result, tourists are now choosing to visit other destinations in the region, such as Tanzania and South Africa, which, are regarded as safer and more stable. This, has not only caused a loss of competitiveness for Nairobi's tourism industry but also poses a threat to its long-term sustainability.

In addition in Kenya, moments of instability such as prolonged electioneering, periods or civil unrest after the election in 2007/2008, 2013, 2017/2018 and 2022/2023 caused key players in the urban tourism industry like embassies to issue travel advisories to tourists, thus slowing down the tourism market development. During this period of extreme post-election violence, international tourist arrivals saw a sharp decline while urban tourism in Nairobi, was not spared. Further, the, respondents outlined that tourism industry is one of the industry, which so many Kenyans depend on for their livelihood, which has suffered a blow as a direct result of travel advisories issued due to political instability and mostly during and after presidential election which has been exerting severe stress mainly in Nairobi. As it, was claimed by one of the respondents.

> *"On the other hand, if you remember during 2007/2008 there was so much fear no one wanted to visit urban areas everybody wanted to remain indoors. Nobody wanted to get in or out of the county to visit another county" Inter 13.3.9.*

Another respondent also stated.

> *"Politics not really but when politics are not doing well we don't receive many visitors which affects our economic sustainability" Inter 2.2.8.0*

There was also a mixed reaction as there was another respondent who believed that politics don't have an effect on urban tourism in Nairobi unless otherwise as he claimed.

> *"Politics not really unless there is a problem when there is post-election problem in Nairobi that the only time we ends up receiving some few stones once in a while so we experience tear gas then we are forced to close down since we can't stay inside the building full of tear gas". Inter 7.11.4.*

This finding supports findings of Henrik and Kristian (2012) that Sub-Saharan Africa has recently seen and experienced an 'urbanization of violence where this type of violence is different from rural violence in the region, which is mainly caused by rebel and insurgent groups. Which, is characterized by political militias, communal violence and civil society riots (Clionadh, 2015). It tends to be more prominent in times of political unrests in countries with instability, such as Côte d′ Ivoire (2010–2011), Kenya (2002, 2007 and 2008), Nigeria (2011) and Zimbabwe (2008) during

elections, according to (Clionadh, 2015). Additionally, in many cities in Africa, the lack of security and the brutality of police systems pose risks to vulnerable and marginalized groups (Henrik & Kristian, 2012). Saad, (2017) also found out that since 2011 or so, certain Arab countries have experienced political instability and rapid socioeconomic changes. These transformations have affected and caused severe stress mainly to the tourism sector in the capital.

4.6.7 Human Encroachment on Natural Attractions

From the findings of this study, 46% of respondents believed that Nairobi National Park, is situated just a short distance from the city Centre, is among the most impacted natural sites in Nairobi, as It is known for its diverse wildlife population, including lions, giraffes and rhinos. However, the rapid urbanization and development of infrastructure, such as roads and buildings, have posed a threat to the park's existence. As a result, the park has, been fragmented, disrupting the natural migration patterns of the wildlife and causing harm to the ecosystem. Moreover, the detrimental effects of human encroachment are not limited to the Nairobi National Park alone. Other popular natural attractions in the city, such as the Ngong Forest, Nairobi Arboretum and Nairobi City Park have also fallen victim to deforestation, illegal logging and land degradation due to human activities. These actions not only affect the tourism industry but also have long-lasting consequences for the environment and the communities that rely on these resources.

The respondents further outlined that it has had a great effect on the development of urban tourism towards sustainable development. As a result, the number of tourists visiting the city has decreased as well as a decrease in the revenue that can be generated from tourism. Furthermore, the encroachment has had a negative impact on the environment due to pollution from the construction activities and on the local residents, who are increasingly being evicted out of their homes and land. This has resulted in a decrease in the quality of life in the city and has made it difficult for the city to develop sustainably which is a challenge to most attraction in Nairobi City. As a result most of the attractions were not in their original actual size given that some, parts have been encroached by private developers as it was claimed by some respondents.

"The issue of encroachment is very political but one thing we know about this park you can't encroach because there are boundaries. Sometimes back the place was taken as you know Kitengela was not there it was a whole ecosystem this park was part of Ngong forest animals would go all the way freely but now there is no space to move. But now the one which was gazetted it is still intact apart from the one which has been taken by the development like SGR and the southern by pass the Inland Container Deport (ICD) of course they have taken our land. If you are driving along southern, by pass you will see a billboard written you are now entering Nairobi National park but you can't notice you only see a place which looks like Nairobi National Park but there are no animals. Inter 24.1.2.9"

It was also further claimed that

"Encroachment is a challenge. At first like you see this premier academy initially it was part of the Nairobi City park. You see where there is a tempo, the city market was there so it was located to this place at city park initially it was part of the park but for now it is not but also it belongs to the County Government of Nairobi." Inter 20 3.5.7.

These findings are consistent with study carried out by Njeru, (2013) which states that over the years, Karura Forest has lost about 20 hectares of its land to private developers through corrupt allocations and/or selling. For example, a land title deed of 564.1 hectares was issued in 1996 to the private developers, formalizing the illegal excision. Furthermore, Gureralp, *et al* (2017) encroachment of urban areas towards natural habitats and increasing demands of growing urban populations on natural resources put direct and indirect pressures on ecosystems.

4.6.8 The Threat of Terrorism

From the findings, of this study, it was acknowledged by 29% of respondents that terrorism and terror attacks have been a major challenge to the development of urban tourism in Nairobi City County. The decrease in tourist arrivals and revenue has caused a loss of employment and income for those in the tourism industry, which has had a ripple effect on the local economy. Additionally, the decline in revenue has resulted in a lack of resources for the development and upkeep of tourism infrastructure, hindering the growth and sustainability of the tourism sector in Nairobi, a key contributor to the city's economy. Moreover, the rise of terrorism has also affected Nairobi's cultural heritage, with the decrease in tourist numbers leading

to a decline in visitors to cultural sites and attractions such as the Maasai Market and National Museum of Kenya. This has caused a loss of cultural and historical significance and has affected the livelihoods of local communities who rely on tourism for their income, posing a threat to sustainable development in the city. Furthermore, the threat of terrorism has also had a negative impact on the safety and security of tourists visiting the Nairobi City County. This has led to lower numbers of visitors, resulting in a decrease in the number of tourist attractions, hotels and other hospitality services. The distress and insecurity generated by terrorism has also led to reduced investment in the tourism sector and the overall development of urban tourism in Nairobi. Furthermore, the current political unrest in the region and the threat of terrorism has also resulted in increased travel restrictions and higher costs associated with travel for both tourists and local residents. This has further hindered the development of sustainable development in Nairobi City County.

The study further identified that, terrorists according are much difficult to detect because they can disguise themselves as tourists. Victims at the same time gather international media attention and gather more attention when they include a diverse range of nationalities. This allows the terrorist organization responsible for the incident to draw even more attention to its cause as they gain more publicity for its motivations. Hence, it should come as no surprise that tourist attractions will remain the target of terrorist attacks as it was outlined by some respondents.

> *"Terrorism is also a big challenge because 90% of our visitors are international tourists. Whenever they hear of that there is a terrorist attack in Kenya they don't visit anywhere. During this period, we count big losses as we only get cancellation" Inter 9. 9.5.*

Furthermore, the terrorist attacks in the city at public places frequented tourists for example terrorist attack on the US embassy in Nairobi in 1998. The Westgate Mall terrorist attack in 2013 and Nairobi DusitD2 hotel terrorist attack in 2019 as well as other threat of attack by terror organization like Somali-based Al Shabab. This has also caused the embassies of leading tourist market to issue travel advisories against non-essential visits to Kenya in a number of occasions resulting into cancellation of many flights (Cannon & Ruto, 2019). Moreover, terrorist threats have had a significant impact on the Kenyan economy by discouraging tourists from visiting the

country. As a result, of the decline in international arrivals, hotels have closed and thousands of jobs have been lost as another respondent claimed it.

> *"During terrorism, attacks in Nairobi we did not close but there were no tourist coming but it affected all sites ticket cancellations everybody cancelled and also being in urban tourism attractions there is so much risk as it is easily accessible. That is a problem hence you have to bring everybody on an alert as much as it is easily accessible by tourists it is also easily accessible by terrorists so you have to be on alerts" Inter 9. 9.6*

The findings of this research align with Onamu's (2017) which revealed that terrorist attacks extend beyond causing direct physical destruction and harm to victims. Their actions inflict profound psychological, social, political as well as economic damage on the targeted societies. Kenya in the recent past has been vulnerable to terrorism attacks, as it is evidenced by numerous cases that have happened since 1990 (Mugogo 2017).

4.6.9 Degradation of Nairobi's Ecosystem

From the findings of this study, it was established by 13% of the respondents that besides other impacts like harassment of the wildlife and degradation of local communities‟ cultures and traditions, over the years. The attractions in Nairobi City County have been affected by environmental degradation, which has been caused by human activities such as deforestation, soil erosion and pollution. Therefore, from the findings of this study, the perilous state of Nairobi's ecosystem poses a grave danger to the attainment of sustainable development goals, particularly those pertaining to environmental preservation, public health and economic advancement as the city's ecosystem is crucial for the welfare of its inhabitants and the economic growth of the nation. Therefore, neglecting to address these pressing issues could impede the country's journey towards sustainable development. Furthermore, the degradation of Nairobi's ecosystem has also had adverse economic consequences, particularly evident in the tourism sector. The depletion of biodiversity has resulted in a decline in tourist arrivals, thereby causing a loss of income for the tourism industry. Additionally, the contamination of water bodies has negatively influenced water based sports and other commercial activities reliant on these resources.

Furthermore, from the observation it is safe to conclude that high population results to pollution, loss of biodiversity hence increases pressure on natural resources as well as degradation, which have a negative environmental problem that were seen affecting sustainability of urban tourism in Nairobi City County. Therefore, it ends up affecting the quality of wildlife-based tourism within the city. Furthermore, the degradation of the ecosystem has also resulted in increased levels of air and water pollution, which has adversely affected the health of the local inhabitants as well as for tourists. This has had a detrimental impact on the local economy, as it has reduced the number of tourists visiting some of these attractions. In addition, it seems as if the National government has noted the impacts and it had begun to focus on this problem to improve sustainability of urban tourism in the Nairobi through the following strategies. The Hon. Michuki Memorial Park has already been renovated, Uhuru Park is under renovation, Uhuru Garden has been taken over by Kenya Defense Forces. Nairobi City Park has been handed over to Kenya Forest Service while they have started with bush clearing campaigns on Nairobi City Park even though more need be done, such as applying stricter policies and strategies to protect the city park for our future generations. Therefore, degradation of resources due to mass tourism is real as one of the respondents claimed it.

> *"Tourist traffic is currently a big problem, Nairobi National Park has high weekend like this weekend which we just finished it was a long weekend because of yesterday the traffic was high and there is interference with the environment because whenever there is an animal seen somewhere all the visitors will want to go there especially the cats. They want to see lion cheetah leopard everybody want see them and we have received a lot of negativity on them. As some engage in off-road driving, leading to occasional rescues due to getting stuck, we have not experienced any incidents involving vehicles striking individuals within the park" Inter 24. 1.2.7.*

It was also observed that visitors at Nairobi city park had an impact on the ecosystem as they had created foot paths at the park making soil eligible to be affected by soil erosion hence ends up affecting environmental sustainability of the park as per plate 4.13 below.



Plate 4. 13: Degradation of Ecosystem at Nairobi City Park

4.6.10 Increase in Urban Population

From the findings of this study 67% of respondents outlined that the rapid growth of urban population in Nairobi City County has had a serious negative effect on the development of urban tourism in the city. As a result, the increasing number of people living in the city has created an immense strain on the city's resources as well as the infrastructure. As a result, this has led to overcrowding of tourist spots, increased pollution levels and strain on public transportation systems. Ashworth and Page (2011), international organizations as well as governments, the number of people who live in urban areas worldwide is continuously increasing. Further, the respondents recognized that globalization together with the unprecedented growth of human population in Nairobi city are some of the biggest threat to forecasting sustainability of natural resources. The study further argued that due to high population in the city there are other problems associated with energy, water, waste, biodiversity and job creation, which effects on economic, social as well as environmental outcomes as it was argued by some of the respondents.

> *"Naturally corridor zone should not be fenced we are supposed to have corridors. You will find that in the initial beginning, this park was connecting to Maasai Mara and Amboseli National Park and it was a whole migratory corridors but what is happening today the human settlement, population growth change of land use has left no space for animals. As a result whether we want to*

fence or not we have been left with no option but to fence because if these animals are left out they will go to peoples home and eat their dogs, eat their livestock so what is the need of not fencing we would rather fence and protect the area" Inter 24. 1.2.3

Another respondent also added

"Dramatic populations this is because when the population is high they pollute the area. They step on plants and destroy these plants and sometime they end up dying they affect all aspects concerning sustainability of the park. For now, we have closed Uhuru Park for maintenance so it is under construction so all people are coming here and Karura but for Karura they are charging but for City park we do not charge. During weekend Saturdays and Sundays, the park is fully parked so sometimes there is human traffic and they end up stepping on our flowerbeds so they have destroyed the all of them. If you come here during the evening from 4.00 p.m to 6.00 p.m you would think it is safari ants meeting there is a lot of human traffic people coming from Westland, Parkland heading to Dandora and Mathare this is short cut" Inter 20 3.4.5.

It was further emphasized by another respondent that.

"High Population this is a threat given that it puts pressure as we put a lot of strain on the resources and of course people will start reasoning and say do we really need a big national park and local residents don't have places where they can build their houses. Nairobi is also small and it does not have much room for expansion so the increasing population is a big threat especially to the element that we have to conserve flora and fauna. There are so many threats to the Nairobi National Park as some people do not understand why we should be having a park within the city and they keep on insisting that the park should be sub divided and put major development that can allow settlement. The park has been secured by a ruby group that has ensured that the park exists to date" Inter 4. 5.5.

Furthermore, in the 1900's, only 14% of the global population lived in towns and cities, while over half (54%) of the population live in urban areas and this growing trend is expected to continue (United Nations, 2015). This study supports the above research where Nairobi's large and growing population is one of the main forces driving the County's overwhelming environmental degradation (Nairobi, County, 2014). At the same time, the findings of this study are consistent with several other previous findings such as Saad, (2017) who argues that the uncontrolled urban population growth is considered one of the observable problems in Cairo, as it is the largest city in Africa and the Middle East.

4.6.11 Meeting the Needs of a Diverse Population

While sustainable development in urban tourism refers to practices that promote economic growth while preserving the environment and benefiting the local community. From the findings of this study 8% of respondents argued that the challenges of meeting the needs of a diverse population in urban attractions have a significant impact on sustainable development in Nairobi. Therefore, the exclusion of certain groups from participating in the tourism industry and the unequal distribution of benefits can lead to social and economic inequalities, which are not sustainable in the end. In addition the, demographic change has been a major challenge in the development of urban tourism in Nairobi City County. As the population of Nairobi city has grown, the city has become increasingly diverse and this has had a number of implications for tourism business in Nairobi. As the population mix has also changed, so to have the needs and preferences of urban tourists and this has created a challenge in terms of developing tourism products that appeal to the different target markets. Moreover, there is a strange trend where retired citizens currently do not go to their rural home after retirement instead they continue living in Nairobi. Therefore, there is a combination of millennial and generation Z who usually migrate from rural areas and the retired people who make up urban population in the Nairobi which also create further problem associated with energy, water, waste, biodiversity which has effects on social and environmental problems as it was claimed by one of the respondents.

> *"Population currently has been on an increase in population. You see like sometimes back people used to retire and get back to rural areas to give way for young generations but you see currently what is happening on the ground is different so you will find old people are living in the Nairobi then the young people are also migrating to the city. The government had promised that through devolution we were to experience decongestion within the city, as people were to go back to the counties. However, this has not been the case, i think the mentality by the young generations that the city is the land of opportunity is still there and this is the reason we cannot make it. We have a long way to go on that" Inter 3. 5.0.5.*

The respondent further added

> *"Meeting the demands of a diverse urban tourism population has been difficult due to cultural disparities. Varying customs, traditions and beliefs usually clash with tourists' expectations. This can cause discomfort or offense when*

tourists expect certain etiquette or attire from the local community that may not align with their cultural norms. Consequently, these disparities may result in miscommunications and tensions between tourists and locals". Inter 3. 5.0.6

Therefore, the increasing population of Nairobi City County has had a negative effect on the development of urban tourism in the city and on sustainable development efforts. The strain on resources and infrastructure, the increased insecurity and the lack of adequate services and transportation systems have all caused a decrease in the number of tourists visiting the city. Therefore, these findings are supported, by DoS, (2015) which claimed that Jordan's largest city and the most populous, the city of Amman inhabits 4 million while the different infrastructure has been deteriorated due to the dramatic population increase.

4.6.12 Poor Urban Planning

From the finding of this study, it was ascertained that poor urban planning has been a challenge in the development of urban tourism in Nairobi City County. Therefore, Nairobi is currently facing a number of urban planning problems such as inadequate infrastructure, lack of proper public transportation and poor waste management systems. These problems have hindered the development of urban tourism in the Nairobi City County as it has led to the deterioration of the environment and a decrease in the appeal of some attractions to potential tourists. On the other hand, it has resulted to lack of access to important tourist attractions and services, making it difficult for tourists to visit these attractions and receive the services they need. Moreover, the study revealed that due to poor urban planning system it has caused congestion in the city due to a poor roads and public transportation. This has led to traffic jams and long waiting times, which has been off-putting for tourists. Additionally, the overcrowded streets in Nairobi are dangerous and intimidating for tourists, reducing their desire to explore some attractions. Finally, the lack of proper urban planning in the area has led to the development of informal settlements, which can cause health and safety issues, making it difficult for tourists to visit these areas. Overall, poor urban planning has been a major challenge in the development of tourism business in Nairobi City County, which has caused a number of issues such

as inadequate infrastructure, overcrowded streets as well as informal settlements, all of which has reduced the appeal of the attractions to potential tourists.

> *"Lack of comprehensive urban plans has already affected us like when I talk of poor sewage disposal is due to lack of proper urban planning". Inter 16.3.7.*

Another respondent also added

> *"Lack of proper Planning if there is any country let me tell you that I have recently discovered that they have the best planning the best documents on how to carry out projects in the whole world it our country Kenya. But when it comes to the issue of implantation on the ground it become a dream for example Konza Technology City which launched in 2008 as a key flagship project of Kenya vision 2030 has not been completed to date". Inter 3. 5.0.7*

Another respondent also argued

> *"You see in Kenya it is all about constructions like where we have the Government is doing expressway it is a road on top of another road on the other side they have cut down all threes which were planted sometimes back by Prof. Wangare Maathai along Waiyaki way without replacing even a single tree". Inter 10 4.6.1*

Furthermore, the evidence from findings of the study suggests that in context of Nairobi City County. It can be argued, that lack of proper planning in construction as well as in infrastructure development which includes extensive paving of wetland draining and deforestation as well as unplanned and uncontrolled settlements, unsustainable land use practices in the city has led to soil erosion and the deterioration of the landscape as it was claimed by one of the respondents.

> *"Infrastructures deterioration this one does in fact if there are good roads visitors will not be struggling coming to Karura forest. We need better roads to connect to Karura we need more exits and better gates which will be of great contribution given that the roads surrounds the forests" Inter* 10 4.3

The findings from this study are consistent with findings of Vieira *et. al.* (2016) which found that poor environmental planning in a destination is one of the sources of environmental pollution, landscape degradation and loss of wildlife.

4.6.13 Global Health Pandemic (Covid-19)

From the finding of the study, it was, ascertained by 50% of respondents that the outbreak of the Global Health Pandemic (Covid-19) has posed a significant challenge to the development of urban tourism in Nairobi City County. The pandemic has brought about drastic changes to the way of life, with attractions being forced to close down, people being placed under lockdown as well as travel restrictions being imposed. This has had a detrimental impact on the tourism business in Nairobi, as many of the city's famous attractions were closed to the public while the flow of tourists to the city has come to a halt. Furthermore, lack of tourists in the city has had a negative effect on the local economy as well as businesses, with thousands of people losing their jobs. Furthermore, the pandemic has caused disruption to the public transport system, making it difficult for tourists to get around the city and the lack of activities and events has made the city less attractive to tourists. Therefore, this has caused a rapid and sharp decline in demand due to global lockdown, which had travel cancellations and postponement of trips as well as zero booking of fresh ones, public events, temporary employment adjustments and finally falls in income. Therefore, this has been putting the livelihoods of many people and national economy on jeopardy. It has even lead, to closure of some attraction mostly the once which were dealing with international tourists as some respondents claimed it. When it comes to issues of socialization one of the respondents claimed.

> *"Covid 19 pandemic to some extent it has affected urban tourism because looking at places like shopping malls Covid 19 pandemic has made that people to avoid crowded places. If you go to shopping malls like eatery, area the number of guests has reduced given that people do not want to go to crowded places. Therefore the pandemic has changed the way people thinks that they can socialize as people can't gather and have funs but it is like people currently are getting along with the new norms where people are used to wear on masks……" Inter 4. 5.4.*

The analysis also fosters further debate as it was argued by another respondent:

> *"The only time we had issues was during Covid 19 pandemic and during terrorism attacks. So the season goes and affects everyone so once it affects us it affects tour operators, the transport people the city market and it affects*

every stakeholder. We closed down during Covid 19 period for some few months we closed down during 2020 under government directives" Inter 9. 9.4

Another respondent also added

"This has been a challenge we had to close physically for more than one year. We just opened recently and even few people are coming, most of the researchers were foreigners. Others have not started coming back yet, schools also closed down and when they opened them got very tight schedules post Covid 19 period so we went out of visitors" Inter 7.11.3.

At the same time, there were outlined mixed reactions as some of the respondents in charge of green spaces and forests and parks affirmed that they became famous because of Covid 19 pandemic as one of the respondents claimed it.

"Covid 19 pandemic it has but not that much negative effect since most of the people they visited the city park. During Covid 19 period the park used to be fully parked from 6.00 to 8.00 people doing physical exercise since one of the facilities here we have walking paths. This is where people come to jog in our recreational areas during that time the park used to be fully parked and we used to fear to collect the wastes, which were left over by the visitors. They used to come with masks and drop them all over at the park and it affected us lot as we didn't want to touch anything and we were psychologically stressed on how to handle them" Inter 20 3.5.3.

It was also affirmed by another respondent that Covid-19 pandemic suspended business and personal lives all around the globe, spiking to global lockdowns so it has disrupted the planning of tourism business in Nairobi as most attraction like the green space forests as well as parks were not ready for mass tourism.

"Covid 19 pandemic it was a disaster for international visitors but we recorded highest visitation for domestic tourists hence traffic was very high hence resulting to a negative impact to the environment but economically it was positive as it encouraged mass tourism and it is not the best. Inter 24. 1.3.8"

This study is also similar to study carried out by Wessels and Tseane-Gumbi, (2022), which discovered that South Africa experienced its highest rate of unemployment at (34.4%) during the Covid-19 pandemic in 2020. Consequently, each provincial government and local municipality in South Africa had to re-evaluate all sectors and assets in the province to boost local economic growth. Furthermore, it was, revealed by the government of Kenya report on the impact of covid-19 on tourism in Kenya

(Government of Kenya, 2020) that the international tourism market had the highest cancellations at 81.3%, followed by the domestic market at 64.2% and the regional market at 38.3%.

4.6.14 Global Warming

From the findings of the study, it was, revealed by 29% of the respondent that global warming has been a major challenge in the development of urban tourism in Nairobi City County. In addition, the County has experienced drastic changes in its climate in recent years, with rising temperatures, decreased rainfall as well as increasingly frequent extreme weather events. It was, ascertained by the study that, it has been a challenge to the wild animals due to decline in quality and quantity of pasture reduction due to water availability and heat stress. Therefore, wild animals are projected to be exposed to an increased risk of hunger due to global warming. On the other hand, frequent floods and other extreme weather events have been threatening the tourists and local resident's livelihoods within the city, from infrastructure as one of the respondents claimed it.

> *"Global warming has caused migration of animals due it prolonged dry season in Nairobi". Inter 23. 1.3.3.*

It was also claimed by another respondents that

> ***"****Global warming! Personally, I witnessed, it last year you remember in Nairobi our rainfall patterns have been long rain in March, April and May and then we have short rains in October and November. Last year October was zero rainfall, November zero rainfall, rains come in December 2022 this one has affected our tree planting activities we didn't plant trees because of that…..". Inter 15.5.6.*

Another respondent also added.

> *"Global warming Sometimes it is too dry, too cold and too hot we have been experiencing the extreme weather pattern, even now you can see weather pattern has changed hence affecting the animals. We have extreme dry drought, cold of course the scientists they are still researching to see which animals have disappeared which plant have disappeared but extreme weathers are there. Nairobi has experienced extreme weather conditions when it is cold it is extremely cold in fact this is not the Nairobi we know. Because of this extreme weather animals have diseases hence affecting animal behaviour. We have not received a report from the scientist whether the ones which have migrated have comeback or not you know if they are running away from cold in Europe and*

they find another country which is cold they will go back to their country of origin. For example we have some birds which migrates from Europe, we have European migratory birds here in Nairobi National Park as it is listed as IBA which is an important bird area. It has over 400 bird species and you know in East Africa we have 1,600 bird species Nairobi National Park alone has 400 I will give you a list of birds which passes here". Inter 24. 1.3.3

The findings of this study are consistent with the study carried out by Sibitane, et. al., (2022) which revealed that high temperatures causes high evaporation rates, resulting in scarcity of water available during drought periods, which had negative consequences for people, travellers and wildlife. Furthermore, there was a decline in bird population due to heat waves, endangering the environment and its biodiversity. Additionally, it was reported that the turtles in Sodwana Bay were in danger due to the high temperatures, which affected the gender of the turtles and their hatching rates.

4.6.15 The Struggle for Fairness and Justice of the City

From the findings, of this study, it was, acknowledged by 8% of the respondents that the impacts of urban tourism and social concerns in Nairobi directly affect the city's progress towards sustainable development. The strain on infrastructure and the environment has been impeding the city's ability to cater to the needs of its citizens and ensure a satisfactory standard of living. Moreover, it also restricts the city's potential to entice and maintain businesses and investments, ultimately hindering economic prosperity. The displacement of indigenous communities and the exploitation of local labour have a result in social turmoil and impede social progress in Nairobi as the city of Nairobi is characterized by stark contradictions, as it houses both areas of prosperity and opulence as well as poverty and unequal social conditions. The rise of urban tourism has only served to widen this disparity and intensify social problems within the city. One of the major concerns is the forced relocation of indigenous communities to accommodate tourist projects. This has resulted in the deprivation of land, housing and means of living for numerous inhabitants, especially those residing in informal settlements. As it was argued by a respondent.

"*Poverty and lack of water in slums, Parts of the city does not have piped water directly to their houses, and rely on either local water sources such as*

boreholes, or water that is brought in by trucks. The most densely populated areas (especially slums) are more likely to lack access to a stable water supply. This happens while most of the places the tourism facilities like golfing areas utilize water to irrigate their golfing fields". Inter 18 4.4.2

Furthermore, it has triggered the gentrification of neighborhoods, rendering them unattainable for the local populace. Furthermore, the environment is facing yet another obstacle with the growth of tourism as Nairobi's natural resources, are being strained due to the influx of tourists, causing deforestation, water shortages and pollution. Additionally, the construction of hotels and tourist amenities in ecologically vulnerable regions has caused destruction of habitats and displacement of wildlife. Furthermore, inadequate waste management has resulted in litter and pollution builds up in popular tourist destinations.

The study further revealed that the southern side of the park is not been fenced hence it serves as a dispersal area for the wild animals hence they get out of the park and destroy crops while the carnivores attack domesticated animals belonging to the local communities neighboring the Nairobi National Park. Therefore, the current prevailing drought and hunger situations since 2021 especially in Nairobi have been an evidence of a conflict between local residence and wildlife within the Nairobi National park and Nairobi City Park hence it affects the practice of sustainable development as some of the respondents claimed it.

"The issue of draught and famine is prevalent in Kenya which affects flora and faunas in Nairobi, which further causes climate-sensitive disease, like malaria. This is an issue of great importance due to its transmission from person to person by mosquitos. Heavy rainfall during flooding brings pools of water, which act as breeding grounds for mosquitos and, as climate change is predicted to present hotter climates; this has been creating an ideal environment for mosquitos to thrive in and spread malaria, particularly in Nairobi County*" Inter 184.4.7.*

Another respondent reacted on social issues;

"Covid 19 pandemic of course there were government directive for people to stay at home so they were told not to come to the park so we received few visitors by then. Immediately the government lifted the ban that when we started receiving visitors" Inter 6. 5.6.

Falt, (2016), has raised the same concerns about social issues and noted that urban risks present challenges to development of tourism in Ghana. Striving for balance in a world of Unequal's (This title emphasizes the challenges and burdens involved in achieving true equality Social issues were perceived to have an effect on the sustainable development of Nairobi County consequently having an impact on the sustainable development of Nairobi County.

4.6.16 Navigating the Digital Landscape

From the findings of this study, it was, outlined by 4% of the respondents that information technology has made it possible for tourism businesses to disseminate information about available tourist products and services prior to travel; apart from increasing, the possibility of such ICT enhances tourist's satisfaction levels. On the other hand, it was, acknowledged, in the findings that as technological advances continue to play a key strategic role in the tourism and travel industry. A mixed picture images, for example, most attractions in Nairobi County are usually, threatened by disintermediation occasioned by the increased contribution of the internet through social media. Nevertheless, as the respondents feared the speed the information technology spreads negative information to public. It was also observed that there, has not been sufficient effort by tourism industry to embrace emerging technologies at some attractions site there were no CTTV cameras operating at some attractions for example at Karura forest, Nairobi City Park to improve the degree of security. Therefore, in Nairobi, the digital divide results in only a specific portion of the community being able to reap the rewards of the digital world. As a result, a gap is formed between the affluent and the underprivileged, further exacerbating the pre-existing societal and financial inequalities. As it was, claimed by some of the respondents:

> *"Information technology is affecting us both positively and also negatively. It has come to a time when it has to be applied, as we can't run away from information technology. When I talk of negatively when visitors come to the forest they take some photos and post on the social media, so by the time it gets into our desks it is already known by everyone i.e. the bloggers usually take advantage of some negative information even before confirming the facts about the negative subjects. By the time we are trying to address the negative publicity sometime because of distortion of the information it takes time" Inter 10 4.10.*

Furthermore, with the mushrooming of countless websites for the booking of holidays, ranging from air ticketing, car hires, hotel accommodation, guided tour packages and many other offerings, it also means that new challenges have also emerged hence the tourism business in Nairobi will offer more customized services to their clients. Therefore, with technology evolving at a rapid pace, Nairobi City County has to constantly adjust their infrastructure, practices and services to meet the demands of the digital age. However, the current study differs from other researchers who found positive relationships between tourism and information technology. Their findings found that the Information technology plays a significant role in modern society. As it has changed the way we communicate with each other, the way we work and do business. As they affect everyday life, they also influence macroeconomic growth, which further impacts society by facilitating improvements in infrastructure and living standards Roztocki, et. al. (2019). While Iwona, et. al., (2022) found out in Poland, the construction of GIS systems is led by administrative units (voivodships and cities), for which it is one of the most important elements in the development and functioning of the local community while also providing a rich source of information for potential investors and tourists.

4.6.17 Finding a Balance between Development and Tourism in Nairobi

From the findings of this study, it was, established by 29% of respondents that the process of rapid urbanization is happening in our country and specifically in Nairobi City County. Therefore, maintaining a delicate balance between progress and conservation is a major hurdle facing Nairobi as the city's rapid expansion has resulted in the depletion of its natural resources and the encroachment upon protected areas, such as the Nairobi National Park. This has not only harmed the environment, but also affected the well-being of its inhabitants, as access to green spaces and clean air is crucial for a sustainable and healthy city. In addition the development of infrastructure to support the growing tourism industry while it has brought economic benefits, it has also strained the city's resources and infrastructure. Furthermore, the influx of tourists has placed a high demand on water, energy and waste management services, adding pressure to the already limited resources. As a result, issues like water scarcity, power cuts and inadequate waste management have emerged, negatively influencing both the residents' quality of life and the environment.

Moreover, from the observation the growth of tourism has created social tensions in Nairobi. While it has created employment opportunities and boosted the economy, it has also widened the gap between the wealthy and the underprivileged. The construction of upscale hotels and airbb&b has led to the displacement of local communities and the gentrification of certain areas, pushing the locals to the outskirts of the city. This has caused a loss of cultural identity and disrupted social cohesion within these communities. Moreover, the resources and infrastructure cannot deal with the number of people streaming into the city. This has also lead to development of real estates which finally causes, land encroachment and blockage of dispersal areas for wild animals. Meanwhile the urban development affects the future sustainability of attractions in Nairobi as it was, claimed by some respondents.

> *"...for example, development of real estates. It has really affected also the Standard Gauge Railway construction actually affected the Nairobi National Park it passed through the park and all these development taking place in Nairobi which actually is a threats to urban attractions. So infrastructure development is inferring with the sustainability of this park." Inter 13.4.3*

Another respondent also argued

> *"The express way it has touched the park even though this is part of development there is nothing we can do. By the time the road was being constructed they had to cut down some trees the moment they were working on the road they were putting some solid wastes into the Nairobi River and during that time the river was so dirty. Any construction taking place here it has some challenges since it has to interfere with the ecosystem. Because of the increase in population, the sewage management in the city is in crises as bursting of sewerage system is a big problem in the city and it affects the river regularly. This sewage, it flows direct to the river and by the time it gets its way into the Nairobi River the river looks like a sewage and it affects the animal and plants in our rivers. The birds which are available now are those once that don't depend on the rivers for the past one week those which depend on river have left just within a span of one week" Inter 12.4.3.*

The result also indicates that urban development has affected the environment in a great deal, as it was, claimed by another respondent.

> *"Urban development like now there is a city park estate their wastes sometimes are channelled to Nairobi City Park. Also we have a small stream which originates from Agha Khan hospital it is not seasonal it flows daily the hospital discharges their waste into that small stream near the market. Agha khan*

hospital is believed to be a swamp area where they constructed their building at doctor's plaza so there is a source of river near there so when they build they channelled that water to the Nairobi City Park but sometimes their sewerage gets into the same stream. This stream is channelled along the park as you are on the road you can see very clean water flowing" Inter 20 3.5.4.

Concerning the challenges that affect development of urban tourism due to urbanization, most of the findings in this study are similar to what has been found by Abernethy, *et. al*. (2016) that the negative impacts of urbanization are evidenced in the expanding haloes of deforestation around Nairobi and transportation routes. Therefore, urban development seems to affect ecological sustainability of the city and finally it affects the health of visitors as well as that of the local residents.

4.6.18 Intense Competition for tourists

From the Finding of this study, it was, revealed by 33% of the respondents that in recent years, competition has been a major challenge to the development of urban attractions in Nairobi City County. Due to the ever-changing landscape of the area, attractions have to keep up with their competitors in order to stay afloat. In doing so, they have to offer unique products and services and exciting that draws in tourists and keep them interested. This can be a daunting task, as there are many attractions in the Nairobi City County, that, vie for the attention of International as well as domestic tourists. As a result, these attractions in the Nairobi have to work hard to create an experience that will stand out from the competition. Therefore, the intense competition in urban tourism necessitates Nairobi City County to create uniqueness of its attractions the cultural and heritage products flora and fauna as well safari products. For this purpose, they need to put the attractions they have to use and put special care so that they can survive. Indeed, the competition is high given that Nairobi faces competition from both local and international arena given the world is a global village. As it, was claimed by some of the respondents.

"Competition our East Africa competitors are Tanzania, South Africa and Rwanda in wildlife and I think they are giving us competition not because they have better animals but because they have better facilities. If you visit Tanzania National Parks you will see what they have I have not been in South Africa parks but I know they are way much ahead of us, even in Rwanda" Inter 24. 1.311

It was, also affirmed by another respondent that Nairobi City County usually faces stiff competition from African countries.

> *"From other towns within and outside the region currently people prefer visiting Rwanda as it looks more beautiful, South Africa is also a competitor" Inter 7.13.4*

Therefore, the pressure of competition in urban tourism has significant consequences on the sustainable development of Nairobi. With a rise in tourist arrivals, the city's resources, including water, energy, waste management and transportation are strained. As a result, there has been a decline in the quality of life for residents and an increase in pollution and environmental degradation. Additionally, the focus on attracting tourists has led to the displacement of local communities who are forced to relocate to make room for tourism-related infrastructure. This has not only disrupted their traditional way of life but has also had a negative impact on the social fabric of the city, resulting in the loss of cultural heritage and traditions. Moreover, the intense competition for tourists has also led to a commodification of culture and the environment, creating a false image of the city and taking away from its authenticity. This not only undermines the cultural identity of the Nairobi County but also has a negative impact on the local economy, as most of the profits from tourism are often taken out of the city. To address this challenge, it is crucial to find a balance between tourism development and sustainable resource management, while also prioritizing the needs and well-being of local communities.

4.6.19 Recent Rise in Social Media

According to the findings of this study, it was affirmed by 24% of respondents that recent rise in the use of media and social media has been both a blessing and a curse for development of tourism business and in particular the tourism attractions in Nairobi City County. On one hand, these tools have enabled the promotion of the countless attractions in Nairobi County, allowing people to learn of the various offerings and plan trips accordingly. Therefore, the role of social media cannot be ignored as tourists travel more and to more places, they have become critics in their own rights. No longer do they have to rely on the recommendations of tour operators or tour advisors like Trip Advisor. On the other hand, online recommendations by past visitors have become increasingly powerful in influencing how potential tourists would make their decisions. This has been invaluable in promoting the attractions

and allowing more people to experience them but has also presented obstacles for the local economy. The influx of tourists and competition could result in a uneven distribution of economic gains, favoring a handful of large corporations instead of benefiting the entire business community. As a result, this could contribute to income disparity and hinder the economic progress of the urban tourism in Nairobi. It was also observed that, the sheer amount of information accessible on various media and social media channels can be quite daunting for travellers within Nairobi as with an influx of reviews, suggestions and advertisements, it can prove to be quite difficult for tourists to sift through and make well-informed choices. Such a situation can result in disappointment with their trip and potentially harm the destination's image if the details provided are misleading or incorrect.

On the other hand, however, social media and other forms of media has been a challenge. Moreover, the study revealed that that the bloggers as well as the social media sometimes do provide negative information and advice about the city being unsafe to visit which include aspect of terrorism and other risks within the city so that they usually make better-informed decisions about their own travel. Additionally, the proliferation of fake news and unreliable information has led to a distrust of the attractions, further discouraging potential tourists from coming and exploring the city. Therefore, the respondent further argued that worse fabrication hence hamper urban economy as well as development of sustainability of urban tourism in Nairobi as traveller assumes the city as an unsafe destination for travellers as it was mentioned by one of the respondents.

> *"Social media it has affected both negatively and positively they are our marketers. We have been impacted like travel.com and travel advisors they have affected the visitation even the donation that we receive from people both nationally and internationally, through referrals. I think since 2017 we have been the second highest tourist attraction number one is giraffe centre but having such kind of title comes from people giving their rating comes from social media when people come here for an event and then post something it bring more visitors" Inter 21 3.4.9***.**

Therefore, according to the study the millennials and generation Z, are expected to keep on migrating into the city hence attractions operators need to define their strategies based on this demographic group's personality traits and habits they travel

a lot, are early adopters of technology; like personalized interactions and are spontaneous. Therefore, attraction operators will have to please them with easy check-in and gourmet experiences at reasonable prices. In return, satisfied millennials will actively promote their attractions on social media channels, which, will finally result to economic sustainability. Further, these findings support findings by Iwona, *et. al*, (2022) which found out that this generation is also characterized by a high level of travel activity, driven by openness and a desire to explore the world and seek out new and diverse experiences. It, is, a generation for whom technology plays a key role and they buy travel products mainly online, from which they also get information about travel destinations.

4.6.20 Climate Change

From the findings of this study, it was, observed that a major hurdle for Nairobi in dealing with climate change is the rising frequency and severity of extreme weather events, which are particularly prevalent in this vulnerable region. These events, exacerbated by climate change, have a direct impact on the Nairobi County tourism industry, causing damage to infrastructure, disruption of travel plans and increased costs for tourists. Additionally, the degradation of vital resources such as water and land poses another significant challenge for the sustainability of tourism in Nairobi. The city is currently facing a water crisis due to excessive extraction and pollution of water sources, resulting in shortages and rationing. This has a direct impact on the tourism sector, as it heavily relies on water for operations. From the findings of this study it was identified by 46% of the respondents that extreme temperatures leads to evaporation of water reservoirs which in turn affects wildlife (flora and faunas) and consequently impacting on the tourism given that urban tourism in Nairobi County relies heavily on wildlife and green spaces as tourist attractions. The study further revealed that rainfall patterns in Nairobi have already changed as rainfall recorded from 1st March to 31st May 2021 indicates that the rainfall performance was near average to below average in Nairobi City County. The October-November-December 2021 seasonal rainfall performance was generally poor and yields from rain-fed agriculture has declined in yields while It, is predicted to lead to a greater risk of malnutrition as well as starvation for human beings as well as wildlife that rely on the land to eat. Therefore, this leads to increased food insecurity for tourists who buy food from hotels.

It was also observed that climate change is likely have health threats to plants as well as human being such as dehydration, asthma and water-borne diseases such as malaria and diarrhea due to extreme change in weather patterns. On the other hand, there is increasing evidence that climate change is affecting forests and forest ecosystems in Nairobi City County and as well as the livelihoods of the local residents and the national economic activities that rely on vegetation services as it was claimed by different respondents.

> *"Because of climate change sometimes it is too dry, too cold and too hot we have been experiencing the extreme weather patterns, even now you can see weather pattern has changed hence affecting the animals health. We have extreme dry draught, cold of course, the scientists they are still researching to see which animals have disappeared which plant have disappeared but extreme weathers are there. Nairobi has experienced extreme weather conditions when it is cold it is extremely cold in fact this is not the Nairobi City County we know. Because of this extreme weather, animals have diseases hence affecting animal behaviour. We have not received a report from the scientist whether the ones which have migrated have comeback or not yet you know if they are running away from cold in Europe and they find another country which is cold they will go back to their country of origin……" Inter" 24. 1.3.*

In addition, the respondent identified more related challenges

> *"The weather pattern has affected us because there is that pattern of animals as they are ways they are used to do things now weather has changed even migrating pattern while extreme temperature has been killing wildlife" Inter 24. 1.3.4.*

It has also affected not only wildlife but also human activities as another respondent claimed.

> *"Kenya is situated in the Inter tropical Convergence Zone, resulting in two rainy seasons annually; the first, a shorter period from October to December, and the second, a longer period from March to May. Hence last year one major impact of climate change is the potential for this pattern was, disrupted for example in 2021 there was no rain and we only received rainfall toward the end of December 2021 up to February 2022. So climate change has made it very difficult to plan on what to do" Inter 18 4.4.8."*

The study revealed that high tourism seasons often contradict the natural water cycle of the Nairobi City County, with no account for years with insufficient rainfall, a dilemma that is becoming more and more severe due to climate change. The demand

for water in tourist attractions and other areas of interest peaks during the driest months of the year. As people expect to have unlimited access to clean water from local sources, the access to clean and safe water in Nairobi City County will be greatly impacted in the future, as the county is already facing water scarcity. Observations have indicated that outdoor tourist activities in Nairobi, such as wildlife safaris and water sports, are heavily reliant on climate and weather conditions and are likely, to be, impacted positively or negatively, by future climate change. Modes of transportation, tourist destinations, images, length and dates of seasons, tourists' preferences, products and more, are expected to be affected resulting in a significant effect on the environmental and economic sustainability of attractions in Nairobi City County.

The findings of this study support the study of Marengo et al. (2021) and Zhu et al. (2019) which states that climate change has an overwhelmingly detrimental effect on the ecosystems' ability to regulate dangerous situations such as water quality, water flows, seasonal weather, glacier maintenance, biodiversity displacement or extinction, wildfires and drought.

4.6.21 Managing Nairobi's Seasonal Tourism Cycle

From the findings of this study, it was, revealed by 25% of the respondents that Nairobi’s tourist attractions, which include game parks, shopping malls and other recreational facilities, are largely dependent on the number of seasonal visitors from foreign countries during a few hectic weeks as well as months, which results in inefficiency within the urban attractions. Therefore, managing seasonal tourism in Nairobi presents several obstacles, with one of the primary challenges being the fluctuations in tourist arrivals. The city experiences a high influx of visitors during peak seasons, such as the summer months for international tourists, school holidays and National holidays, leading to overcrowding in popular tourist destinations. This not only causes environmental degradation but also puts a strain on local resources. Conversely, during low seasons, there is a decline in tourist arrivals, resulting in decreased revenue for businesses and potential job losses for locals. Another significant challenge is the impact of seasonal tourism on the environment. Nairobi's main tourist attractions are natural sites, including national parks, forests and wildlife reserves, which are delicate ecosystems vulnerable to damage from mass

tourism. During peak seasons, there is an increase in pollution, littering and disturbance to wildlife, affecting not only the natural environment but also the overall visitor experience. Moreover, the seasonal nature of tourism in Nairobi also poses difficulties for the local residents, as the tourism industry is a vital source of employment for locals, especially in the service sector. Therefore, during low seasons, businesses struggle to survive, leading to job losses and financial struggles for the community. From the observation, this can also result in social issues, such as crime and poverty, further hindering the city's sustainable development.

In addition, during the high season there has been a great burden physically as well as exhaustion of natural resources hence it acts as an important contributor to the ecological carrying capacity problem as well as disturbance of wildlife while the attractions remains underutilized during off- peak season. On seasonality while in Nairobi, the study revealed that seasonal revenue and a shortage of capacity in peak season, as noted by one of the respondents, are major concerns. As such, effective planning and use of resources during the off-peak period must be considered, as the peak period is often too crowded, causing difficulties in maintaining service quality and satisfying tourists.

> "Seasonality *December is high season for urban tourism and mostly the domestic tourists. The international tourists follow the migratory of the wild beasts like now it is happening they are so many in the country hence the international are mostly here in July and August because of the wildebeest migration. You see like now it is high season and we have so many international visitors in the country we leave them to enjoy, then the domestic tourists will come during low season and we are there so why should we create congestion so we should let them enjoy then the domestic tourist can visit the park latter. Inter 24. 1.3.5***"**

During the study, it was also observed that a place like Nairobi Arboretum during week, daytime the place was deserted with very few tourist being seen around as per Plate 14 below.

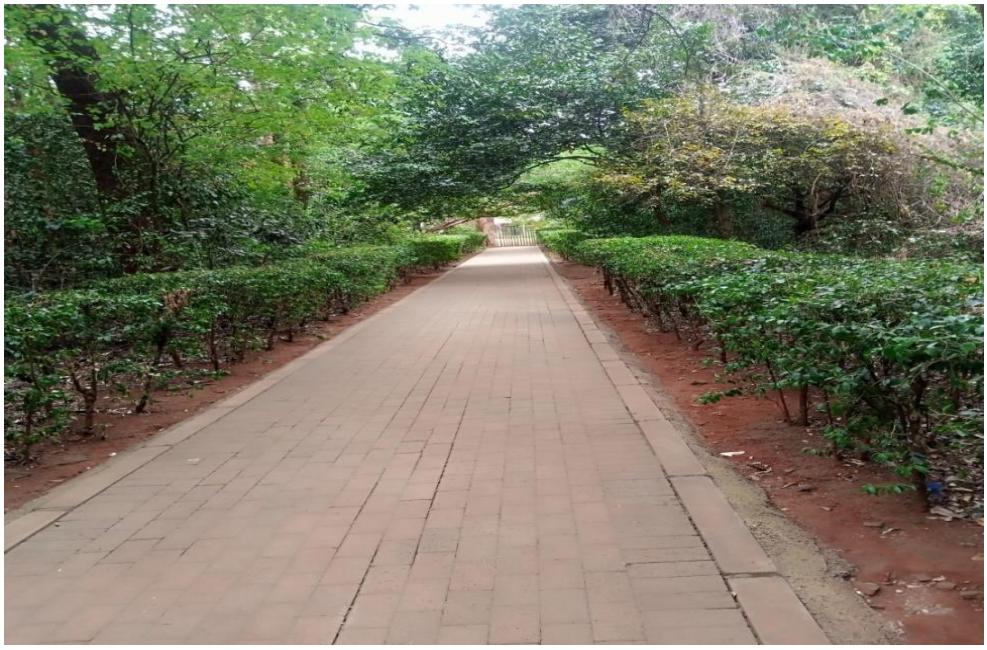


Plate: 4. 14: Walking paths of Nairobi Arboretum during off-peak seasons

Findings from this study, concerning seasonality, the findings of the study echo the work of Koens, et al. (2018) which found that concerning overcrowding, the spring months are commonly most problematic due to the combined presence of tourists, residents and day visitors.

4.6.22 Poor Infrastructure

Law (2002) is one of the researchers who emphasized on the importance of good transport infrastructure, especially when it comes to large cities that attract millions of visitors. From the findings, of this study it was revealed by 25% of the respondents that poor infrastructure also hinders the development of urban tourism in Nairobi City County as it means that it is not as attractive to investors. Therefore, this means that the potential for growth and development is limited. Therefore, the improvement in public transport which include development of more sustainable modes of transport such as walking and cycling, was further claimed by the respondents as a night mare within Nairobi especially along old town of the city they claimed it as one of their concerns in their efforts to cope with the growing number of visitors. Therefore, public transport networks that link to tourist attractions needs to be addressed in Nairobi as some respondents claimed it.

> *"Infrastructure some of the road and mostly down town they are not good you can't drive easily along Tomboya and Ronard Ngara streets because the street*

are full of minibuses. It is only Moi Avenue and Kenyatta Avenue the other streets are closed by minibuses. Therefore, the infrastructures are limited compared to the city population hence congestion is the order of the day" Inter 7.11."

It was, also affirmed by another respondent that the infrastructure could not support the growing population within the city.

"Deteriorated infrastructure this one is a challenge within the transport sector many visitors have gotten late for appointments yet you have everything but you get late because the roads are closed by traffic congestion within the city of Nairobi" Inter 9. 9.1.

Findings from this study support such suggestions that availability of infrastructure, transport modes and networks is likely to shorten the geographical distance in terms of travel time and convenience. In addition, the study is consistent with what was, found out by Maxim, (2017) who identified public transport improvement including, developing more sustainable modes of transport such as walking and cycling, as mentioned by about 40% of the London boroughs as one of their concerns in their efforts to cope with the growing number of visitors. Similarly, Anderson, *at el.,* (2013) argued that the provision of essential urban services, such as water, sanitation and electricity, has been insufficient in most African cities, even before even before the recent wave of urbanization. Moreover, the reasons for poor governance and inadequate service infrastructure in urban areas were, traced back to colonial institutional arrangements and persistent political instability.

4.6.23 Lack of Room for Future Expansion

From the findings of this study, 4% of the respondents claimed that the growth of tourism in Nairobi has witnessed a significant surge in recent years, with an increasing number of tourists flocking to the city. This, growth, can be attributed to several factors, including the city's strategic location, its abundant wildlife and the government's efforts to promote tourism. However, this progress has also brought along challenges, as there is lack of scope for future expansion. A major reason for this challenge is the scarcity of available of land for tourism development in Nairobi. In addition, the city is, surrounded by protected areas, including national parks, forests and conservation zones, making it difficult for developers to acquire land for building new tourist facilities, such as hotels, resorts and amusement parks. As a

result, there is a shortage of accommodation options for tourists, particularly during the peak season, which can adversely affect their experience and dissuade them from revisiting. Moreover, the constrained space for expansion also hinders the diversity of tourism activities in Nairobi. With limited land, there is a cap on the range of tourist activities that can be offered in the city. This can lead to a dearth of diversity and innovation in the tourism industry, making it less appealing to potential visitors. It also curbs the potential for the establishment of novel and unique tourist experiences, which can be a major attraction for tourists. As it was, claimed by some respondents.

> *"Room for expansion i would say that Nairobi City County doest have room for expansion because of high population living within the city. So trying to add more facilities and infrastructure which at some time will lead to strain of available resources. You can now think now building up a modern shopping mall the amount of space you require, the amount of water the kind of sewerage, which comes out of this mall. So I think Nairobi doesn't have a space the way they residents would want" Inter 4. 6.0* **.**

Another respondent also further added.

> *"Space and funds for developing the existing attractions contribution of tourism locally is minimal hence no much emphasis by many people overpopulation and crowding in Nairobi hence only few can participate or be engaged" Inter 5. 6.1.*

Therefore, the limited space for expansion in Nairobi's tourism has a significant impact on the existing infrastructure, creating strain and pressure on resources due to the growing number of tourists. As a result, the city may suffer from environmental degradation, including air and water pollution and negatively impact local residents. This can have long-term consequences on the sustainability of the city and its ability to sustain tourism. Furthermore, the lack of room for expansion also poses challenges in implementing sustainable tourism practices, such as eco-friendly accommodations, waste management systems and responsible tourism activities. Consequently, Nairobi may struggle to find a balance between the demands of tourism and the well-being of the environment and local communities, resulting in unsustainable practices.

4.6.24 Presence of Dump sites and Unregulated Garbage Sites

From the findings of this study, it was, ascertained by 13% of the respondents that the unregulated dumping and garbage sites scattered near some attractions Nairobi have a profoundly detrimental impact on the thriving tourism industry. The mere presence of these unsightly and foul-smelling waste sites is enough to repel tourists, who are seeking a pristine and pleasant environment. This negative encounter can discourage them from revisiting or recommending the destination, ultimately damaging its reputation and diminishing its competitiveness in the global tourism market. Moreover, these waste sites pose significant health hazards to tourists, as well as employees in the tourism sector and local communities in Nairobi County as the accumulation of waste attracts pests and disease-carrying pests, such as mosquitoes, rats and flies, which can easily spread illnesses like malaria, cholera and typhoid. Since tourists are not immune to these diseases, they are at risk of contracting them, resulting in negative feedback and a decline in tourism. The presence of these waste sites also leads to pollution and contamination of the air, water and soil, which can have adverse effects on the health of visitors, further diminishing their satisfaction and overall experience. Moreover based on the findings tourists are also sources of waste, which contributes to solid wastes that finally gets its way to Dandora dumpsite thus exposing the Local residents as well as the visitors to serious health complications. As it was, affirmed by a respondent that dumping sites are full of all types of waste while majority are comprised of plastic.

> *"Pollution you see the problem with Kenyans when they come here they boy sweet they through sweet covers bottles everywhere. There is also sewage pollution, which, emanates from upstream and makes the river in the park very dirty. We have our members of staff who works on the park every Monday because most traffic is mostly on Saturday and Sunday. So Monday staff have a lot of work cleaning these garbage we are hoping to educate people to dispose the garbage where they are supposed to but the problem with Kenyan they do drop trash anywhere where the government don't recycling of garbage we just take the garbage from the park to Dandora Dumpsite" Inter 6. 5.3*

In addition, the study revealed that;

> *"Dump site. I believe as population grows and tourism grows, the dumpsite tends to be there because damp site are probably indirectly because of urban tourism. This is because garbage and trash comes from urban hotels and parks and malls which hosts urban tourism. I think as city grows as urban*

tourism grows the garbage will still grow unless the government try to come out with ways and means of dealing with such kind of great areas like recycling plants so that we don't have a lot of wastes to the environment" Inter 4.6.

The waste management crisis in Nairobi City County has significant implications for sustainable development, which seeks to fulfill current needs without compromising the ability of future generations to meet their own needs (United Nations 2017). However, the presence of unregulated garbage sites and dumpsites poses several obstacles to this goal. Firstly, the pollution caused by these waste sites has a detrimental impact on the quality of air, water and soil. This, in turn, has negative effects on the health and well-being of the people residing in the surrounding areas. Additionally, it disrupts the natural balance and reduces biodiversity, harming the sustainability of agriculture, which is crucial source of livelihood for numerous communities. Secondly, the waste sites attract informal waste pickers who scavenge through the garbage for recyclable materials. This informal sector operates without regulations or safety standards, exposing workers to dangerous materials and posing health risks. It also perpetuates a cycle of poverty as these workers come from marginalized communities from the city and lack access to better job opportunities.

4.7 Opportunities of Urban Tourism at Nairobi City County

From the findings of this study, tourism in Nairobi City represents an energetic sector with opportunities as well as potentials for sustainable development. Therefore, the city has, been outlined as a popular destination for urban travellers due to its vibrant culture, rich history and diverse attractions. As such, urban tourism in Nairobi is an essential part of the city's economy and has great potential for sustainable development through local economic development and urban-cultural heritage. Furthermore, the attractions ranges from the bustling markets of the central business district, to the lively nightlife of city, to the diverse range of outdoor activities in the city, parks, as there is something for everyone in Nairobi. Moreover, the city has a rich history and much-diversified heritage resources, which can be invested to transform more urban areas in Nairobi into touristic attraction centres. The study further established that Nairobi has an immense potential for urban tourism and if the right investments and initiatives, are put in place, it can be a major contributor to sustainable development for many years. As Nairobi city has, the

potential to attract a wide variation of tourists because of its unique rich as well as modern attractions hence has the potential as per table 4.15

Table: 4. 14 Opportunities of urban tourism in Nairobi City County

Opportunities for Urban Tourism Development	Respondents (N=24)	Response Rate (%)
Diversity of Unique Attractions	6	25
Improved Infrastructures and Superstructures	10	42
Diversified destination for tourists	11	46
Stakeholders Participations	2	8
The Innovations in Tourism	2	8
Potential of customized pricing in spreading Demand to off-peak season	3	13
Growing market for urban tourism	1	4
Current Management of Green Spaces by KFS/KDF	2	8
Support from stakeholders	5	21
Increased interest in trips and recreation among city people	1	4

The World Tourism Organization's work supports the findings of the study, which places Nairobi as one of the world's best destinations for its natural and historical attractions. This position has a high socio-economic value and great potential for both domestic and international tourism.

4.7.1 Diversity of Unique Attractions

From the findings of this study, it was, argued by 25% of the respondents that Nairobi City County has varying topography, a myriad of wildlife, forest, cultural heritage, sports, business, conferences, shopping, medical, leisure and recreational attractions, which makes it a prime destination for urban tourism. In addition, the findings indicated that entertainment attractions such as cinemas, theatres and nightclubs offer exciting experiences, while parks like Uhuru Garden, Karura Forest, Arboretum, Hon. Michuki Memorial Park and Uhuru Park offers a tranquil atmosphere for relaxation. Recreational activities like cycling, running and sightseeing are also prevalent in Nairobi City County, thus creating a range of opportunities for urban tourism and contributing to its sustainable development. Therefore, primary and secondary attractions in Nairobi are very significant as they have the potential to pique people's interest and bring both International as well as domestic tourists to the city. As it was, mentioned by one of the respondents.

"We have heritage sites we have where tourists can go and see the same Kenyan Heritage a very good example we have the National Museum of Kenya, Kenya Railway Museum and Kenya National Archives within the Central Business District. It is very good specifically if one wants to learn Kenyan history, we also have landmarks or places which stand out, for example, Kenyatta International Conference Centre where people can go to the head pad on the rooftop of the building and be in a position to see the view of the City. In term of cultural heritage sites, we have Bomas of Kenya where people get to show case of various people heritage shows, which makes Kenya as a country. We also have entertainment and a theme parks a good example is which is also famous is the Carnivore and a place like Runar Park. It is very good for taking kids and families. One other thing, which is appealing to many travellers, is shopping travellers". Inter 4.1.5 .

It was also argued by another respondent that.

"Issues of having different attraction within Nairobi is an advantage because there are few places in the world where you can visit different attractions within a short period but in Nairobi you can have a city tour within a day which is an opportunity" Inter 9. 7.0.1.

These findings, are, supported by Al-Saad, (2017) who found that the diverse range of cultural heritage, sport, shopping, wellness and leisure attractions are one of the major opportunities for urban tourism in Amman. Furthermore, the findings of this study also echo the work of Jacklyne and Njenga, (2013) which found out that number of churches, mosques and temples within the Nairobi has a reflection of the cities multicultural composition while the nightlife offers a diverse range of entertainment spots.

4.7.2 Improved Infrastructures and Superstructures

From the findings of this study, it was, revealed, by 42% of respondents Nairobi County has acknowledged the significance of investing in its infrastructure and superstructure to promote urban tourism given that the County has experienced a consistent increase in the number of visitors over the past decade and this trend is, expected to continue in the future. With its diverse wildlife, rich cultural heritage and lively city life, Nairobi has the potential to become a leading urban tourism destination in Africa. To fully realize the potential, the city has identified several opportunities to enhance its infrastructure and superstructure. One of the primary opportunities for improved infrastructure in Nairobi is the expansion and

modernization of its transportation systems. Although the city has a well-developed road network, it often suffers from congestion, resulting in delays and inconvenience for tourists. To address this issue, the government has invested in the construction of the Standard Gauge Railway, a new railway network connecting Nairobi to other major cities in Kenya. This has not only reduced travel time but also provided tourists with a more comfortable and efficient means of transportation. Another opportunity for improved infrastructure is the development of the accommodation sector in Nairobi. While the city offers, a range of accommodation options, from budget-friendly to luxurious hotels, there is a need for more high quality and environmentally friendly options to cater to the growing number of tourists. Therefore, in terms of superstructure, Nairobi has also identified opportunities to enhance the overall tourist experience. The city boasts a vibrant cultural scene, with a variety of traditional and modern art galleries, museums and cultural events. To further, promote this aspect of the city, the government has invested in the renovation and development of cultural sites and events, such as the Nairobi National Museum and the Annual Nairobi Cultural Festival. This has not only attracted more tourists but also provided them with a deeper understanding and appreciation of the city's culture and history. As it was claimed by a respondent.

> *"The infrastructure like express way, Airbnb availability of chain hotels, international relations is also opportunity Sport tourism because of availability of modern stadiums. Religious tourism it is a very good types of tourism, which is very viable as it, draws a large number of tourists in urban areas and they spend a lot of money during crusade period. Medical tourism most of the best specialists are found in Nairobi Hospitals and Kenyatta National Hospital and this can become an opportunity for medical tourism to be developed" Inter 13.9.0.*

Another respondent also added

> *"Like now we are making Uhuru Park better and attractive and we have to plant grass we have to plant attractive plants all these plants will come from City Park we have a lot of hospitals coming up all these hospitals need green spaces where out-patients can go and relax all these out door plants will come from City Park. This is the reason Nairobi Metropolitans is introducing city park as theirs own so that they can have their own plants. Nairobi City is the only city where there is plenty of land that has all facilities" Inter 20.6.1*

The progress in infrastructures and superstructures in Nairobi has greatly influenced sustainable development in the city as urban tourism's sustainable development entails the responsible management of resources to ensure the long-term sustainability of the tourism industry, while also promoting the well-being of the local community. Firstly, the implementation of modern and efficient transportation systems has significantly reduced the environmental impact of tourism in Nairobi. The Standard Gauge Railway, in particular, has played a crucial role in decreasing the use of fossil fuels, resulting in a decrease in carbon emissions. This has further aided the city's efforts towards mitigating the effects of climate change. Secondly, the development of eco-friendly and sustainable accommodation has contributed positively to sustainable development in Nairobi. Numerous new hotels and airb&b have adopted green practices such as utilizing renewable energy sources, minimizing water usage and reducing waste. This not only decreases the environmental impact but also promotes sustainable tourism by providing tourists with an authentic and responsible travel experience. Thirdly, the establishment of cultural and entertainment facilities in Nairobi has not only attracted more tourists but also aided in the preservation and celebration of the city's cultural heritage. Furthermore, Nairobi is home to a diverse range of faiths, which attracts pilgrims and spiritual explorers from all corners of the world, drawn by its renowned cathedrals, mosques, and temples. This inflow brings economic benefits, generating revenue from accommodation, transportation and cultural practices. This has had a positive impact on the local community by creating job opportunities and stimulating economic growth. Yet, the growing industry necessitates careful management to minimize its environmental footprint

The findings of this study are consistent with several other previous studies such as United Nation (2017), which recognizes that urban infrastructure and building designs are among the greatest drivers of cost and resource efficiencies. As well as Yeshna, *et al,* (2019) which found out that smart infrastructure forms the core of smart tourism whereby Internet of things coupled with smart devices can enhance the overall experience of the visitor.

4.7.3 Diversified Destination for Tourists

From the study's findings, it was, acknowledged by 46% of respondents that Nairobi offers a plethora of opportunities for diversified tourism, particularly in its diverse wildlife and natural attractions. The County boasts several national parks and reserves, including the unique Nairobi National Park, the only national park in the world situated within a capital city as well as Sheldrick Wildlife Trust. This allows tourists to embark on a safari and witness the famous 'Big Five' (lion, elephant, buffalo, leopard and rhinoceros) while still being within the city limits. With over 400 species of birds in the area, Nairobi is also a popular destination for birdwatchers. The city's abundant wildlife and natural beauty make it a desirable location for nature and wildlife enthusiasts. Furthermore, Nairobi's cultural heritage is another significant aspect that attracts tourists. The city is home to various museums, art galleries and cultural centers that showcase its rich history and heritage. The National Museum of Kenya, located in Nairobi, is a prime example of this, as it displays the country's diverse culture and natural heritage. The Bomas of Kenya is another must-visit destination, providing visitors with an immersive experience of traditional lifestyle, music and dance of different Kenyan tribes. These cultural experiences not only entertain tourists but also contribute to the preservation and promotion of the country's cultural heritage. Nairobi's urban development and infrastructure also offer opportunities for diversified tourism. The city's modern skyline, including skyscrapers, shopping malls and a lively nightlife, makes it a popular destination for business travellers and urban tourists. With its rapid growth, Nairobi also presents opportunities for ecotourism and sustainable development. For instance, the Nairobi National Park serves as both a wildlife sanctuary and a vital green space for the city, striking a balance between urbanization and conservation. Additionally, the city has various eco-lodges and sustainable tourism initiatives that promote responsible tourism and contribute to the local economy. On the other hand, nature-based solutions in the form of green infrastructure have emerged as spatial planning tools as a respondent suggested.

> *"Yes because it is possible to sell Nairobi as a destination on its own due to availability of traditional leisure tourists who will come to Kenya go on safari probably to Mombasa for few days before they are back from where they come from. They can decide to spend a night in Nairobi for a purpose of connecting to their flight. However, we have business travellers who are visiting Nairobi only may be they are in Nairobi for a meeting or a conference and they do not*

have time to get out of Nairobi. You see all these elements they can go for safari they can go to Nairobi National Park, cultural heritage they can also visit National Museum of Kenya and have a bit of entertainment and go to Carnivore. So the circuit itself it is full of many options it is full of tourism products which can be consumed or can be marketed to the business and corporate clients who don't have time to go on a proper safari outside Nairobi" Inter 4. 1.7.

It was, also suggested by the respondent that slum tourism has not been utilized because the notion does not appear attractive because the respondent does not know what to promote, whether it is poverty products or slum tourism.

"The slums, No actually it is not a threat but an opportunity which needs to be managed so well and I think it is an opportunity because of slum tourism is a product that can be promoted to certain people. However, there is difficulty in packaging slum tourism because does it mean inviting people to come and see how poor we are or how poor the city is? In addition, any time an international tourist visits a slum, the locals may believe they have the right to hard out. I am of the opinion that slum tourism, in a certain ways, can be packaged and promoted as a niche tourism product; but, it must be regulated properly so that it does not become a security problem." Inter 4.6.2.

Meanwhile another respondent also suggested:

*"Build environment we also have ent**e**rtainment performances and music we have Bomas of Kenya cuisine in the urban areas, casinos, and transport system, mixed of both road and rail. The infrastructure in urban area culture, natural area urban spaces natural and cultural." Inter 2.1.*

From the findings the availability of tourism products has also helped Nairobi City County to create a more vibrant and sustainable economy. From tourism products, the city has created more job opportunities for its citizens hence it has been generating more income from tourist activities. Moreover, with the help of tourism products the city can create more attractions and entertainment options for its tourist as well as local residents. This in turn has led to more spending on the local economy and increased revenues for the city.

4.7.4 Stakeholders Participation

From the findings of this study, it reviewed stakeholder's participation, even though it was somewhat limited. Therefore, 8% of the respondents noted a relatively weak

partnership between the government, the local residents, Non-Governmental Organizations (NGOs) and other, tourism businesses that were, influenced by the type of attractions. Furthermore, some respondents claimed that they only co-operated with the community organizations on tourism green spaces, such as Nairobi National Park, due to the law. One reason for the weak stakeholder's participation between local residents and urban attraction were, observed due to the complexity as well as nature of urban tourism in Nairobi City County as it was stated by one of the respondents.

> *"Public participation like now we had one public participation concerning on how to take care of the city park. We have some groups one is from the market the other is from a small slum here it is called "Kijiji kwa Njoroge" and staff quarters all these areas we have some representatives who come together and decide what to do and how to take care of the Nairobi City Park". Inter 20.2.2.1.*

Findings on this study support findings by Aydin and Emeksiz, (2018) which claims that tourism stakeholders hold the authority for strategic planning, marketing and promotion, data collection, sponsorship, infrastructure, economic development of their destination, their participation is highly effective in the achievement of sustainable development.

4.7.5 The Innovations in Tourism

From the findings of this study, it was, revealed by 8% of the respondents that the implementation of information technology in the tourism sector has revolutionized the way sustainable practices are incorporated. Through features such as online bookings and virtual tours, the industry has significantly reduced its reliance on paper and physical travel, resulting in a more eco-friendly environment. Moreover, the utilization of information technology has propelled the economic growth of Nairobi's tourism industry. With easy access to information and a wider reach to a global audience, the Nairobi has witnessed a surge in tourist arrivals, leading to increased revenues and opportunities for job creation. In addition to this, information technology has played a crucial role in the preservation of Nairobi's rich cultural heritage. Through digital platforms, tourists can now learn about the city's history, traditions and customs, enhancing their overall experience while also promoting the conservation of cultural sites. Furthermore, the use of information technology has

greatly enhanced the overall tourist experience in Nairobi. With the availability of information and services at their fingertips, tourists can plan their trips efficiently and enjoy a more personalized and convenient experience, resulting in higher satisfaction and the potential for return visits. A new opportunity has also emerged which has aided in control of mass tourism in Nairobi as it was mentioned by some of the respondents that service providers in tourism frequently use online booking as one of the tool to control overbookings.

> *"At Shedrick Wildlife Trust, we usually limit as I have told you we only receive 100 tourists per day in the camp site the same which is done through online booking. We only take families of a maximum of ten people for at least two days a visitor cannot arrive today and decides to leave the following day. We do limit simply because there are small families campsite" Inter 9. 6.2.*

Another respondent also identified an available opportunity, which has not been utilized as it was, claimed by one of the respondents.

> *"An urban park like this one again one can do live stream like somebody who is not here can join the link and be able to follow this is an opportunity which we have not ventured into" Inter 24. 1.35*

The findings, of this study, are also supported by the findings of United Nations, (2015b) which claims that as technology promotes the development transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favorable terms, including on concessional and preferential terms, as mutually agreed.

4.7.6 The Potential of Customized Pricing in Spreading Demand to Off-Peak Season

According to the findings from this study, 13% of respondents believed that customized pricing is extensively used to improve the temporal dispersion of tourism demand and off-peak season performance and hence the spread of domestic holidays into off-peak season. Therefore, the incorporation of tailored pricing in tourism in Nairobi County has the capability to make significant contributions to sustainable development in multiple ways. To begin with, it has the potential to alleviate pressure on the local environment and resources during peak seasons. This can result

in better preservation of the natural resources, which are crucial for the long-term sustainability of the tourism sector. Additionally, the implementation of customized pricing can have a positive impact on the local economy and communities. By spreading out the demand to off-peak seasons, there will be a more balanced distribution of income and job opportunities throughout the year. This can aid in reducing the economic vulnerability of the local community, which heavily relies on tourism. Furthermore, the adoption of tailored pricing can also pave the way for the creation of new tourism products and services during the low season. For example, tour operators can offer exclusive experiences or activities that are only available at this time, attracting tourists who seek off-peak adventures. This can assist in diversifying the tourism product and reducing the over-dependence on a few popular attractions, which may have adverse effects on the environment and local communities. Furthermore, the findings further established that the practice of spatial redistribution of demand at peak times can also reduce the negative impacts of overcrowding at green spaces like Nairobi National Park, Karura Forest as well as Nairobi city park within Nairobi as it articulated by one of the respondents.

> *"December is high season for urban tourism and mostly the domestic tourists. The international tourists follow the migratory of the wild beasts like now it is happening they are so many in the country hence the international are mostly here in July and August because of the wilder beast migration. You see like now it is high season and we have so many international visitors in the country we leave them to enjoy then the domestic tourists will come during low season and we are there so why should we create congestion so we should let them enjoy then the domestic tourist can visit the park latte…" Inter 24. 1.3.5.*

The respondent further emphasized

> *"Kenya wildlife has categorized its visitors into three categories we have the citizens we have the residents and non-residents on an average we receive about 250,000 visitors per year. The international tourists per year approximately are around 100,000 visitors and charges differ from season to season. Charges for Kenyans visiting the Nairobi National Park have been, reduced to Ksh. 400 in the low season from Ksh. 430. Kenyans will pay more to visit the park in the high season after the fees were, increased to Ksh. 500 while the new park fees will see foreigners pay higher amounts while Kenyans will benefit from reduced fees during the low season. Now we have high seasons and low seasons the high season starts from July to February and then February to June. Nairobi national park during high season we charge non-residents Ksh. 6,946 ($60) starting from July 2022. Ksh. 215" Inter 24. 1.1.3*

4.7.7 Growing Market for urban Tourism

From the findings of this study, it was, outlined by 4% of the respondents that urban tourism in Nairobi City County has unique tourism advantages. Currently, the city of Nairobi experiences a boost in economic growth and development thanks to the expansion of its urban tourism market as the influx of tourists leads to the growth of various enterprises, which, in turn, provides employment opportunities for the local residents. As a result, there is an increase in household income and a decrease in poverty rates. Additionally, the revenue generated from tourism also aids in the city's GDP and plays a crucial role in diversifying the economy, reducing its dependence on a single sector. Moreover, the rise in tourist arrivals presents a chance to preserve Nairobi's rich cultural heritage. By organizing cultural events and activities, the city can display and safeguard its diverse cultural assets, instilling a sense of pride and identity among the locals. This, ultimately, contributes to the city's sustainable development by promoting social cohesion and inclusivity. With the conditions of fast growing domestic tourism demand a case of Karura as well as green spaces carried out an aggressive strategy of market penetration by expanding its modern tourism infrastructure and undertaking intense promotional activities as it was, claimed by a respondent.

> *"As I believe probably wildlife have been well marketed also may be heritage in term of National, museum of Kenya, Bomas of Kenya. I think the opportunities, for Nairobi is really promoting the green spaces that we have mentioned: Karura, Arboretum, Ngong Forest, Arboretum, Olorua Forest and the reason why I have said that it is because there are modern city day tourists, right now and they are very cautious about the environment. There are many tourists who want to be associated with nature who want to walk have an experience with area with green spaces, areas with fresh air. This is opportunity that should be exploited by searching for tourists who are cautious about the environment" …….Inter 4. 4.0.6*

From findings of this study, it established Nairobi as one of the world's populous cities, which, has the potential to become a significant center for urban tourism, which can help alleviate poverty and boost economic progress of the City. However, in order to realize this potential, the city must capitalize on its distinctive traits and exploit its strategic location to encourage tourists to the area. Nairobi can also

establish an appealing and sustainable urban tourism business by providing safe and comfortable, environment for tourists.

4.7.8 Unique Attractions within Nairobi

Based on the findings of this study it revealed that Nairobi has a group of unique tourist attractions in Kenya. The findings support such suggestions that Nairobi like other countries in Africa has rich biodiversity including many unique wild animals and plants and also a very beautiful natural landscape in addition it was recognized that in Nairobi you can have a city tour within a day which is an opportunity. Therefore, 25% of the respondents revealed that the health and quality of these resources are to ensure that the tourism sector functions appropriately, as they act as the main source of tourist attractions as it was, claimed by one of the respondents.

> *"They are important because they are not found anywhere else in Kenya. It is only in Nairobi in the whole world where you will find a National park in the city it is unique. The nightlife is very vibrant in Nairobi. Food in Nairobi you will get all types of food from different communities. Food is an end product so when we talk of food in rural area that is where they are planted and grown so in Nairobi you see how it is cooked as the end product. Inter 2.1.4"*

Another respondent also highlighted another important indication that:

> *"We have also heritage and cultural tourism at Bomas of Kenya, National Museum of Kenya as well as green spaces where people can do a lot of family activities like Karura Forest. It is a good place where someone can go there for fitness activities like walking, ride their bicycle yes Nairobi is viable for urban tourism Inter 4.1.1.1*

It, was, also highlighted by another respondent that;

> *"Issues of having different attractions within Nairobi is an advantage because there are few places in the world where you can visit different attractions within a short period but in Nairobi you can have a city tour within a day which is an opportunity" Inter 9. 7.0.1.*

4.7.9 Current Management of Green Spaces by Kenya Forest Service

From the findings of this study, it was established by 8% of the respondents that green spaces that are found in Nairobi includes, Uhuru Park, Uhuru Garden, Arboretum, Hon. Michuki Memorial Park, Nairobi City Park, Nairobi National Park, Karura Forest as well as Ngong forest. It was further, acknowledged by respondents that Nairobi City park, as well as the Hon. Michuki Park are currently under

management of Kenya forest service which has taken over from County Government of Nairobi while Uhuru Garden is under management of Kenya Defense Forces. This is an excellent opportunity for the city as the green spaces have acquired a new look as a one of the respondents noted:

> *"We have an authorization letter from the president to take over the Nairobi City Park even though the process is very slow you know what is owned by the County Government of Nairobi, it takes time to release. We are waiting to see whether it will materialize after the new Government takes over simply because the services of Nairobi Metropolitan Service will come to an end by 1st, July 2022". Inter16.3.4.1.*

Another respondent also added;

> *"Like now we are making Uhuru park better and attractive and we have to plant grass we have to plant attractive plants all these plants will come from city park we have a lot of hospitals coming up all these hospitals need green spaces where outpatients can go and relax all these plants and grass will come from city park. This is the reason Nairobi Metropolitans is introducing city park as theirs so they can have their own plants and it is only city where there is plenty of land that has all facilities" Inter 20.6.1.*

Hence, the effective stewardship of green spaces by Kenya Forest Service is essential for Nairobi's sustainable growth. As its initiatives promote biodiversity, mitigate climate change, improve environmental quality and enhance urban liveability, fostering a healthier and more sustainable city.

4.7.10 Support from stakeholders

From the findings of this study, it was, outlined by 21% of the respondents that more tourists have been visiting attractions in Nairobi each year; hence, the tourism sector is becoming increasingly important to the city's economy. On the other hand, local residents are playing a vital role in supporting this trend. Therefore, they are investing in the sector, providing visitors with unique insights into the city and helping to create a welcoming environment for travellers. At the same time, the Government is also playing its part, investing in infrastructure and promoting the city. Furthermore, the inhabitants of Nairobi have initiated multiple projects and activities that promote the preservation of the environment and urban eco-tourism in attractions such as Karura Forest. In addition examples of successful initiatives such as erecting an electric perimeter fence around the forest to prevent logging and

improve safety, hiring Karura Forest scouts and renovating and converting a building into an auditorium for environmental education have all been achieved. The partnerships through community social responsibility initiatives of businesses like East African Breweries, Barclays Bank of Kenya, Kenya Commercial Bank, Safaricom and G4S Group, among others as it was claimed by one respondent:

> *"We have been working with a number of sponsors. We have East Africa Breweries Limited, which did the electric fence. The Samsung has done a number of benches, a number of restoration activities. We, also have the I&M Bank, which has done the contraction of this building. A group of engineers have managed to do some activities these are people that we have collaborated with in our board, which is full of different practitioners. We have lawyers, engineers, accountants and environmentalist who works at United Environmental Program we have even senior people who used to work with the late Professor Wangari Maathai but up to now they are still working with environmental organization and they are still with the board. Inter 16.6.2"*

Another respondent also argued;

> *"We have green belt movement and they keep on supporting us Inter 21 3.5.5"*

The study revealed that the investment in the sector and the promotion of Nairobi as a tourist destination by stakeholders have been essential in the city's success. On this basis, tourists, are being provided with a variety of services from luxurious hotels to traditional street food and unique attractions. The local population has also been welcoming visitors warmly creating a sense of community through the exchange of knowledge and experiences. This has fostered a culture of mutual respect between visitors and locals residents, making Nairobi an attractive destination for people from all backgrounds. With the help of the local residents, the city has become a thriving hub for tourists, with the local residents taking great pride in its success.

4.7.11 Increased Interest in Trips and Recreation among City People

From the findings of this study, it was, claimed by 4% of the respondents that the increased interest in trips and recreation among city residents has created an opportunity for urban tourism in the Nairobi City County. This type of tourism has allowed the city's visitors to explore and experience the unique culture and environment of the city. It was, outlined as an opportunity for sustainable development in the city as it encourages the local residents to take part in the activities and services associated with tourism. The study further discovered that the

improved infrastructure and services along with the creation of new jobs and businesses have been beneficial for the flourishing of the tourism industry in Nairobi City County. From the findings, it was, discovered that since corona period the importance of mental health and wellbeing has been increasingly recognized, not only in developed nations but also in developing countries such as Kenya. This shift in focus, can be attributed to the growing understanding of how mental health affects an individual's overall quality of life. The trend is also evident in Nairobi, the capital city of Kenya. The fast-paced and hectic lifestyle in Nairobi has also posed various challenges to the mental health of its inhabitants. As a result, there has been a noticeable surge in interests and participation in trips and recreational activities among the city's population as claimed by one of the respondent;

> *"The growing emphasis on mental health has been a major factor in the increased interest in trips and recreation among city people in Nairobi. In the last few years, more people are recognizing the importance of taking regular breaks from their everyday lives to relax and engage in activities that provide emotional and physical relief. This has led to a greater demand for trips and recreational activities that can help people relax, unwind, and recharge" Inter 6 3.5.5*

From the study, this trend is due to a combination of factors including an increased focus on mental health and well-being, the availability of cheap travel options and the growth of online tools that make it easier to plan trips and activities.

4.8 Contribution of urban tourism toward Sustainable Development in Nairobi County

According to the findings of this study, it was, ascertained by the respondents that Nairobi City County is a vibrant city with a long and rich history of tourism development. Therefore, the city has seen tremendous growth in the past few decades and is now, considered as one of Africa's most attractive cities for both business and leisure. In addition, the study revealed that in recent years the city has also become increasingly focused on sustainable development and has taken steps to create a more attractive and liveable tourist attractions. This includes the development of new attractions such as the Uhuru Garden, Uhuru Park, Nairobi National Park, Karura Forest which are huge recreational areas in the city center that has become a popular destination for tourists and local residents. Furthermore, the

study found that tourism in Nairobi County is closely linked to the natural environment, with many tourists visiting the city to see its famous recreational areas, such as Karura Forest, Nairobi National Park and the Sheldrick Wildlife Trust. Therefore, the sustainable development of tourism in the county depends on the protection and preservation of its natural resources. Hence, currently the National Government has invested in green infrastructure such as eco-friendly public transportation system like electric vehicles and eco-friendly housing developments. Additionally, Nairobi has developed a number of initiatives to promote green businesses and sustainable economic growth. These initiatives include providing incentives for green businesses, investing in green energy while promoting sustainable urban development. Through these efforts, Nairobi is becoming an increasingly attractive destination for those looking for a modern and sustainable urban lifestyle. On the other hand, it, was, claimed by one of the respondents:

> "*Sustainable development" is not a new issue for the development goals of the world, but it is a goal that has challenges, aiming to create balances of social, economic and environmental dimensions, as well as balance among government sectors, private sector and local resident" 9. 6.4.*

Therefore, from the findings of this study sustainable development is a concept that all stakeholders ought to react to potential problems, such as exploiting natural resources, attaining equilibrium between the ecology and socio- cultural as well as economic development. Therefore, work towards decreasing poverty, hunger, reducing environmental degradation and pollution as well as achieving world peace while simultaneously mitigating climate impacts and reducing gas emissions. Hence the findings outlined that tourism in Nairobi County posed to these environmental concerns were on how the development of the city needs of a rapidly expanding city population as well as tourist could be facilitated without destroying the natural environment that human well-beings are dependent upon. Therefore, the positive attitudes of local residents towards further urban tourism development and the strong level of partial stakeholders involvement in urban tourism development that has been shown, in the findings is often emphasized as a crucial element in achieving sustainable development. In this respect, although there have been significant changes in local residents lifestyles as well as the physical environments, this research finds it is difficult to conclude that tourism development in the Nairobi City

County has made any significant negative impacts on socio-cultural sustainability. Therefore, the current urban tourism development in Nairobi is considered somehow social as well as economic sustainable over environmental sustainability. However, there are still several barriers to the future development of urban tourism in Nairobi over the concerns for the future as it was, claimed by one of the respondents.

> *"Sustainable development is that type of development which meets the needs of the current generation without compromising the needs of the future generation. Now when we talk about sustainable development in Nairobi our worry now is the growing trend the forest is not expanding but the visitors are coming in large numbers on a daily basis. May be we will have to look for may be in 100 to 200 hundred years from now we have to make other forests in Nairobi look like Karura forest so that visitors can have the same standard of services which will enable us to reduce pressure in Karura forest which is too much" Inter 10.2.2"*

Another respondent also reiterated;

> *"The Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs. Therefore, the degradation of resources i can say that is what we had 10 years ago our resources are very different even the size of dumpsites. There is a lot of degradation of resources. Even environment less than year ago you couldn't believe you were in the city. It was difficult to have a day tour down town if tourist asks for a city tour. People take a tour at Moi Avenue down town there is degradation of attractions. If old town is clean you can take someone there then Railways gallery just for someone to have a view of our city" Inter 3. 5.0.2*

The findings of this study shows that urban tourism is a major contributor to the economy of Nairobi City County, creating jobs and generating revenue for both local residents and Governments. Tourists spend money on services such as accommodation, food, entertainment and transportation, providing a valuable influx of capital, which has encouraged further investment in the area hence contributing toward economic sustainability of Nairobi. On the other hand, the study outlined that tourism in Nairobi County has had a positive effect on sustainable development goals (SDGs), both economically and socially. For instance, the tourism industry has contributed to the alleviation of poverty, increased access to fundamental services and facilitated access to education, healthcare and other social services. In addition, tourism in Nairobi has been instrumental in advancing gender equality and women's empowerment and in safeguarding the social and cultural rights of minority groups. Finally, tourism in Nairobi has been a major factor in promoting local culture and

heritage, as well as in providing new opportunities for cultural exchange and understanding. Therefore, from the findings this study proves that urban tourism in Nairobi contributes toward sustainable development goal 1 through eradication of poverty. Sustainable Development Goal 3 which aims to guarantee healthy lives and promote well-being for all at all ages, while Goal 4 focuses on ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all. Tourism in Nairobi has also contributed towards goal no 5 through gender equality as well as goal no. 10 through reduction of inequalities.

Furthermore, Nairobi County has also seen the positive environmental effects of urban tourism, such as reducing the carbon footprint of visitors while encouraging the use of sustainable practices. This has been accomplished by implementing, green transportation systems, better waste management systems hence promote sustainable development goal 12 within the city.

4.9 Implications of Research Findings

This study builds on a practical contribution to the existing literature through, the use of exploratory research design using a qualitative research approach. The exploratory method sought an in-depth inquiry on the contributions of urban tourism (economic, environmental and socio-Cultural), challenges preventing urban tourism in Nairobi City County from achieving sustainable development goals. Then analyse the county available opportunities which if utilised well can enhance sustainable development. Thus, the role of urban tourism consisted contributions, constraints and opportunities of urban tourism were, explored on how they contributed to sustainable development of Nairobi City County. The study identified that the county has a variety of diversified and rich urban attractions such as leisure and recreations, business, sports adventure and shopping which could, be developed through public-private partnerships. Strong urban tourism policies should also be developed with the help of all urban stakeholders. Such strong urban policies will not only revitalize the urban product equitably but will harness the development within the region. Development of urban tourism product will also motivate the urban tourists to visit Nairobi County. The study outlined that Nairobi's geographical position allows it to display a distinctive image of urban tourism in Kenya. On the other hand, the contributions of urban tourism in Nairobi cannot be over-emphasized coupled with a

host of negative contributions. Furthermore, the opportunities available are immense, portraying the significance of urban tourism to urban revitalization.

4.10 Theoretical implications

This study has not only developed knowledge, but it has also filled a gap in the current literature on the contribution of urban of tourism toward sustainable development within Nairobi County. This was achieved based on three objectives namely, Contributions of urban tourism (economic, environmental and socio-cultural), current urban development challenges that impede sustainable development and current urban tourism opportunities that can enhance sustainable development.

Therefore, urban tourism in Nairobi City County is a significant contributor to sustainable development, as its potential is substantial, given the county's rapidly growing population and significant unemployment challenges. Therefore, urban tourism in Nairobi contributes to local employment by generating job opportunities for local residents by providing employment opportunities, urban tourism in Nairobi has been helping to reduce poverty while improves living standards of the local residents. It has also helped in attracting foreign direct investment while increasing international tourism flows in Nairobi. Additionally, urban tourism has helped to raise awareness of the county's attractions, thereby helping to attract more visitors and generate more revenue to the government therefore increasing the level of multipliers effect. Moreover, it aids in the conservation of the county's natural environment, while it serves as a catalyst for promoting and displaying the county's rich cultural heritage and offers a diverse range of recreational activities for both tourists and local residents. Furthermore, the social benefits of urban tourism are numerous, as it has helped to create a sense of community, encourage entrepreneurship and strengthen the local economy within the city. Additionally, urban tourism in Nairobi has helped to create a sense of identity and belonging among local residents by highlighting unique local cultures and heritage sites. Concurrently, as urban tourism in Nairobi City County raises concerns about its environmental implications, it also offers opportunities for tourists to interact with the region's natural beauty. Furthermore, tourism in Nairobi has played a crucial role in promoting conservation efforts and preserving the county's natural resources.

Additionally, urban tourism in Nairobi has contributed to pollution reduction as well as biodiversity protection.

Therefore the contributions of urban tourism (economic, environmental and socio-cultural) were found to contribute directly and indirectly to sustainable development by different interviewees (Inter 18 3.1., Inter 18 3.1.1, Inter 9. 2.1.0, Inter 2. 1.1). They directly noted that it "…..has some benefit as many people for example the tour operators are benefiting plus their families curio shop traders are also benefiting as well as their families*…" (Inter 9. 2.1.0). An indirect contribution as noted by (Inter 2.1.1). "Very much you find that food grown in rural areas are consumed in urban areas where you find a lot of people and the rate of spending is very high that the reason you find that the impact of tourism is higher in urban area than in rural areas as it benefits the two settings".*

Few studies have been conducted to evaluate the role of urban tourism in sustainable development. Most of the existing research on urban tourism in Nairobi has focused on the experience level of international visitors in urban destinations (Muhoro & Kibiro, 2018; Okello, Wishitemi, 2019; Kamau, et al., 2015) Ndivo, Waudo & Waswa, (2012) on tourists destinations appeal. Kamau et al., (2015), conducted research on marketing communication channels and tourists' destination appeal, while Kamau et al., (2015) studied psychological factors on demand. This implies that the urban tourism products exist and could be assessed at other destinations in Kenya with attractions in major cities.

This study has highlighted the significance of social exchange theory on the fundamentals on the process of exchange that leads to development are, economic, environmental and socio-cultural. From the economic viewpoint the theory is linked with the theory of growth machine that advocates for locals who benefit and earn an income from tourism. The exchange impedes on environmental conservation and instead makes enduring physical changes to the natural environment through getting rid of large amounts of land from prospective agricultural production, destruction of natural environment and results in the elimination of individuals from their ancestral land and homes. The social exchange theory on the socio-cultural development highlights a very positive picture. This study acknowledges that tourism in Nairobi

City County plays a significant role in the socio- economic development of local residents.

In conclution, urban tourism has been offering numerous benefits to Nairobi City County through providing employment opportunities while generating income, it has also helped in contributing to the enviromental and social sustainability of the county. Therefore, it has helped to conserve the county's natural environment while promoting cultural heritage. As such, urban tourism has been seen as a key contributor to sustainable development in Nairobi City County.

4.11 Practical Implications

This research has given valuable, practical information about the role of urban tourism in promoting sustainable development in Nairobi City County. Therefore, the research findings have practical significance for stakeholders involved in the tourism industry, urban planning and environmental conservation, guiding policy decisions and investment strategies to promote sustainable development in Nairobi County. Additionally, investors can use the information regarding urban tourism to develop products and market them in accordance with the urban destination policies. The study's findings have also informed the development of targeted initiatives to enhance tourism's positive contributions while minimizing its negative impacts. For instance, the study has identified specific tourism activities that have the greatest potential to contribute to economic growth, poverty reduction as well as job creation, while simultaneously promoting environmental protection and social inclusion. The study has further highlighted the need for collaborative efforts between the tourism industry, the National and County Government as well as the local communities to ensure that tourism benefits, are shared equitably and that tourism development is aligned with community needs and aspirations. Furthermore, to ensure alignment with the changing dynamics of Nairobi County, modifications need to be, implemented in promotional tactics, product innovation and urban planning frameworks.

4.12 Chapter Summary

This chapter presented analysis and interpretation of the findings in alignment with

the objectives of the study. The chapter evaluated the response rate of the respondents, demographic details of the stakeholders. The results of the findings of the variables were interpreted. Further, the chapter examined the sustainability of the attractions within Nairobi using 17 sustainable development goals. Finally the chapter examined theoretical and practical of the research.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

From the illustrated study findings, urban tourism has contributed towards sustainable development in Nairobi City County as follows:

The economic contribution of urban tourism in Nairobi City County towards sustainable development is enormous, as it serves as a significant employer in various industries, including hospitality, art and craft markets, transportation and entertainment as well as creating employment opportunities in supporting industries like agriculture and manufacturing. In addition, the influx of international tourists generates substantial foreign exchange earnings, contributing to the stability of the County as well as national economy and balancing the country's payments. Furthermore tourism-related businesses in Nairobi also boost local and national tax revenue through accommodations, food and beverage services and other tourism activities. Furthermore, tourism in Nairobi was discovered to stimulate infrastructure enhancements such as roads, airports and hotels, which not only benefit tourists but also improve the quality of life for local residents. In addition, tourism in Nairobi spending has a multiplier effect, generating additional economic activity in transportation, food and beverage as well as entertainment sectors within the Nairobi economy. Furthermore, tourism-related investments in the Nairobi help to generate income and promote economic growth as well as multiplier effect. This helps to raise the general living conditions and quality of life for local residents. Tourists also contribute to the creation of demand for products and services, which leads to increased economic activity and higher economic performance in the Nairobi City.

Despite the positive economic contribution of urban tourism in Nairobi City County, the development of urban tourism results in some negative economic impacts. These include but not limited to economic leakage, inflation, fluctuations in employment based on time, economic shocks, demand fluctuation and society inequality that have made it difficult for local residents within to afford necessities. Furthermore, the tourism industry in Nairobi has caused a disruption to the local infrastructure, leading to traffic congestion, noise pollution and overcrowding. This has initiated a decrease in the quality of life for local residents and has resulted in an increase in

property values. Thus, there is need for coherence amongst economic development and the boundaries of nature particularly between the capacity and the regeneration time of natural resources.

Further, this study has asserted a series of affirmative socio-cultural impacts arising from development of urban tourism in Nairobi City County. They include but are not limited to conservation and preservation of urban heritage, support of social equity, gender equality and women empowerment, promotes intra and inter-generational equity in Nairobi City County and enhances stakeholder's participation in decision-making. The study has also identified negative socio-cultural impacts arising from development of urban tourism in Nairobi. These effects identified were human wildlife conflicts, Society Inequality, detrimental effect to economic life for pastoralists, cultural conflicts, social evils, congestion, sex segregation and commercialization of culture. On the other hand, tourism in Nairobi causes an increase in crime, as criminals often target tourists at some attractions and in particular Nairobi City Park which has a thick forest which has not been maintained. In addition, urban tourism in Nairobi has caused a strain on the city's infrastructure leading to overcrowding of roads and public spaces. This has had a negative impact on the quality of life for those living in the city as well as those who are visiting the city. The increased commercialization of tourism industry in Nairobi has led to deterioration in the quality of life for local's residents, making it difficult to sustain the traditional way of life. Finally, the influx of visitors has caused an increase in crime and violence, making it risky for residents to travel in certain parts of the city. Based on the analysis of the above negative socio-cultural impacts, it, could not have been avoided since they are direct consequences of development.

It was revealed from the findings that major positive impacts of urban tourism on the environment in Nairobi has been on an ascending trajectory and has introduced many green spaces for tourists to visit such as Karura forest, Nairobi Arboretum, Ngong Forest, Uhuru Park, Uhuru Garden as well as Nairobi City park. Therefore, some of the positive environmental contributions include preservation and conservation of eco system, hence acting as a guide to sustainable living in Nairobi, provision of quiet environment within the city, protection of endangered species. Tourism in Nairobi also advocates for sustainable safaris through prevention of

illegal trade and exploitation of natural resources, further it safeguard tourism treasures in Nairobi County, as well as safe and healthy environment for wildlife. At the same time, the study also revealed urban tourism in Nairobi as contributors of negative environmental impacts hence Nairobi City County suffers from all sources of pollution, which includes air, noise, visual, solid waste debris pollution as well as failing sewage infrastructure. It also revealed that these forms of pollution create a hostile set of factors that threaten the tourists, the residents and the city ecosystem. Furthermore, the tourism industry in Nairobi County has also caused a rise in pollution levels, both air and water due to the increased amount of traffic. This has led to a detrimental effect on the environment, leading to a decrease in natural resources. On the other hand, the growth of tourism in Nairobi City County presents various challenges concerning the protection of the environment, conservation of heritage, preservation of social fabric and cultural values as well as conservation of a desired quality of life for local residents. Furthermore the study revealed that as Nairobi City County develop and expand their tourism attractions they often encounter problems with overconsumption of their limited natural resources, pollution and degradation. This easily springs into undesirable situations of negative impacts on the local environment as well as the society. All of these negative factors have had a significant economic impact on the country.

Moreover, from the findings, the challenges affecting development of urban in Nairobi City County are immense as cities are complex social ecosystems where residents and visitors share spaces, resources and experiences. Due to these complex social ecosystems, Nairobi City County is a net contributor to the development problems that government seeks to solve. Some of the respondents therefore believe the challenges they experience is on how to supply tourists with resources like safe food, clean water and sufficient energy, while ensuring economic, social and environmental sustainability is maintained. Seasonality, a prominent challenge, leads to variations in employment and revenue due to decrease and drift of tourist arrivals throughout peak and off-peak periods Other challenges, which were recognized by the respondents is that as Nairobi City County gets bigger, commuting times get longer hence the impact on our environment gets worse through emissions from vehicles. In addition global warming, global health pandemic, social issues, competition, media and social media, poor solid waste management, climate change,

untreated industrial discharge into the ecosystem, inefficient energy use, high population, human wildlife conflict and political instability during election periods.

Finally, the study has discovered that Nairobi County has the potential to promote sustainable development in the region by taking advantage of the opportunities that urban tourism offers. These include better infrastructure and increased awareness of the city's attractions, stakeholder's participations and current management of green spaces by KFS/KDF, which can be utilized to spur economic growth and enhance the quality of life for the people living in Nairobi County. Therefore, it is essential for Nairobi County to harness the potential of urban tourism in order to ensure the continued success of the city and its inhabitants.

5.2 Conclusion

Nairobi City County has encountered substantial economic growth and job creation due to the thriving tourism industry. The tourism sector has had a significant impact on the county's GDP and has expanded the hospitality industry. Moreover, it has provided employment to thousands of citizens, especially those from marginalized communities especially those who live in the slums. Furthermore, urban tourism has provided a substantial inflow of foreign exchange that has been used to finance infrastructure and other public services. On the other hand, urban tourism has had a positive effect on social progress in the County of Nairobi. It has enabled social connection, cultural exchange and knowledge sharing for people of all backgrounds. Moreover, it has allowed access to leisure activities and helped to conserve local culture and history. Finally, urban tourism has increased the understanding of local issues and generated support for related causes. Therefore, a deliberate effort should also be made by all stakeholders to make tourist experiences as exciting, engaging and interactive as possible. This is particularly so given that today's cultural heritage tourists are more sophisticated and expects a high level of quality and an authentic experience. This is because most of the country's cultural and historic resources are irreplaceable. Furthermore, these strategies will help to encourage sustainable tourism practices and ensure that the city is able to maintain its vibrancy and appeal for many years to come.

At the same time recognizing that urban tourism has a vital effect on the environment. The influx of tourists in Nairobi has led to an increase in traffic, air pollution and energy usage. If these, issues are not dealt with accordingly urban tourism could be detrimental to both the environment and sustainable growth in Nairobi County. In order to ensure that urban tourism in Nairobi County is a sustainable source of economic growth and contributes to sustainable development, a comprehensive approach to managing the environmental impacts of tourism should, be implemented. This could involve measures such as reducing energy usage, curbing air and water pollution as well as limiting the amount of solid waste produced by visitors. Furthermore, tourism promotion should be strategically, handled to guarantee that it does not cause over-tourism or put excessive strain on the local environment.

On the other hand, despite the various challenges that have affected the development of urban tourism in Nairobi County, such as garbage & pollution, encroachment of animal habitat, finding of balance between safety and adventure of tourists, degradation of ecosystem, increased urban population, meeting the needs of diverse population, poor urban planning, and global health pandemics. Further the (Covid-19), effects of Global warming, managing seasonality and lack of room for future expansion. The County has made tremendous strides in resolving these issues as it has taken steps to tackle these however, further action is necessary in order for the challenges to be fully addressed. Therefore, it is essential that all stakeholders, including the National Government, the County Government private sector and civil society collaborate and demonstrate a strong dedication to Nairobi County's path to sustainable tourism hinges on a multi-pronged approach: promoting responsible travel practices, investing in conservation efforts, educating tourists on environmental issues and actively engaging local communities. By encouraging tourists to choose eco-friendly operators and support conservation initiatives, tourism revenue can be directed towards safeguarding natural resources and preserving local cultures. Educating tourists about environmental concerns empowers them to minimize their impact, while involving local communities ensures they benefit economically from tourism while protecting their environment. Examples like the Giraffe Centre, Derrick Shedrick Wildlife Trust, Nairobi Arboretum and Ng’ong Hills ecotourism demonstrate the power of responsible

tourism in contributing to sustainable development. These initiatives offer unique visitor experiences while simultaneously supporting to elephants and giraffes conservation, providing green spaces for recreation and education and creating alternative income sources for local communities. By embracing these principles, Nairobi County can create a conducive atmosphere for urban tourism in the county. By collaborating, Nairobi County can guarantee that urban tourism is established in a conscientious and sustainable manner, resulting in lasting benefits for both the community and the environment Only then, can the county strive towards its aim of sustainable development and become a major player in urban tourism in Africa.

5.3 Study Recommendations

This section examines study recommendations for policy, practice and future research concerning the role of urban tourism toward sustainable development of Nairobi City County.

5.3.1 Recommendations for Policy

Based on the analysis presented in the previous chapter, the following urban tourism development policies are recommended to help increase the number of tourists at urban attractions within Nairobi City County.

The County should develop urban tourism policies, which promotes sustainable development goals within the city. These policies should aim to ensure that tourism activities are conducted in a manner that minimizes negative impacts on the environment, local communities and economies. The County and National Government should develop policies that give confidence, promote and recognize sustainable local policies programmes that can prove as guides and models for all international tourism actors. Policies implemented must encompass a comprehensive land-use scheme, a unified wildlife conservation scheme and an institutional and regulatory framework that has the power to execute conservation policies. The gains accrued from such programmes should address animal migratory corridors, structured urban development and a clear tourism regulatory framework involving both public and private institutions among others. These policies should also guarantee that tourism activities in Nairobi City County are sustainable for tourists, local residents and the environment should be a priority of the policy. The policy should include guidelines for urban tourism development, management and

evaluation of projects. It should also outline a framework for new tourism projects and the management of existing ones. The policy should also include measures to protect the county's environment and heritage of the city, as well as provide a framework for the equitable distribution of the benefits from tourism. This should include the provision of training and employment opportunities for local residents and the promotion of sustainable consumption and production practices. Measures should, also be established within the policy to guarantee that tourism activities in Nairobi are carried out respectfully to the rights of local residents, including the right to be consulted and to give their permission when their lands and resources are being used for tourism development. In addition, the policy should include actions to ensure that tourism activities are conducted in a manner that is consistent with the counties overall development goals and objectives. Therefore, it should include procedures to help ensure that tourism activities are not in conflict with other forms of economic development and that tourism in Nairobi does not contribute to the displacement of local residents.

5.3.2 Recommendations for Practice

After analyzing the findings, suggestions were, put forward for enhancing urban tourism's impact on sustainable development. These, recommendations can be applied to other areas with similar contexts to Nairobi City County. An analysis were conducted to explore the challenges that make local residents hesitant or unwilling to support or participate in the development of urban tourism as well as to identify negative effects that need to be addressed. Given that, the sustainability of urban tourism in Nairobi County is still in its early stages, with few effective policies, the National and County government must pay more attention to the current issues highlighted and work in closer cooperation with other local stakeholders to create appropriate strategies for developing urban tourism in Nairobi City County. Following are some of the recommendations:-

The first step would be to create a comprehensive tourism strategy that promotes sustainable tourism and encourages the development of eco-friendly infrastructure. Initiatives like providing incentives for tourists to use public transportation and using green energy sources for hotels, restaurants and other industries should be encouraged. In order to capitalize on the unique cultural heritage of local businesses,

the next step should be to create occasions that enable visitors to explore the culture and history of the city. To encourage repeat tourism, cultural events such as festivals, art exhibitions and performances must, be actively promoted in a manner that displays the city's unique identity

In addition, Nairobi City County should invest in community-based tourism to ensure fair distribution of revenue from tourism. This aligns with the goal of sustainable development to improve the quality of life for local residents. To do this effectively, the Brundt land report focuses on intra-generational equity, which should also, be taken into consideration. In addition, there are several, strategies that must be implemented to make this goal a reality. High-quality infrastructure, should, be constructed and existing community-based tourism attractions should be improved in terms of quality and capacity. Moreover, the National and County Governments should provide more support to these attractions. Doing so will create job opportunities and unique tourism products to attract more visitors thus bringing greater financial benefit to Nairobi City and its people. More over with suitable planning strategies, the city and neighboring counties can capitalize on their large population and rising demand for tourism product and services.

The County Government should further focus on providing services that improve the quality of life for both tourists and local residents. This could include providing access to clean drinking water, improving access to healthcare and providing educational opportunities. Additionally, the city should implement a system that rewards businesses that are eco-friendly and promote sustainability. The County Government should also implement a citywide policy that mandates the use of eco-friendly materials prohibits the dumping of waste and regulates the use of resources in order to ensure that the tourism industry is well regulated and monitored. Furthermore, stringent safety and health regulations should be put in place to guarantee the safety of tourists and locals residents.

Nairobi City County has been continually growing at an uncontrolled rate leading to the problem of human and traffic congestion, which has discernable effects on all the aspects of sustainability, be it social, environmental or economical. This continual shift of increasing size of center and decreasing size of periphery poses huge

sustainability challenges of meeting the consumption demands. Therefore, traffic congestion is a major issue in the city of Nairobi, especially at attractions during peak periods. The high levels of air pollution created by the excessive number of cars on the road usually have serious health implications for local residents of the city. To reduce traffic congestion at attractions in Nairobi and improve the level of air quality, several measures should, be taken through use of advances in human technology, which have provided greatest gift of information & communication technology (ICT). Nowadays, we have the ability to access data from any part of the globe to any destination. Consequently, there is an increased requirement to utilize this data and information in an all-encompassing manner in order to construct more sophisticated transportation systems and ultimately create a sustainable transportation system. Consequently, the government should set up public transport systems like buses and trains to offer a convenient and cost-efficient way for people to traverse the city. Furthermore, carpooling can be encouraged by providing incentives for people who share rides. In addition the government should create, bicycle lanes to give cyclists a safe and convenient way to get around the city attractions. Other measures such as the introduction of traffic-calming measures and the enforcement of stricter speed limits can help to reduce traffic congestion. By taking these steps, the city of Nairobi can reduce traffic congestion at attractions and promote better air quality.

The National as well as County Government of Nairobi should also call for more investments in environmental protection, such as waste-processing systems, pollution treatment and better management for local residents to avoid pollution. Currently, the wastes in the city, have not been well treated and it has been polluting the environment. Pollution, particularly on Nairobi rivers was discovered to have badly harmed the natural ecosystem which is clear that replenishing some of these resources is totally out of question, which can be seriously impacted if government does not respond quickly to the current situations.

In order to promote the sustainable development of tourism in Nairobi County it is essential to improve the coordination among stakeholders. All stakeholders should work together to ensure that conflicts are effectively addressed and do not impede the progress of tourism. It is necessary to minimize or eliminate any barriers that

may hinder the development of tourism sustainability and especially those that would benefit local residents. Moreover, the National and the County governments should take responsibility for raising awareness among the local stakeholders for the potential benefits of involvement in tourism-related activities.

To ensure Nairobi City County is physically attractive, both the national and county governments must take into account the infrastructure and superstructure when making improvements. Furthermore, physical or visual degradation of the environment should, be avoided in all places within the city to conserve and preserve its heritage. To minimize the impacts of tourism on the natural environment, natural resources, should be used, efficiently and stricter penalties should be imposed on lawbreakers.

The issue of environmental management should be taken seriously, hence cleaning and maintaining of the environment should be done continuously by County Government of Nairobi and the Environment Regulation Authorities such as National Environment Regulation Authority. Waste management is still an issue that plagues many tourist attractions in Nairobi in particular on weekends and holidays. It is important for both tourists and local populations to be aware of the need to protect the environment or they will be adversely impacted. Tourists, who disregard environmental standards should, also be penalized, as they are the main contributors to pollution at the attractions. To minimize waste, people can opt for recycled bags and products created from eco-friendly materials.

The National as well as County Government should create, develop and market niche products as advocated by Vision 2030. Such to include but not limited to conference, sports, cultural, health tourism. Due to the similarity between tourism products in Nairobi City County and other destinations within and outside Kenya, it is difficult for them to compete with those that have better facilities or marketing strategies. Therefore, it is essential that Nairobi City County create attractive and unique products in order to remain competitive in the global market. These new products should also be in line with environmental conservation and must take into account the socio-cultural aspects of the city.

Before setting out on their journey, travellers should be encouraged to embrace and practice eco-friendly values. As a tourist, to lessen the environmental impact they should be mindful of the amount of water they use, properly get rid of waste, be respectful of the land and be knowledgeable of the local ecosystems they are visiting. Moreover, wherever they go in all attractions they should do their best to support green businesses and minimize their impact on the ecosystem.

The research concluded that green spaces and nature-based tourism in Nairobi are vulnerable to environmental destruction and the consequences of climate change. Therefore, if not managed properly by all stakeholders, nature-based tourism could be damaging to the ecosystem by exceeding the carrying capacity of Nairobi County, making it a threat to the environment. Therefore, the government should put a lot of emphasis in ensuring that there is control in capacity in order to control mass tourism.

From this study, the contribution of tourism in Nairobi to climate change is also a significant and will keep increasing unless renewable energy is adopted. Given that transport in Nairobi is a disaster, there is need for development of more sustainable modes of transport such as walking, cycling, skating, and use of electric bikes and scooters as a way of coping on how to deal with the increasing number of population in Nairobi City County. In addition, tour providers should follow rules and regulations while visiting protected areas e.g. national parks, as well as green spaces. Attractions in Nairobi should prohibit excursions that cause environmental degradation and small, low-emission vehicles, should be, used where possible. Additionally, group sizes should be limited in order to observe the carrying capacity. In contrast, steps should, be taken to conserve energy and water, such as educating drivers to be energy efficient

In order to address the issue of human-wildlife conflict in Nairobi City County, it is important for the National and County Government to focus on creating a more sustainable environment. This should include focusing on conservation efforts, creating protected areas for wildlife and providing resources for species to coexist in the Nairobi County. On the other hand, this could include initiatives such as the creation of wildlife corridors, the development of wildlife-friendly farming

techniques and increased public education on how to respond to wildlife encounters. Additionally, the county must ensure that education and awareness about the importance of respecting wildlife, is spread to the public, as this is an essential step in reducing human-wildlife conflicts.

This study has offered an examination of the potential advantages of including gustatory components into the design of therapeutic plant landscapes. Suggestions have been provided for creating therapeutic plant landscapes based on the gustatory sense. Ultimately, the incorporation of edible plants into therapeutic plant landscapes can create a multi-sensory experience that, can be used to assist with healing and recovery.

5.3.3 Recommendations for Further Research

Based on the study findings and recommendations, the following proposals are, suggested for future research work:

Future research work should look at the role of gender in urban tourism towards sustainable development. They could investigate why more females indulge in urban tourism unlike their male counterparts. This would be insightful to marketers, product developers and investors on products to be developed and the appropriate marketing methods

Future researchers would want to find the relationship between the adjacent counties (Machakos, Kiambu and Kajiado) to Nairobi and their influence to urban tourism in sustainable development. These adjacent counties not only determine the climatic conditions of Nairobi, but they also determine the carrying capacity, population, local investments, congestion, degradation of resources, social issues among others. The research, could also be replaced with other counties that have similar characteristics like Nairobi City County. Similarity could be in their status like urban counties, proximity to attractions among others. Such counties would include but not limited to Nakuru, Mombasa and Kisumu

The current study has developed knowledge on the contribution of urban tourism in Nairobi Economic, Social and Environment therefore; future studies should look

deeper into each of the contributors and the underlying effects of each on the development of tourism in Nairobi City County and in other counties in Kenya.

The current study has illustrated the challenges and opportunities on the contribution of urban tourism for sustainable development in Nairobi. Future studies should, be conducted on SWOT (Strength, Weakness, Opportunities and Threats) analysis. This will give the impetus of urban tourism in Nairobi City County. Such studies could, also be conducted on Counties with similar characteristics to Nairobi City County.

REFERENCES

Abdelgadir, F., & Halis, M. (2017). Tourism Stakeholders Attitudes Toward Sustainable Developments: Empirical Research from Shahat City. *Journal of Tourism and Management Research*, 2(3),182-200.

Abernethy, K., Maisels, F., & White, L. (2016). Environmental issues in Central Africa. *Annu. Rev. Environ. Resour.* , 41 1–33.

Abernethy, K., Maisels, F., & White, L. (2016). Environmental issues in Central Africa Annu. *Rev. Environ. Resour*, 41 1–33.

Acha-Anyi, P. N. (2014). *Developing a Sustainable Community Tourism Strategy for Townships.* South Africa.: Doctoral Dissertation, Soshanguve University.

Adell, G. (1999). *Theories and models of the peri-urban interface. A changing conceptual landscape, strategic environmental planning and management for the peri-urban interface – research project.* London: University College.

Adler, P., & Adler, P. (1987). *Membership Roles in Field Research.* Newbury Park, CA: Sage.

AfDB/ATA/AF. (2015). *Unlocking Africa's Tourism Potential.* USA: African Tourism Monitor.

Ahmad, A., & Shida, I. (2019). Causes and Implication of Seasonality in Tourism. *Journal of Advanced Research in Dynamical & Control Systems,*, 14844.

Akadiri, S. S., Lasisi, T. T., Uzuner, G.; Akadiri, A. C. (2020). Examining the causal impacts of tourism, globalization, economic growth and carbon emissions in tourism island territories: bootstrap panel Granger causality. *analysis. Current Issues in Tourism*, 23(4), 470-484.

Akama, J. (2002). The Creation of Maasai Image and Tourism Development. *Development of Cultural Tourism in Kenya* (p. 48). Mombasa: ATLAS.

Albert, P., Buda, D.-M., & Katharina, G. (2017). The Future of the City Tourism. *Journal of Tourism Lecture Vol. 3 Issues: 2,* 95-104.

Albert, P., Dorina-Maria, B., & Katharina, G. (2017). The future of city tourism. *Journal of Tourism Futures*, 96.

Alejandro, G., Jérémie F., Santos-Lacueva, R. (2018). *The integration of sustainability in tourism policies of major european cities.* Barcelona.: Eco-union.

Alejandro, G., Jeremie, F., & Lacueval, R. (2018). *Urban Tourism Policy and Sustainability. The Integration of Sustainability in Tourism Policy of Major European Cities.* Barcelona: Eco-Union.

Alexander, T., & Sirijit, S. (2017). Gendered practices in urban ethnic tourism in Thailand. *Annal of Tourism Research*, 76-86.

Alireza, E., Hadi, S., & Zahara, B. (2012). The Role of Urban Tourism to Achieve Urban Sustainable Development. *International Journals of Ecology*, 26.

Alpopi, C., Manole, C., & Colesca, S. (2011). Assessment of the sustainable urban development. *Theoritical and Emprical Researches in Urban Management, 6*(2), 78-87.

Alpopi, C., Manole, C., & Colesca, S. (2011). Assessment of the sustainable urban development level through the use of indicators of sustainability. *Theoritical and Empirical Researches in Urban Management, 6*(2), 78-87.

Al-Saad, S. (2017). Concept Opportunities and Challenges of Urban Tourism in the Arab World: Case Study Dubai, Cairo and Amman. *Research Gate*, 361.

Andari, R. (2019). Developing a Sustainable Urban Tourism . *Tourism and Hospitality Essentials Journa*, 9(1), 27-30.

Andari, R., Setiyorini, H. (2016). Green tourism role in creating sustainable urban tourism. *South East Asia Journal of Contemporary*.

Anderson, P., Okereke, C., Rudd, A., & Parnell, S. (2013). Regional assessment of Africa Urbanization, Biodiversity and Ecosystem Services: Challenges and Opportunities ed TElmqvist et al (Dordrecht: Springer). p 453–9.

Andreea, Z., & Razvan, A. C. (2015). Towards Sustainable Tourism Development in Urban Areas: Case Study on Bucharest as Tourist Destination. *The Bucharest University*, 12710-12722.

Andriotis, K. (2011). A Comparative Study of Visitors to Urban, Coastal and Rural Areas - Evidence from the Island of Crete. *European Journal of Tourism Research, 4*(2), 93-108.

Andriotis, K., & Vaughan, D. R. (2003). Urban Residents' Attitudes toward Tourism Development: The Case of Crete. *Journal of Travel Research, 42*, 172-185.

Angel, S., Lamson-Hall, P., Blei, A., Shingade, S., & Kumar, s. (2021). Densify and expand: A global analysis of recent urban growth. *Sustainability, ,* 13(7), 3835.

Anne, L. D. (2013). *The Role of Urban and Environmental Parameters in Sustainable Development and Future Growth of Small Town.* Bloemfontein: University of the Free State.

Antonella, L., & Silvia, D. T. (2018). *Sustainable Urban Tourism: Reflections on th Needs for Building Related Indicators.* Bari: National Research Council of Italy.

Antonio, M. S. (2018). *Demysfying Myths The Role of Tourism as Sustainable Development Strategy.* Paris: Jaume 1 University.

António, M., & Susana, C. (n.d.). The Impact of Tourism on Solid Waste Generation and Management Cost in Madeira Island for the Period 1996–2018.

Ap, J. (1992). Residents perceptions on tourism impacts. *Annals of Tourism Research, 19*(4), 665-690.

Arabella F., Hayley L., Susan P. , Mark P., Donald B., Shuaib L.;. (2017b). Meeting the challenge of risk-sensitive and resilient urban development in subSaharan Africa: Directions for future research and practice. *International Journal of Disaster Risk Reductio*, n 26 (2017) 106–109.

Aranburu, I., Plaza, B., & Esteban, M. (2016). Sustainable cultural tourism in urban destinations: Does space matter. *Sustainability, 8*(699).

Aremu, A. B., & Lawal, L. O. (2018). Tourism Development and Sustainable Economic Development: Evidence from South Western Nigeria. *South Asian Journal of Social Studies and Economics*, 1-8.

Ashworth, G. (1989). Urban Tourism: An Imbalance in attention. *In C. P. Cooper Progress in Tourism Research and Belhaven Hospitality Management*, London 33-54.

Ashworth, G. (1989). Urban Tourism: An Imbalance In Attention. In C. P. Cooper, *Progress in Tourism, Recreation and Hospitality Management* (pp. 25-39). london: Belhaven.

Ashworth, G. J., & Page, S. J. (2011). *Urban Tourism Research: Recent Progress and Current.*

Ashworth, G., & Page, S. (2011). Urban Tourism Research: Recent Progress and Current Paradoxes. *Tourism Management*, 32 (1) 1-16.

Ashworth, G., & Page, S. (2011). Urban tourism research: Recent progress and current paradoxes. *Tourism Management, 32*, 1-15.

Ashworth, G., & Page, S. J. (2010). Urban tourism research: Recent progress and current paradoxes. *Tourism Management, xxx*, 1-15.

Asworth, J. (2012). Do we understand Urban Tourism. *Journals of Tourism and Hospitality*, 10.4172/2167-0269.100e117.

Atieno, L., & Njoroge, J. M. (2018). The Ecotourism Metophors and Environmental Sustainability in Kenya. *Tourism and Hospitality Research*, 25 44.

Aydin, B., & Emeksiz, M. (2018). Sustainable urban tourism success factors and theeconomic performance of small tourism enterprises. *Asia Pacific Journal of Tourism Research,*, 23(10), 975-988.

Aydin, B., Emeksiz, M.;. (2018). Sustainable urban tourism success factors and the economic performance of small tourism. *Asia Pacific Journal of Tourism Research*, VOL. 23, NO. 10, 975–988.

Aydin, M., Emeksiz, B.,. (2018). Sustainable Urban Tourism Success Factors and the Economic Performance of Small Tourism Enterprises. *Asia Pacific Journal of Research*, VOL. 23, NO. 10, 975–988.

Azizi A., K. (2011). Investigating the Aspect of Urban Tourism in Developing Countries. *Journals of American Science*.

Azizi, A. (2011). Investigating the Aspect of Urban Tourism in Developing Countries. *Journal of American Science, 7*(5), 892-895.

Bairagi, V., & Mousami, M. (2019). *Research Methodology: Practical and Sciencetific Approach.* New York: CRC Press, Taylor & Francis Group 2019.

Bairigi, V., & Munot, M. V. (2019). *Research Method A Practical and Sciencetific Approach.* New York: CRC Press.

Barbra, G., Vlado, D., & Judita, P. (2020). *Managing a Sustainable Urban Tourism Development: The case of Ljunljana.* Slovenia: University of Ljunljana.

Barke, M. (2014). Promoting Sustainable Tourism in Urban Context: Recent Development in Malaga City. *Journal on Sustainable Tourim*, 117-121.

Basiago, A. D. (1999). Economic, social, and environmental sustainability in development theory and urban planning practice. *The Environmentalist, 19, 145*(145), 161_199.

Baud-Bovy, M. (2002). *Tourism and recreation handbook of planning and design.* Oxford: Architectural Press.

Beck, L., & Cable, T. (1998). *Interpretation for 21th Century. Fifteen Guiding Principles for interpreting Nature and Culture.* Champaign: Sagamore Publishing.

Beerli, A., Diaz Meneses, G., & Moreno Gil, S. (2007). Self-Congruity and Destination Choice. *Annals of Tourism Research, 34*(3), 571-587.

Bellini, N., & Pasquinelli, C. (Eds.). (2016). *Tourism in the City: Towards an Integrative Agenda on Urban Tourism.* Switzerland: Springer International Publishing.

Ben-Dalia, S., Collins-Kreiner, N., & Churchman, A. (2013). Evaluation of an Urban Tourism Destination. *Tourism Geographies, 15*(2), 233-249.

Berger, R. (2012). *European Capital City Tourism.* Vienna: Roland Berger.

Besgulides, A., Lee, M. E., & McCormick, P. J. (2002). Residents Perceptions of the Cultural Benefits of Tourism. *Annals of Tourism Research, 29*(2), 303-319.

Bielinis, E., Kukowski, A., Omelan, A. B., Takayama, N., & Grebner, D. (2019). The effect of recreation in a snow-covered forest environment on the psychological wellbeing of young adults: Randomized controlled study.Forests . 10(10), 1-17.

Birdir, S. (2015). Segmentation of Tourist Using Demographic and Travel Characteristics: The Case of Istanbul. *International Review of Management and Marketing*, *5*(4), 221-229.

Bitok, K. (2020). Sustainable tourism and economic growth nexus in Kenya: policy implications for post-Covid-19. *Journal of Sustainable Tourism and Entrepreneurship (JoSTE)*, ISSN: 2714-6480, Vol 1, No 2, 2020, 123-138 .

Boakye, K. (2012). Tourists' views on safety and vulnerability. Tourism Management,. 33, 327–333.

Bock, K. (2015). The changing nature of city tourism and its possible implications for the future of cities. *Eur J Futures Res, 3*(20), 5-12.

Bogdan, R., DeVault, L. M., & Taylor, J. (2016). *Introduction to qualitative research methods : a guidebook and resource.* United States of America: Wiley.

BoK. (2017). *Bomas of Kenya*. Retrieved November 5, 2017, from Bomas of Kenya: http://www.bomasofkenya.co.ke/index.php/about-us/company-history

Borg, J., & Russo, A. (2005). *The Impacts Of Culture On The Economic Development Of Cities. European Institute for Comparative Urban Research (EURICUR).* Rotterdam: Erasmus University.

Bostley, M. A. (2019). Basics of Research Design: A Guide to selecting appropriate research. *International Journal of Contemporary Applied Researches* , 87.

Boyce, C., & Neale, P. (2006). *Conducting in-depth Interviews: A guide for designing and conducting in-depth interviews for evaluation input.* Pathfinder International.

Bramwell, B. (2004). Mass tourism, diversification and sustainability in Southern Europe's coastal regions. Coastalmass tourism. *Diversification and sustainable development in Southern Europe*, 1-31.

Bridgestreet Global Hospitality. (2014). *The bleisure report 2014* . Retrieved 3 9, 2018, from bridgestreet.com : https://skift.com/wp-content/uploads/2014/10/BGH-Bleisure-Report-2014.pdf

Brooks, G. (2016). *Culture, a driving force for city tourism.* Luxor: Keynote at the 5th Global Summit on City Tourism, 1-2 November.

Brown, D., & Strange, J. (2013). *Tourism Destination Management Achieving Sustainable Competitive Results.* Washington DC: International Institute of Tourism Studies.

Brown, T. (2015). *Confirmatory factor analysis for applied research* (Second ed.). New York: The Guilford Press.

Bryan, M. P. (2013). Does Sample Size Matters in Qualititative Research?: A Review of Qualititative Interview Research. *Journal of Computer Information Systems*, 11.

Bryman, A. (2012). *Social Research Methods* (4 ed.). Oxford: Oxford University Press.

Buhalis, D. (1995). *The impact of information telecommunication technologies on tourism channels: implications for the small and medium sized tourism enterprises.* Guildford, UK: University of Surrey.

Buhalis, D. (2000). Marketing the Competitive Destination of the Future. *Tourism Management, 21*(1), 97–116.

Buhalis, D. (2001). 'Urban Tourism: An "overview" perspective'. *International Journal of Tourism Research*, 377-79.

Buhalis, D., & Fletcher, J. (1995). Environmental impacts on tourism destinations: An economic analysis. In H. Coccosis, & P. Nijkamp (Eds.), *Sustainable Tourism Development* (pp. 3-24). England: Avebury.

Burak G neralpShuaib Lwasa, H. M. (2018). *Urbanization in Africa: challenges and opportunities for.*

Burak, G. (2017). *Urbanization in Africa: challenges and opportunities for Conservation* .

Çakar, K., & İsmail, U. (2020). Exploring the Stakeholder's Role in Sustainable Degrowth within the Context of Tourist Destination Governance: the Case of Istanbul, Turkey. *Journal of Travel & Tourism Marketing*, "37.8-9 917-932.

Cannon, J., & Ruto, D. (2019). Why al-Shabaab attacks Kenya: Questioning the narrative paradigm. *Terrorism and Political Violence*, 31(4), 836-852.

Cárdenas-García, P., Pulido-Fernández, J. I., & Pulido-Fernández, M. d.-l.-C. (2016). The Influence of Tourist Satisfaction on Tourism Expenditure in Emerging Urban Cultural Destinations. *Journal of Travel & Tourism Marketing, 33*(4), 497-512.

Carey, C. (2013). *The Social Work Dissertation Using Small Scale Qualititave Methodology (2nd ed.).* Berkshire, UK.: Open Univesity Press.

Carlo, A., & Ko, K. (2019). *The Discourse on Sustainable Urban Tourism: The Need for Discussing More Than Overtourism.* Basel, Switzerland.: MDPI,.

Carlo, A., & Koens, K. (2019). *Discourse on Sustainable Urban Tourism: The Need for Discussing more than Overtourism.* Norway: Western Norway Research Institute.

Cave, J., & Jollite, L. (2012). Urban Tourism. In R. P. E.d, *Tourism: The Key Concepts* (pp. 268-270). London: Rouledge.

CBD. (2004). *Guidelines on Biodi¬versity and Tourism Development.* Retrieved 3 9, 2018, from http://www.cbd.int/doc/publications/tou-gdl-en.pdf

CBS. (2004). *Statistical Abstract 2004.* Nairobi: Central Bureau of Statistics.

CEE. (2007). sustainable development: an introduction. *Internship series, 1*.

Center for Environmental Education. (2007). sustainable development: an introduction. *Internship series, 1*.

Center for Environmental Education. (2007). Sustainable Development: An Introduction. *Internship series, 1*, 1-10.

Chad, P., Jinyang, D., & Smaldone, D. (2009). The Role of Urban Forests in Sustaianble Toruism Development: A Case Study of Savanna, GA. *ResearchGate*, 1.

Chadwick, S. (2009). From outside lane to inside track: sport management research in the twenty first century. Manag. Decis. Vol. 47 no.1 .191-203.

Chang, C., Milne, T. S., Fallon, D., & Pohlmann, C. (1996). Urban heritage tourism: The Global-local nexus. *Annals of Tourism Research, 23*, 284-305.

Charmaz, K. (2006). *Constructing grounded theory: A practical guide through qualitative analysis.* Thousand Oaks: CA: Sage.

Chen, L. (2014). Cultural impact of modernization and tourism on Dai villages in Xishuangbanna, China. . *Tour. Geographies,*, 16(5), 757-771.

Chen, L. (2014). Cultural impact of modernization and tourism on Dai villages in Xishuangbanna, China. Tour Geor. 16, 757–771.

Chen, X., Qi, X., & Qiu, Z. (2018). Recreational use of urban forest parks: A case study in Fuzhou National Forest Park, China. *Journal of Forest Research,*, 23(3).

Christian, M. R. (2002). Urban tourism in the developing world: The Case of Johannesburg, Development Southern Africa, South Africa. *Development Southern Africa*, 19:1, 169-190,.

Christine, M. R. (2010). Urban Tourism in Developing World. *A Case of Johanesbag*.

Cianga, N., & Popescu, C. (2013). Green Spaces And Urban Tourism Developmentin Craiova Municipality In Romania. *European Journal of Geography*, *4*(2), 34-45.

Cianga, N., & Popescu, C. (2013). Green Spaces And Urban Tourism Developmentin Craiova Municipality In Romania European. *Journal Of Geography*, *4*(2), 34-45.

Ciraci, H. S. (2008). A Governance Model for Sustainable Tourism Development: the Case of Frig Valley TU . *Journal, Architecture, Planning, and Design, in Turkish*.

Clarke, V. B. (2013). Teaching thematic analysis: Overcoming challenges anddeveloping strategies for effective learning. The Psychologist. 26(2), 120-123.

Clayton, D., & Sadler, B. (2009). *Sustainability Appraisal: A Sourcebook and Reference Guide to International Experience.* London: International Institute for Environment and Development.

Clionadh, R. (2015). Urban Violence Patterns Across African. *International Studies Review*, 17, 90–106.

Colton, C. W. (1987). Leisure, Recreation, Tourism. A Symbolic Interactionism View. *Annals of Tourism Research, 14*(3), 345–360.

Conference Place. (2018). *Conference .Place*. Retrieved 3 9, 2018, from http://www.conference.place/tafuta/?d=grid&l=nairobi&c=1000

Conforti, J. M. (1996). Ghettos as tourism attractions. *Annals of Tourism Research, 23*, 830-842.

Creswell, J. (2014). *Research Design : Qualitative, Quantitative and Mixed Methods.* Thousand Oaks, California: SAGE Publications, Inc.

Cristina, M. (2016). Sustainable tourism implementation in urban areas: a case study of London. *Journal of Sustainable Tourism*, 1-20.

Cristine, M. (2017). Challenges Faced by World Tourism. *Current Issues of Tourism*.

Crompton, J. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research, 17*(4), 18–23.

Crompton, J. L. (1981). Dimensions of the Social Group Role in Pleasure Vacations. *Annals of Tourism Research, 8*, 550-568.

Crompton, J., & Love, J. L. (1995). The Predictive Validity of Alternative Approaches to Evaluat-ing Quality of a Festival. *Journal of Travel Research, 34*(1), 11-24.

Crosette, B. (2010). *State of world population 2010: from conflict and crisis to renewal.* New York: United Nations Population Fund.

Cytton Real Estate. (2017). *Nairobi hospitality sector- towards resilient growth.* Nairobi: Cytton Real Estate.

Dale, M., Merrilees, B., & Coghlan, A. (2014). Sustainable Urban Tourism . *Understanding and developing Visitors Pro Environmental Behaviour*, 26-46.

Davidoff, P. (2003). Advocacy and Pluralism in Planning. In S. Campbell, & S. Fainstein, *Reading in Planning Theory* (pp. 210-233). London: Blackwell.

De Silva S. (1997). Human Resources Development for Competitiveness a Priority for Employer's. *"ILO Workshop on Employer's Organisation in Asia Pacific in the 21st Century*, 5-13.

De Vaus, D. A. (1996). *Surveys in Social Research* (4 ed.). London: UCL.

De Vaus, D. A. (1996). *Surveys in Social Research* (4 ed.). London: UCL Press.

Delchmanm, J., & Frempong, F. (2016). International Tourism in Ghana. *Jornal of Hospitality and Tourism Managment*, 176–183.

Delchmanm, J., & Frempong, F. (2016). International Tourism in Ghana. *Jornal of Hospitality and Tourism Managment* , 176183.

Denzin, N., & Lincoln, Y. (2005). Introduction: The Discipline and Practice of Qualitative. *In The Sage Handbook of Qualitative Research*, (3rd ed., pp. 1-32).

Dessein, J., Soini, K., Fairclough, G., & Horlings, L. (Eds.). (2015). *Culture in, for and as Sustainable Development. Conclusions from the COST Action IS1007 Investigating Cultural Sustainability.* Finland: University of Jyväskylä.

DeVaus, D. (2002). *Analyzing social sciences data: 50 key problems in data analysis.* London: Sage Publishers.

Dimante, D., Tambovceva, T., & Atstaja, D. (2016). Raising Environmental Awareness through Education. *International Journal of Continuing Engineering Education and Life-Long Learning* .

Dirksmeier, P., & Helbrecht, I. (2015). Resident Perceptions of New Urban Tourism: A Neglected Geography of Prejudice. *Geography Compass*, *9*(5), 276–285.

Dodds, R., & Joppe, M. (2001). Promoting Urban Green Tourism. *Journal of Vacation Marketing*, *7*(3), 261-267.

DoS. (2015). *National Consensus.* Amman: Department of Statistics .

Driver, B. (1992). The Benefits of Leisure. *Parks and Recreation*, 16-23.

Dube, K., & Nhamo, G. (2021). Sustainable development goals localisation in the tourism sector: Lessons from Grootbos private nature reserve, South Africa. *GeoJournal*, 86, 2191-2208.

Dube, K., Nhamo, G. (2019). Climate change and the aviation sector. A focus on the Victoria Falls tourism route. Environmental Development, 29, 5-15. *Environmental Development,*, 29, 5-15.

Dunne, G., Flanagan, S., & Buckley, J. (2010). Towards an understanding of international city break travel. *International Journal of Tourism Research, 12*(5), 409-417.

EC. (2000). *Towards quality urban tourism — Integrated quality management (IQM) of urban tourist destinations.* Italy, Luxembourg: Office for Official Publications of the European Communities.

Eckblad, G. (1981). *Scheme Theory. A Conceptual Framework for Cognitive-Motivational Processes.* London: Academic Press.

Edwards, D., Griffin, T., & Hayllar, B. (2007). *Development of an Australian Urban Tourism Research Agenda.* Gold Coast: Technical Report, CRC for Sustainable Tourism Pty Ltd.

Edwards, D., Griffin, T., & Hayllar, B. (2008). Urban tourism research: developing an agenda. *Annals of Tourism Research, 35*(4), 1032–1052.

Elliott, A. C., & Woodward, W. A. (2007). *Statistical analysis quick reference guidebook with SPSS examples* (Vol. 1). London: Sage.

Ellis, C., & Flaherty, M. G. (1992). *Investigating Subjectivity: Research on lived experience.* Newbury Park, CA: SAGE Publications.

Erik, L. (2014). *Tourism Impacts and Sustainable Development.* Sweden: University of Gothernburg.

Esfandiar, N., Menochehr, J., & Ja'far, A. A. (2022). Role of Tourism in Growth and Urban Economic Development. *Journal of Positive School Psychology*, Vol. 6, No. 5.

Esfandiar, N., Menochehr, J., Ja'far, A., & Abbas, M. (2022). Role of Tourism in Growth and Urban Economic Development. *Journal of Positive School Psychology, ,* Vol. 6, No. 5, 10046-10057.

ETC/WTO. (2011). *Hadbook on Tourism Product Devvelopment.* Madrid: UNWTO.

Etikan, I. M. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of theoretical and applied statistics*, 5(1), 1-4.

ETOA. (2014). *Cities, Tourists and the Future of Europe's Tourism.* London: European Association of Tour Operators ETOA .

European Commission. (2000). Toward Quaity Tourism:Intergrated Quality Managment (IQM) of Urban Tourists Destination. *Luxemborng: Office for Official Publication of European Communities*.

European Enviromental Agency. (2015). *Urban Sustainability Issues: What is a Resource Efficient City.* Denmark: European Enviromental Agency.

European Union. (2018). *Science for Environment Policy in Depth Indicators for Sustainable Cities.* London: European Union.

European, & Commission. (2000). *Towards Quality Tourism Management* . Luxembourg: Office for Official Publications of the European Communities.

Evans, G. (2000). Planning for urban tourism: a critique of borough development plans and tourism policy in London. *international Journal of Tourismm Research, 2,* 302-326.

Eyisi, A., Lee, D., & Trees, K. (2018). Collaboration as a potential strategy for addressing socio-cultural impacts of tourism development. *the 7th Collaboration and Co-creation Opportunities in Tourism: Proceedings PeBiennial International Tourism Studies Association Conference. UK: The British Library* (p. 35). Pretoria: University of South Africa.

Falt, L. (2016). From shacks to skyscrapers. . *Urban Forum,* 27, 465–486.

Fauzi, M. (2013). Sustainable tourism and sustainable development goals (SDGs): a state-of-the-art review of past, present and future trends. *Environment, Development and Sustainability,*, 1-22.

Ferman, B. (1996). *Challenging the growth machine: Neighborhood politics in Chicago and Pittsburgh,*. Kansas: University of Kansas.

Field, A. (2005). *Discovering statistics using SPSS* (2 ed.). London: Sage.

Field, A. (2013). *Discovering statistics using IBM SPSS statistics* (Vol. 4). CA: Sage.

Fienberg, S. (2003). *Notes on Cluster Sampling for Statistics 36-303: Sampling, Surveys and Society.* Spring 2003: Carnegie Mellon University.

Flick, U. (2009). *An Introduction to Qualititative Research 4th Editiion* . London: Sage Publisher.

Font, X. (1997). Managing the Tourist Destination's Image. *Journal of Vacation Marketing, 3,* 123–131.

Francione, G. L. (2008). *Animals as persons: Essays on the abolition of animal exploitation.* Columbia University Press.

Francis, M., & Mathooko, M. (2015). Place branding in strategic spatial planning a content analysis of development plans, strategic initiatives and policy

documents for Portugal 2014-20. *International Journal of Operations and Production Manage*, *9*(8), 40-62.

Frank, L. (1998). *Living with lions: carnivore conservation and livestock in Laikipia District, Kenya.* DAI for for USAID, 63 pp.

Fraser, A., Leck, H., Parnell, S., Pelling, M. (2017). Africa's urban risk and resilience. *International Journal of Disaster Risk Reduction*, 26, 1-6.

Frey, B. (2019). *Cultural Tourism. In: B. S. Frey, ed. Economics of Art and Culture. s.l.r.* Cham: Springe.

Füller, H., & Michel, B. (2014). Stop being a tourist!' New dynamics of urban tourism in Berlin-Kreuzberg. *International Journal of Urban Regional Research, 38*(4), 1304-1318.

Gârbea, V. R. (2013). Urban Tourism between Content and Aspiration for Urban Development. *Management & Marketing, 9*(1), 193-201.

Gârbea, V. R. (2013). Urban Tourism Between Content And Aspiration For Urban Development. *Management&Marketing, 9*(1), 193-201.

Garín-Muñoz, T., María, J., & Moral, M. (2017). Determinants of Satisfaction with an Urban Tourism Destination: The Case of Barcelona. *Journal of Reviews on Global Economics, 6*, 113-128.

Garreau, J. (1991). *Edge city: Life on the new frontier.* New York: Doubleday.

GI. (2004). *Factors Influencing Visitor's Choices to Visit Urban Destinations.* Canada: Ontario Ministry of Tourism and Recreation.

Gibson, A., Dodds, R., Joppe, M., & Jamieson, B. (2003). Eco-Tourism in the City? Toronto's Green Tourism Association. *International Journal of Contemporary Hospitality Management , 15*(6), 324-327.

Gidey, Y., & Hans, B., Kindeya, G., & Jozef, D. (2010). *Peri-urban spotted hyena (Crocuta crocuta) in Northern Ethiopia: Diet, Economic Impact and Abundance.* Springer-Verlag.

Gilbert, D., & Clark, M. (1997). An exploratory examination of urban tourism impacts with reference to residents' attitudes, in cities of Canterburg and Guidford. *Cities, 14*(6), 343-52.

Giron, M. (2015). *High Value City Travel report 2015: European City Destinations Global markets.* Madrid: IE Premium and prestige Business observatory.

Gisesa, L. K. (2008). Libraries and Democracy: The Role of the Kenya National Archives and Documentation Service. *The Role of Libraries In Promoting Democracy: Ensuring Free Access For All.* Nairobi: Goethe-institut KNLS.

Gitelson, R. L., & Crompton, L. (1983). The Planning Horizons And Sources of Information used by Pleasure Travelers. *Journal of Travel Research, 21*, 2-7.

Gnoth, J. (1997). Tourism Motivation and Expectation Formation. *Annals of Tourism Research, 24*(2), 283–304.

GoK. (2006). *National Tourism Policy.* Nairobi: Government of Kenya.

GoK. (2012). *County Government Act.* Nairobi: National Council for Law Reporting.

GoK. (2013). *Second Medium Term Plan 2013-2017.* Kenya: Ministry of devolution and planning.

GoK. (2017). *Economic survey 2017.* Nairobi: Government printers.

GOK. (2017). *Economic Survey 2017.* Nairobi: Government printers.

Gössling, S.; Peeters, P. (2015). Assessing tourism's global environmental impact 1900–2050. *Journal of Sustainable Tourism, ,* 23(5), 639-659.

Gotland, H. p. (2010). *Urban Tourism in the City of Voxjo Current Situation and Future Limits .* Voxjo: Institutionen for Samhallsgepgrati.

Government of Kenya. (2020). *Domestic Tourism Recovery Strategies.* Nairobi: Ministry; of Wildlife, & Tourism,.

Gray, E. (2004). *Doing research in the real world.* London/Thousand Oak/New Delhi: Sage Publications Inc.

Green, J., & Thorogood, N. (2009). *Qualitative methods for health research* (2 ed.). Thousand Oaks, CA: Sage Publications Inc.

Griffin, T., Hayllar, B., & King, B. (2006). City spaces, tourist places: an examination of tourist experiences in Melbourne ' s riverside precincts. *To the City and Beyond, Proceedings of the CAUTHE Conference* (pp. 1036–1050). Melbourne: Melbourne 6–9 February.

Grofu, M. (2005). *Development Strategies of Tourist Town Planning.* ASE Publishing.

Guarte, J., & Barrios, E. (2006). Estimation under purposive sampling. *Communications in Statistics-Simulation and Computation*, 35(2), 277-284.

Guest, G., Brunce, A., & Johnson, L. (2006). How many interviews are enough? an experiment with data saturation and variability. *Field Methods, 18*, 59-82.

Gunn, C. (1979). *Tourism Planning.* New York: Crane Russak.

Gunn, C. (1988). *Vacationscape: Designing tourist regions* (2nd Edition ed.). New York: Van Nostrand Reinhold.

Gunn, C. (1994). *Tourism Planning: Basics, Concepts, Cases.* Washington, DC: Taylor & Francis.

Gunn, C. (2002). *Tourism Planning: Basic, Concepts, Cases (4th ed.).* NY: Routledge.

Gureralp, B., Masundire, H., & Lwasa, S. (2017).

Gureralp, B.; Lwasa, S.; Masundire, Hi.; Parhell, S.; Cseto, K. (2017). *Urbanisation in Africa Challenges and Opportunities.* London: IOP Publishing Ltd.

Gutiérrez, A., & Miravet, D. (2016). The Determinants of Tourist Use of Public Transport at the Destination. *Sustainability, 8*(908), 1-16.

Guttentag, D. (2015). *Airbnb: disruptive innovation and the rise of an informal tourismaccommodation sector.* Canada: Taylor & Francis.

Gwata, V. (2014). *Taking our cities back case of Urban Colonisation or Urban revival.* Johannesburg: Vanguard Magazine.

Habib, Z. (2016). *Urban Tourism in Tabriz, Iran: An Analysis of The Domestic Tourism Market.* Malasia: University of Malasia.

Hailur, I., & Baum, T. (2006). Urban Tourism in Developing Countries: A Case of Mellaca (Malicca) City Malasia. *International Jouranal of Tourism and Hospitality Research*, 211-233.

Hair, J., Black, C. W., Babin, B. J., & Anderson, R. E. (2005). *Multivariate Data Analysis* (Sixth ed.). US: Pearson. Prentice Hall.

Hair, J., Black, C. W., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (Seventh ed.). US: Pearson. Prentice Hall.

Hall. (2019). Constructing sustainable tourism development: The 2030 agenda and the managerial ecology of sustainable tourism. *Journal of Sustainable Tourism*, 1-17.

Hall, C. (2005). *Tourism: Rethinking the Social Science of Mobility.* Harlow, Essex: Pearson .

Hall, C. M., & Mcarthur, S. (1993). Heritage management: An introductory framework. In C. M. HALL, & S. Mcarthur (Eds.), *Heritage Management in New Zealand and Australia, Visi-tor Management, Interpretation and Marketing* (pp. 1-17). Oxford: University Press.

Hayes, D., & MacLeod, N. (2007). Packaging places Designing heritage trails using an experience economy perspective to maximize visitor engagement. *Journal of vacation Marketing*, 13(1), 45-58.

Hayllar, B., & Griffin, T. (2005). The precinct experience: a phenomenological approach. *Tourism Management, 26* , 517 – 528.

Hayllar, B., Griffin, T. (2005). The precinct experience: a phenomenological approach. *Tourism Management*, 26(4), 517-528.

Hayllar, B., Griffin, T., & Edwards, D. (2008). *City Spaces – Tourist Places: Urban Tourism Precincts.* Great Britan: Elsevier Ltd.

Hayllar, B., Griffin, T., & Edwards, D. (2008). *City Spaces – Tourist Places: Urban Tourism Precincts.* UK : Butterworth-Heinemann.

Henrik, U., & Kristian, H. (2012). Explaining Urban Social Disorder and Violence:An Empirical Study of Event Data from Asianand Sub-Saharan African Cities. *International Interactions,* 38:512–528, 2012.

Hicks, J. R. (1939). *Value and Capital.* Oxford: Clarendon Press.

Hicks, J. R. (1940). The Valuation of Social Income. *Economica, 7,* 105-124.

Hicks, J. R. (1965). *Capital and Growth.* Oxford: Clarendon Press.

Hobson, R., & Ciobanu, C. (2016, July). *A Quantitative look at the bleisure phenomenon.* . Retrieved 3 9, 2018, from CWT solution group : https://www.carlsonwagonlit.com/content/dam/cwt/pdf/insights/20160712-solutions-group-white-paper-bleisure.pdf

Homan, R. (2004). Ethical considerations. In S. Becker, & A. Bryman, *Understanding Research for Social Policy and Practice.* Bristol: Policy Press/Social Policy Association.

Hrubcova, G., Loster, T., & Obergruber, P. (2016). The taxonomy of the least developed countries based on the tourism economic impact analysis', Procedia Economics and Finance. 446-450.

Hsieh, A., & Chang, J. (2006). Shopping and tourist night markets in Taiwan . *Tourism Management, 27* , 138 – 145.

Hwang, J., Kim, S. S., & Hyun, S. S. (2013). The role of server–patron mutual disclosure in the formation of rapport with and revisit intentions of patrons at full-service restaurants: The moderating roles of marital status and educational level. *International Journal of Hospitality Management*, 64-75.

Hwang, Y., Gretzel, U., & Fesenmaier, D. (2006). Multicity trip patterns: tourists to the United States. *Annals of Tourism Research, 33*(4), 1057–1078.

Iordache, C. (2013). Shapes And Tourism Development Strategies Of Urban Area. *management & Marketing, 9*(1), 115-122.

Iordache, C. (2015). Coordinates of the Development of Tourism in the Urban Area. *Management Strategies Journal*, 5-9.

Iordache, C., & Cebuc, I. (2009). The Influence of Juridical Regulations upon Tourist Town Planning. *Theoretical and Empirical Researches in Urban Management, 1*(10), 86-92.

IPK International . (2013). *ITB world travel trends report 2012-2013* . Berlin: Messe Berlin GmbH.

IPK International. (2016). *ITB world travel trends report 2015-2016.* Berlin: Messe Berlin GmbH.

Irem, O., Karl, W., & Bozana, Z. (2017). Towards a Sustainable Urban Tourism Development in Europe.The Role of Benchmarking and Tourism Management Information Systems.A Partial Model of Destination Competitiveness. *researchgate*, 786.

Irina, R., & Andrei, R. (2010). *The Role Of Urban Tourism In The Strategical Development of Brasov Area.* London: Routledge.

Irina, R., & Andrei, R. (2010). *The Role Of Urban Tourism In The Strategical Development of Brasov Area.* London: Routledge.

Ismail, H., & Baum, T. (2006). Urban tourism in developing countries: in the case of Malaka City, Malaysia. International. *Journal of Tourism and Hospitality Research,*, 211-233.

Ivana, P., Ana, P., & Marija, B. (2015). Urban Tourism Towards Sustainable Development. *International Journal of Multidisciplinary in Business and Science, 1*(1).

Iwona, B., Barej-Kaczmarek, E., & Sulikowski, P. (2022). Impact of Information and Communication Technologies on the Tourism Secto. *European Research Studies Journal*, Volume XXV, Issue 3,.

Jacklyne, A., & Njenga, J. (2013). *East African Tourism Opportunities for the Finnish Market: Development of Joint Marketing Strategy for the Nordic Travel Fair* . Laurea Kerav: aLaurea University of Applied Sciences.

Jafari, J. (Ed.). (2000). *Encyclopedia of Tourism.* London and New York: Routledge.

Jamhawi, M., Al-Shakarchi, N., & Al-Hashimi, I. (2015). Assessment Of Tourists' Satisfaction In The Downtown Of Amman. *Vicino Oriente XIX*, 127-136.

Jari, J., Kukkamäki, J., Mäntyneva, M., & Heinisuo, J. (2019). Open Data and Open Source Enabling Smart City Development: A Case Study in Häme Region. *Technology Innovation Management Review*, Vol. 9 issue 9.

Jelinčić, D. A. (2002). *Culture: A Driving Force for Urban Tourism - Application of Experiences to Countries in Transition* . Zagreb: Institute for International Relations.

Jennifer, P., Keena, V., Eliot, E., & Louise, B. (2002). *Scientific Writing Easy When You Know.* London: BMJ Books.

JiY, C., & Eun, H. (2014). Reducing Confusion about Grounded Theory and Qualitative Content Analysis: Similarities and Differences. *The Qualitative Report, 19*(64), 1-20.

JiY, C., & Eun, H. L. (2014). Reducing Confusion about Grounded Theory and Qualitative Content Analysis: Similarities and Differences. *The Qualitative Report 2014 Volume 19, Article 64, 1-20*, 10.

JiY, C., & Eun, H. L. (2014). Reducing Confusion about Grounded Theory and Qualitative Content Analysis: Similarities and Differences. *The Qualitative Report, 19*(64), 1-20.

John, W., & Sons. (2019). *Research Desighn and Analysis: A Premier for non Stastician 1st Edition.* John Wiley & Sons.

Jones, P., Hillier, D., Comfort, D.,. (2016). The sustainable development goals and business. International Journal of Sales, Retailing and Marketing,. 5 (2). pp. 38-48.

Jones, P., Wynn, M., Hillier, D., Comfort, D. (2017). The sustainable development goals and information and communication technologies. *Indonesian Journal of Sustainability Accounting and Management*, 1(1), 1â-15.

Judd, D. R. (1995). Promoting tourism in US cities. *Tourism Management, 16*, 175–187.

Judge, D., Gerry, S., & Harold, W. (1995). *Theories of urban Politics.* London: Sage Publications.

Jurowski, C., & Gursoy, D. (2005). Distance effects on residents attitudes toward tourism. *Annals of Tourism Research*, 296-312.

Jurowski, C., & Gursoy, D. (2005). Distance effects on residents' attitudes toward tourism. *Annals of Tourism Research, 31*(2), 296–312.

Jurowski, C., Uysal, M., & Williams, D. (1997). A Theoretical Analysis of Host Community Resident Reactions to Tourism. *Journal of Travel Research, 36*(2), 3-11.

Jurowski, C., Uysal, M., & Williams, D. R. (1997). A Theoretical Analysis of Host Community Resident Reactions to Tourism. *Journal of Travel Research, 36*(2), 3-11.

Kádár, B. (2013). Differences in the spatial patterns of urban tourism in Vienna and Prague. *Urbani izziv, 24*(2).

Kahithe, K. (2014). Bomas of Kenya : local dances put to the test of the national stage. *Mambo Research Papers on East Africa V, 12*(1), 1-10.

Kahn, M. (1995). Concepts, definitions, and key issues in sustainable development: the outlook for the future. *Proceedings of the 1995 International Sustainable Development Research Conference* (pp. 2-13). England: Manchester.

Kalu, F. A., & Bwaiya, J. C. (2017). What Makes Qualititative Research Good Research. *An Exploratory Analysis of Critical Elements* .

Kamau, F., Waweru, F., Lewa, P., & Misiko, A. (2015). Effects of Psychological Factors on Demand for Urban Domestic Tourism in Kenya. *European Journal of Hospitality and Tourism Research, 3*(2), 12-27.

Kamil, U., Hasan, K., & Ferhat, Ş. (2016). *Economic Impacts of Tourism and Its Place In Turkish Economy.* Researchgate.

Karen, M., & Stoker, G. (2001). The evolution of urban regime theory:The challenge of conceptualization. Urban Affairs Review. *Urban Affairs Reviews,* 36, (6): 810.

Karschat, K., & Kühhas, C. (March 2017). *Transforming Tourism-Tourism in the 2030 Agenda.* Berlin.

Karski, A. (1990). Urban tourism: a key to urban regeneration? *The Planner*, 15-17.

Kenya Internship Participants. (2012). *Final Report of the International Internship in Kenya.* University of Tsukuba: Environmental Diplomatic Leader Education Program.

Kiage, E. (2019). *Impact of Benefit Sharing arrangement on Sustainable Managment of Public Forests: A case of Karura Forest in Kenya.* Nairobi: University of Nairobi.

KIPPRA. (2009). *Kenya economic report 2009.* Nairobi: Kippra .

KIPPRA. (2017). *Kenya Economic Report 2017.* Nairobi: KIPPRA.

KIPPRA. (2017). *Kenya Economic Report 2017.* Nairobi: KIPPRA.

Kisi, N. (2019). *A strategic Aproach to Sustainable Tourism Development Using a SWOT Hybrid Method. A case of Zonguldak Turkey.* Turkey: University of Zonguldak.

Kisilu, D. K., & Tromp, D. (2006). *Proposal and Thesis Writing: An Introduction.* Nairobi: Paulines Publicationn Africa.

Kline, R. B. (2011). *Principles and Practice of Structural Equation Modeling* (Vol. 5). New York: The Guilford Press.

KNBS. (2014). *Economic survey 2014.* Nairobi: KNBS.

KNBS. (2015). *Economic Surveys 2015.* Nairobi : KNBS.

KNBS. (2017). *Economic Survey 2017.* Nairobi: KNBS.

KNBS. (2019). *Kenya Population and Housing Census Volume 1:Population by County and Sub County* . Nairobi: Kenya National Bureau of Statistics.

KNBS. (2022). *Economic Survey.* Nairobi: Kenya National Bureau of Statistics.

Koens, K., Albert, P., & Bernadett, P. (2018). *Is Overtourism Overused? Understanding the Impact of Tourism in a City Context.* Basel, Switzerland.: MDPI.

Konistantinos, A., & Vaughan, R. D. (2003). Urban Residents Attitudes Towards Toward Development: The Case of Crete. *Journal of Travel Research*, 172-185.

Konstantina, V. J. (2018). *Characterising and justifying sample size sufficiency in interview-based studies:systematic analysis of qualitative health research over a 15-year period.* University of Bath.

Kothari, C. (1999). *Research Methodology: Methods and Techniques* (Second revised Edition ed.). Delhi: New Age International Publishers.

Kothari, C. (2004). *Research methodology: Methods and Techniques.* New Delhi: New Age International Publishers.

Kotler, P. (1994). *Marketing.Analiza, planowanie, wdrażanie i kontrola.* Warszawa: Gebethner & ska.

Kozak, M. (2000). Comparative assessment of tourist satisfaction with destinations across two nationalities. *Tourism Management, 22* (4), 391-401.

Kozak, M. (2001). Repeaters' behaviour at two distinct destinations. *Annals of Tourism Research, 28* (3), 784-807.

Kozak, M. (2002). Comparative analysis of tourist motivations by nationality and destination. *Tourism Management, 23* (3), 221-232.

KTB. (2014). *Sustainable tourism report 2016.* Nairobi : KTB.

KWS. (2017). *Nairobi Safari Walk*. Retrieved November 5, 2017, from KWS: www.kws.go.ke/content/nairobi-safari-walk

LaMondia, J., Snell, T., & Bhat, C. (2010). Traveler Behavior and Values Analysis in the Context of Vacation Destination and Travel Mode Choices: A European Union Case Study. *Vacation destinatio*, 1-23.

Lange, R. (2015). *Africa Programme Newsletter.* Issue 7.

LAPSSET Corridor Development Authority . (2016). *Brief on Lapsset Corridor Project.* Nairobi : LAPSSET.

Law, C. (1993). *Urban Tourism: Attracting Visitors To Large Cities.* London: Mansell.

Law, C. (1995). Creating the Urban Tourism Product. *Urban Environment Confrence* (pp. 87-90). London: South Bank University.

Law, C. (2002). *Urban Tourism – The Visitor Economy and the Growth of Large Cities.* EMEA: Thomson Learning.

Lawrence, F. (. (2005). *Dar City Needs Urban Tourism.* Retrieved March 20, 2016, from http://florence3.blogspt.com/2005/07/dar-city-needs-urban-tourism.html

Lee, C., & Hallak, R. (2018). Investigating Role of Performenace Using Multi-Group PSL- SEM Analysis. *Jounal of Business Research*, Vol 88 298-305.

Lee, J. (1988). *Tourism Development in the Third World.* London: Roudge.

Lew, A. (2007). Invited Commentary: Tourism Planning and Traditional Urban Planning Theory: Planners as Agents of Social Change. *Journal of the Canadian Association of Leisure Studies, 31*(2), 383-392.

Liu, J., & Var, T. (1986). Resident Attitudes toward Tourism Impacts in Hawaii. *Annals of Tourism Research, 13*, 193-214.

Loftman, P., & Nevin, B. (1992). *Urban Regeneration and Social Equity - a Case Study in Birmingham.* Birmingham: University of Central England.

Maccannell, D. (1976). *The Tourist: A New Theory of the Leisure Class.* New York: Schocken .

Maccannell, D. (1976). *The Tourist: A New Theory of the Leisure Class.* New York: Schocken Books.

Maccannell, D. (1976). *The Tourist: A New Theory of the Leisure Class.* New York: Schocken Books.

Madansky. (2011). *The Sample size calculator.* Retrieved 5 10, 2016, from The Analytical group: http://www.analyticalgroup.com

Madrigal, R. (1993). A Taleof Tourism in Two Cities. *Annals of Tourism Research, 22*(2), 336-53.

Madrigal, R. (1993). A Taleof Tourism in Two Cities. *Annals of Tourism Research, 22*(2), 336-353.

Madrigal, R. (1995). Residents Perceptions and the Role of Government. *Annals of Tourism Research, 22*(1), 86-102.

Magical Kenya. (2014). *48 hours in Nairobi.* Nairobi: Margical Kenya.

Maingi, S., Odunga, P., Belsoy, S., & Nthinga, R. (2006). Conference tourism in Kenya: Towards Tourism Product Development, Diersification and Extension. *African Journal of Buusiness and Economics, 2*(1), 108-117.

Maitland, R. (2007). Culture, city users and the creation of new tourism areas in cities. In M. Smith (Ed.), *Tourism, Culture and Regeneration* (pp. 25 – 34). Wallingford, CT: CAB Internationa.

Malgorzata, C. K. (2018). *Qualitative Methodologies in Organization Studies.* Research Gate.

Mansfeldt, O. K., Vestager, E. M., & Iversen, M. B. (2008). *Experience design in city tourism.* Copenhagen Denmark: Nordic Innovation Centre.

Manwa, H., Saarinen, J., & Atlhopheng, J. R. (2017). Sustainability Management and Tourism Impacts on Communities: Residents' Attitudes in Maun and Tshabong, Botswana. *African Journal of Hospitality, Tourism and Leisure*, 6 (3).

Mapsoftheworld. (2016, March 10). *Nairobi County Maps*. Retrieved July 12, 2016, from Maps of the world: http://www.mapsofworld.com/kenya/cities/nairobi.html

Marengo, J., Cunha, A., Cuartas, L., Deusdará, L., Broedel, E., Seluchi, et al. (2021). *Extreme drought in the Brazilian Pantanal in 2019–2020: characterization, causes and impacts.Frontiers in Water.*

Maria, A. (2020). Triangulation and Trustworthiness Advancing Research on Public Service Interpreting through Qualitative Case Study Methodologies. *Fitispos International Journals*, 33.

María, G., Manuel, C., & Claudia, Y. (2017). *Cultural Heritage and Urban Tourism: Historic City Centres under Pressure.* Basel, Switzerland: MDPI.

Martin, B. S. (1996). *The Efficacy of Growth Machine Theory in Explaining Resident Perceptions of Community Tourism Development.* Ph.D. diss., Clemson University.

Martins, A., Cró, S.,. (2021). The impact of tourism on solid waste generation and management cost in Madeira Island for the period 1996–2018. *Sustainability*, 13(9), 5238.

Mason, M. (2010). *Sample Size and Saturation in PhD Studies Using Qualitative Interviews.* Qualitative Social Research.

Mason, M. (2010). Sample Size and Saturation in PhD Studies Using Qualitative Interviews. *Qualitative Social Research, 11*(3).

MasterCard. (2014). *Johannesburg is most visited destina-tion African city– MasterCard Index.* Retrieved 5 16, 2016, from –MasterCard Index: http://newsroom.mastercard.com/mea/press-releases/johannesburg-remains-africas-most-visited-city-mastercard-index/

MasterCard. (2014). *MasterCard 2015 Global Destinations Cities Index.* Mastercard worldwide insights.

MasterCard. (2015). *Mastercard 2015 Global Destinations Cities Index.* Mastercard worldwide insights.

MasterCard. (2016). *Global Destinations Cities Index.* Mastercard worldwide insights.

MasterCard. (2016). *Global Destinations Cities Index.* Mastercard worldwide insights.

Mathieson, A. (1982). *Tourism Economic Physical and Social Impacts.* New York: Longman.

Mathieson, A., & Wall, G. (1982). *Tourism, economic, physical and social impacts.* Longman.

Maxim, C. (2016). Sustainable Tourism Implementation in Urban Areas. *JOURNAL OF SUSTAINABLE TOURISM,*, 1-16.

Maxim, C. (2016). Sustainable Tourism Implementation in Urban Areas: a Case Study of London. *Journal of Sustainable Tourism*, 1-20.

Maxim, C. (2017). Challenges Faced by the World Tourism Cities: Londons Perspectives. *Current Issues in Tourism*.

Maxin, C. (2016). Sustainable Tourism Implementation in Urban Areas: A Case Study of London. *Journal of Sustainable Tourism*, 1-20.

Maxwell, J. A. (2013). *Qualitative Research Design: An Interactive Approach (3rd ed).* Thousand Ork: CA Sage.

Mbaiwa, E. J., Toteng, N. E., & Moswete, N. (2007). Problems and prospects for the development of urban tourism in Gaborone and Maun, Botswana. *Development Southern Africa, 24*(5), 725-740.

Mbaiwa, J. (2005). The socio-cultural impacts of tourism development in the Okavango Delta, Botswana. *ournal of Tourism and Cultural Change*, 2(3), 163-185.

Mbaiwa, J. (2005). The socio-cultural impacts of tourism development in the Okavango Delta, Botswana. *Journal of Tourism and Cultural Change*, 2(3), 163-185.

Mbaiwa, J. E., Toten, g. E., & Moshete, N. (2017). Problem and Prospect for Development of Urban Tourism in Gaborone and Maun, Botswana. *Raut Ledge*, 725-739.

Mbatia, T., & S. Owuor, S. (n.d.). Prospects for Urban Eco-Tourism in Nairobi, Kenya: Experiences from the Karura Forest Reserve. *AJSD, 4*(3), 183-197.

McCarthy, J. (2005). Cultural quarters and regeneration: The case of Wolverhampton. *Planning, Practice & Research, 20*, 297-311.

McGregor, D., Simon, D., & Thompson, D. (2006). *The peri-urban interface: approaches to sustainable natural and human resource use.* London: Earthscan.

McNamara, J., Kusimi, J., Rowcliffe, J., Cowlishaw, G., Brenyah, A., Milner-Gulland, E., et al. (2015). Long-term spatio-temporal changes in a West African bushmeat trade system. *Conserv. Biol.*, 29 1446–57.

Middleton, V. T. (1994). *Marketing in travel and tourism.* Oxford: Butterworth-Heinemann.

Miles, M., & Huberman, A. (2004). *Qualitative data analysis: An expanded sourcebook* (2 ed.). Thousand Oaks, CA: Sage.

Miller, D., Merrilees, B. .., & Coghlan, A. (2015). Sustainable urban tourism: understanding and developing visitor pro-environmental behaviours. *Journal of Sustainable Tourism, 23*(1), 26-46.

Miller, D., Merrilees, B., & Coghlan, A. (2015). Sustainable urban tourism: understanding and developing visitor pro-environmental behaviours. *Journal of Sustainable Tourism, 23*(1), 26-46.

Miller, G. (1992). *Living in the Environment* (7 ed.). Belmont, CA: Wadsworth.

Miller, G. (1992). *Living in the Environment* (7 ed.). Belmont, CA: Wadsworth.

Miller, R., & Brewer, J. (2003). *The AZ of social research: A dictionary of key social science research concepts.* Sage online publication.

Minciu, R., Popescu, D., Pădurean, M., Hornoiu, R., & Băltăreţu, A. (2010). Commercialization of Holidays in the Protected Natural Areas-Form of the Sustainable Development in Tourism. *Amfiteatru Econ.*, 83-98.

Mitullah, W. (2003). *Understanding Slums: Case Studies for the Global Report on Human Settlements 2003: The Case of Nairobi, Kenya.* Nairobi: UNHABITAT.

Montgomery, J. (2003). Cultural quarters as mechanisms for urban regeneration: Conceptualising cultural quarters. *Planning, Practice & Research, 18*, 293–306.

Montgomery, J. (2004). Cultural quarters as mechanisms for urban regeneration: Areview of four quaters in the UK, Ireland and Australia. *Planning, Practice & Research, 19*, 3-31.

Moon. (2018). Mass Tourism vs. Sustainable Tourism in the Balearic Islands: Measuring Social and Environmental Impact in Mallorca. Tourism Hospit. 1-13.

Moon, K., & Blackman, D. (2017). *A guide to ontology, epistemology, and philosophica perspectives for interdisciplinary researchers. Integration and Implementation Insights.*

Moore, K. R., & Cunningham, W. A. (1999). Social Exchange Behaviour in Logistics Relationships: A Shipper Perspective. *International Journal of Physical Distribution and Logistics Management, 29*(2), 103-121.

Moswete, N., Thapa, B., Toteng, E., & Mbwaiwa, J. (2008). Resident Involvement and Participation in Urban Tourism Development: A Comparative Study in Maun and Gaborone. *Botswana Urban Forum*, 381-394.

Mowforth, M., & Munt, I. (2015). *Tourism and Sustainability: Development, globalisation and new tourism in the Third World.* London: Roudge.

Moyo, T., Dhliwayo, R. (2019). Achieving gender equality and women's empowerment in Sub-Saharan Africa: lessons from the experience of selected countries. *Journal of Developing Societies*, 35(2), 256-281.

Muganda M., Ezra P., Sirima A. (2013). The Role of Local Communities ub Tourism Development: Grassroot Perspective of Tanzania . *Journal of Human Ecology* , 41(1): 53-66.

Mugenda, O. M., & Mugenda, A. G. (1999). *Research Methods: Quantitative and Qualitative Approaches.* Nairobi: African Centre for Technology Studies.

Mugenda, O. M., & Mugenda, A. G. (2003). *Research Methods Quantitative and Qualitative Approaches.* Nairobi: Act Press.

Mugenda, O. M., & Mugenda, A. G. (2008). *Social Science. Applied Research & Training Services.* Nairobi: Kenya.

Mullins, P. (1991). Tourism urbanization. *International Journal of Urban and Regional Research, 15,* 326-342.

Musavengane, R., & Matikiti, R. (2015). Does social capital really enhance community based ecotourism? A review of the literature. *African Journal of Hospitality, Tourism and Leisure*, 1-18.

Musavengane, R., Siakwah, P., & Llewellyn, L. (2020). The nexus between tourism and urban risk: Towards inclusive, safe, resilient and sustainable outdoor tourism in African cities. *Journal of Outdoor Recreation and Tourism*, 1-13.

Nairobi, County. (2014). *Nairobi County Intergrated Development Plan.* Nairobi: Nairobi County.

National Museums of Kenya. (2009). *Strategic Plan 2009-2014.* Nairobi: National Museums of Kenya.

NCC. (2014). *Nairobi County Intergrated Plan.* nairobi: Nairobi County Government.

NCC. (2014). *Nairobi County Intergrated Plan.* Nairobi: Nairobi City County.

NCC. (2018). *County Integrated Development Plan (CIDP) 2018-2022.* Nairobi: NCC.

NCC. (2018). *Nairobi County Intergratd Plan* . Nairobi: Nairobi City County.

NCPD. (2013). *Kenya Population Situation Analysis.* Kenya: Government of Kenya.

Ndivo, R., Waudo, J., & Waswa, F. (2012). Examining Kenya's Tourist Destinations' Appeal: the Perspectives of Domestic Tourism Market. *J Tourism Hospit, 1*(103), 2-7.

Ndungu, S. M. (2012). *Response Strategies Adapted by Handcraft Traders in Kenya to Challenges of Exporting.* Nairobi: Nairobi Univeristy.

Ngai, W. C., Nakumar, I., & Masazuni, A. (2016). *Sustainable Development Text Book.* Yokahama: Water Watch Penang.

Niedziółka, I. (2012). SUSTAINABLE TOURISM DEVELOPMENT. *Regional Formation and Development Studies, 3*(8).

Nielsen, S. T., Ravetz, J., & Fertner, C. (Eds.). (2013). *Peri-urban futures: Scenarios and models for land use change in Europe.* Berlin Heidelberg: Springer-Verlag.

Niloufar, F., Nasrin, M., Sepideh, A., & Mohammad, A. (2022). *Sustainable Development Goals (SDGs) as a Framework for Corporate Social Responsibility (CSR.* Basel, Switzerland: MDPI.

Nolan, S. D. (1976). Tourists Use and Evaluation of Travel Information Sources: Summary and Conclusions. *Journal of Travel Research, 14*, 6-8.

Noordzij, J., Beenackers, M., Groeniger, J., & Lenthe, F. (2020). Effect of changes in green spaces on mental health in olderadults: a fixed effects analysis. *Epidemiol Community Health*, 74(1):48–56.

Novy, J. (2014). Urban tourism - the end of the honeymoon. *Global Summit on City Tourism.* Barcelona: Global Summit.

Nowacki, M. (2013). *the determinants of satisfaction of tourist attraction visitors.* Poznan : Active.

Nowacki, M., & Zmyslony, P. (2011). The measurement of city image: urban tourism market segmentation. *Current issues of tourism research, 1*, 10-18.

Nunkoo, R., & Ramkissoon, H. (2012). Nunkoo R., and Ramkissoon, H. (2012). Power, Trust, Social Exchange and Community Support. *Annals of Tourism Research*, 997-1023.

Nur, K. K. (2020). *Sustainable City and Community Empowerment through the Implementation of Community-Based Monitoring: A Conceptual Approach.* Basel,: MDPI.

Nurfitriya, I., & Iskandar, D. (2020). *Earth and Environmental Science Municipality.* Yogyakarta, Indonesia: IOP Publishing.

Nzama, T. (2008). Socio-cultural impacts of tourism on the rural areas within the World Heritage Sites–the case of KwaZulu-Natal, South Africa. *South Asian Journal of Tourism and Heritage*, 1(1),1-8.

Odunga, P. (2005). *Choices of Attractions, Expenditure and Satisfaction of International Tourists to Kenya. PhD Thesis.* Netherlands : Wageningen university.

Odunga, P., Besloy, S., Nthinga, R., & Maingi, S. (2011). *Conference Tourism in Kenya: Towards Tourism Product Development and Extension.* Retrieved 3 9, 2018, from http://irlibrary.ku.ac.ke/ir/bitstream/handle/123456789/1463/Maingi,%20S.W.pdf?sequence=1

OECD. (2003). *Sustainable Tourism.Summer Symposium 19-20 June 2003.* Amsterdam: Netherlands.

OECD. (2009). *The Impact of Culture on Tourism. Paris: OECD; World Tourism Organization (2017e, forthcoming) Tourism and Cultural Synergies.* Madrid: UNWTO.

Ogara, D. (2014). *Impact of Cultural Industries on Urban Development: Case of Wamunyu Centre Machakos County.* Nairobi: University of Nairobi.

Okello, M. (2014). Economic Contribution, Challenges and Way Forward for Wildlife-Based Tourism Industry in Eastern African Countries. *J Tourism Hospit, 3*(22), 1-12.

Okello, M., D'amour, D., & Manka, S. (2008). Tourism attractions and satisfaction of Amboseli National Park. *Tourism Analysis, 13*, 373-386.

Oliveira, E. (2015). Place branding in strategic spatial planning. *Journal of Place Management and Development, 8*(1), 23.

Omwenga, M. (2010). *Nairobi Metropolitan Region.* Nairobi: 46th ISOCARP Congress 2010.

Omwenga, M. (2011). *Integrated Transport System for Liveable City Environment: A Case Study of Nairobi Kenya.* Nairobi: ISOCARP Congress.

Onder, O., Wober, K., & Bozana, Z. (2017). Towards Sustainable Urban Development in Europe the Role of Benchmarking and Tourism Managment Information System. *A Partial Model of Destiantion Competivines*.

Onwuegbuzie, J., & Collins, K. (2007). A typology of mixed methods sampling Designs in social science research. *The Qualititve Report, 12* (2), 281-310.

Page, S. (1995). *Urban tourism.* London: Rutledge.

Page, S., & Hall, C. ((2003)). *Managing urban tourism.* London : Pearson Education.

Page, S., & Hall, C. (2002). *Managing urban tourism: themes in tourism.* Harlow: Prentice.

Page, S., & Hall, C. (2003). *Managing Urban Tourism.* Harlow, Essex : Pearson .

Palmer, T., Riera, A. . (2003). Tourism and environmental taxes With special reference to the “Balearic ecotax”. Tourism. *Tourism Management*, 24(6), 665-674.

Pari, M., Miandehi, M., & Yahyapour, M. (2013). Assessment of Swot Model on TourismIndustry in Sustainable Development of Rural Areas: Case Study on Bandar-E Anzali. *World Applied Sciences Journal* , 21 (3): 455-464, .

Parita, S., & Irandu, E. (2022). Recreational green spaces as the future for sustainable cities:Case of Karura Forest in Nairobi, Kenya. *Journal of Sustainability, Environment and Peace*, 5(1) 87-95.

Paskleva-Shapira, K. (2001). Innovative Partnerships for Sustainable Tourism: Framework Approach and the European Experience. *Creating and Managing Growth in Travel and Tourism* (pp. 1-26). Stockholm, Sweden: TTRA European Conference.

Paskleva-Shapira, K. (April 2001). Innovative Partnerships for Sustainable Tourism: Framework Approach and the European Experience. *Creating and Managing Growth in Travel and Tourism* (pp. 1-26). Stockholm, Sweden: TTRA European Conference.

Pasquinelli, C. (2015). *Urban Tourism(s): is There a Case for a Paradigm Shift?* L’Aquila: Gran Sasso Science Institute, Cities research Unit.

Pasquinelli, C. (2015). *Urban Tourism(s): is There a Case for a Paradigm Shift?* L’Aquila: Gran Sasso Science Institute Unit.

Patton, M. Q. (2015). *Qualitative Research and Evaluation Methods (4th ed).* Thousand Oaks: CA Sage.

Pearce, D. (2005). An integrative framework for urban tourism research. *Annals of Tourism Research, 28*(4), 926-46.

Perdue, R. R., Long, T. P., & Allen, L. (1990). Resident Support for Tourism Development. *Annals of Tourism Research, 17*(4), 586-599.

Perdue, R. R., Long, T., & Allen, L. (1990). Resident Support for Tourism Development. *Annals of Tourism Research, 17*(4), 586-999.

Peter, D., & Ilse, H. (2015). Resident Perception of New Urban Tourism: A Neglected Geography of Prejudice. *Geography Compass*, 276-285.

Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theatre and every business a stage.* Boston: Harvard Business School Press.

Pisonero, R. D. (2011). Actuation and Promotion Mechanisms of Urban Tourism: The Case of Serville. *Turizam, 15*(1), 26-39.

Poon, A. (1989). Competitive strategies for a 'new tourism',. In C. Cooper (Ed.), *Progress in Tourism, Recreation and Hospitality Managment.* London: Belhaven.

Poon, A. (1993). *Tourism, Technology and Competitive Strategies.* Wallingford: CAB International.

Popescu, I. (2008). Promoting the urban touring destinations by implementing the total quality Maagement. *Transylvanian Magazine of Administrative Scences, 1*(21), 105-124.

Popescu, I. (2008). Promoting the Urban Touring Destinations by Implementing the Total Quality Maagement. *Transylvanian Magazine of Administrative Scences, 1*(21), 105-124.

Prentice, R. C., Witt, S. F., & Hamer, C. (1998). Tourism as Experience. The Case of Heritage Parks. *Annals of Tourism Research, 25*(1), 1-24.

Pulido-Fernández, C. (2016). The Influence of Tourist Satisfaction on Tourism Expenditure in Emerging Urban Cultural Destinations. *Journal of Travel & Tourism Marketing, 33*(4), 497-512.

Purvis, B., Mao, Y., & Robinson, D. (2018). Three pillars of sustainability: In search of conceptual origins. *Sustainability Science*, 1–15.

Qadar, B., Syed, N., ShahNadeem, I., Muhammad, S., Muhammad, A., Sourath, M., et al. (2023). Impact of tourism development upon environmental sustainability. *Environmental Science and Pollution Research*, 30:5917–5930.

Rajesh, R. (2013). Impact of Tourist Perceptions, Destination Image and Tourist Satisfaction on Destination Loyalty: A Conceptual Model. *Revista de Turismo y Patrimonio Cultural, 11*(3), 67-78.

Ramenyi, D. (2011). *Field Methods for Academic Research: Interviews, Focus Groups, and Questionnaires in Business and Management Studies.* Academic Conferences Limited.

Ramkissoon, H., & Nunkoo, R. (2011). City Image and Perceived Tourism Impacts: Evidence from Port-Louis. *International Journal of Hospitality and Tourism Administration*, 123-14.

Rashed, H. F. (2013). *Sustainable urban Development in Historic Cairo.* London: University of Nottingham.

Rath, J. (Ed.). (2007). *Tourism, Ethnic diversity and the City.* New York: Routledge.

Rebele, F. (1994). Urban ecology and special features of urban ecosystems. *Global Ecology and Biogeography Letters, 4*(6), 173–187.

Republic of Kenya. (2020a). *Ministry Of Tourism and Wildlife Strategic Plan 2018-2022.*

Reutsche, J. (2006). Urban Tourism: What Attracts Visitors to Cities? *Let`s Talk Business*, Issue 11 7 May 2006.

Reva, B. B. (2006). *Doing Your Dissertation in Business and Management.* Sage Publications.

Richard, G., & Hall, D. (2000). Tourism and Sustainable Community Development. *Journals of American Science*, Routledge.

Richards, G., & Wilson, J. (2007). *Tourism, creativity and development.* London: Routledge.

Riken, H., & Kazunisha, I. (2013). *Urban Tourism Designing a Tourism Space in a City Context for Social Sustainability.* Tokyo: Witpress.

Rini A., Heri P., Diyah S.,. (2016). Green Tourism Role in Creating Sustainable Urban Tourism. *South East Asia Journal of Contemporary Business, Economics and Law*, 16-26.

Ritchie, B., & Dickson, T. (2006). *Assessing the economic impact of built attractions: the case of the Australian Capital Territory, Australia. Paper for Cutting Edge Research in Tourism.* Surrey: University of Surrey.

Ritchie, J., Lewis, J., & Elam, G. (2003). Designing and selecting samples. In J. Ritchie, & J. Lewis (Eds.), *Qualitative research practice. A guide for social science students and researchers* (pp. 77-108). Thousand Oaks: CA: Sage.

Robert, K. Y. (2016). *Qualitiative from Start to Finish.* New Yolk: The Gulford Press.

Rockefeller Archive Center. (2008). *Records Retention and Disposition Guidelines.* Collaborative Electronic Records Project.

Rode, P., & Floater, G. (2014). *Accessibility In Cities: Transport And Urban Form.* London: Global Commision on the Economy and Climate.

Rodgers, S. (. (2009). Urban geography: urban growth machine. In R. Kitchin, & N. Thrift, *The International Encyclopedia of Human Geography* (pp. 40-45). Oxford: Elsevier.

Rogerson, C. (2002). Urban tourism in the developing world: the case of Johannesburg. *Development Southern Africa, 19*(1), 170-90.

Rogerson, C. (2002). Urban tourism in the developing world: the case of Johannesburg. *Development Southern Africa*, 19(1): 170-190.

Rogerson, E. M., & Nel, E. (2016). Planning for Local Economic Development In Places of Despair. Key Trends in South Africa's Distressed Areas Local Economy. 124 141.

Rogerson, J., & Rogerson, C. (2014). Urban Tourism Destination in South Africa. *Devergent Urban Izziz*, 25(s).

Roth, P. (1994). Missing data:Aconceptual review for applied psychologists. *Personnel Psychology, 47*, 537-560.

Rotich, D., Bor, T., Nthiga, R., & Kogola, B. (2012). Product Diversification For Sustainable Tourism Development: Exploring The Strengths And Challenges Of Kisumu Region, Kenya. *European Journal of Business and social science*, 108-117.

Rovai, A. P., Baker, J. D., & Ponton, M. K. (2014). *Social Science Research Design andStatistics.* Chesapeake, VA: Watertree Press LLC.

Roxana, V. G. (2013). Urban Tourism between Content and Aspiration for Urban Development. *Management & Marketing, volume XI, issue 1*, 196.

Roztocki, N., Soja, P., & Weistroffer, H. (2019). The role of information and communication echnologies in socioeconomic development: towards a multi-dimensional framework. . *Information Technology for Development,*, 171-183.

Rugg, G., & Petre, M. (2007). *A Gentle guide to Research Methods.* McGraw Hill: Open University Press.

Rugg, G., & Petre, M. (2007). *A Gentle guide to Research Methods.* McGraw Hill: Open University Press.

Rusu, S. (2011). Tourism multiplier effect. *Journal of Economics and Business Research, XVII, ,* (1), 70-76.

Ryan, C. (1997). The Chase of a Dream, the End of a Play. In C. Ryan (Ed.), *The Tourist Experience: A New Introduction* (pp. 1–24). London: Cassell.

Saad, A.-s. (2017). Concept Opportunities and Challenges in the Arab World: Case Study of Debai, Cairo, and Anman. *Researchgate*, 361-375.

Saunders, M., Lewis, P., & Thornhill, A. (2012). *Research Methods for Business Students" 6th edition,.* Pearson Education Limited.

Sautter, E. T., & Leisen, B. (1999). Managing stakeholders: A tourism planning mode. *Annals of Tourism Research, 26*(2), 312-328.

Savard, J., Clergeau, P., & Mennechez, G. (2000). Biodiversity concepts and urban ecosystems. *Landscape and Urban Planning*, 131–142.

Schaefer, V. (2003). Green links and urban biodiversity – an experiment in connectivity. *Proceeding of the Georgia Basin / Puget Sound Research Conference*, (pp. 1-9). Georgia .

Schafer, J., & Graham, J. (2002). Missing data: Our view of the state of the art. *Psychological Methods, 7*, 147-177.

Scheyvens, R. (2018). Linking tourism to the sustainable development goals: ageographical perspective. *Tourism Geographies*, 20(2), 341-342.

Scutariu, A. L. (2009). Tourism – Economic Growth Factor And Essential Element In Regional Development Of Romania. *Stiine Economice, LVI*.

Selby, M. (2004). Consuming the city: conceptualising and researching urban tourist knowledge. *Tourism Geographies, 6*(2), 186-207.

Selby, M. (2004a). *Understanding urban tourism: Image, culture and experience.* London: I B Tauris.

Selby, M., & Morgan, N. (1996). Reconstruing place image: A case study of its role in destination market research. *Tourism Management, 17*(4), 287-294.

Seraphin, H. S. (2018). Over-tourism and the fall of Venice as a destination. *Journal of Destination Marketing & Management*, 9, 374-376.

Seto, K., Sa´nchez-Rodrı´guez, R., & Fragkias, M. (2010). The new geography of contemporary urbanization and the environment. *Annu Rev Environ Resour, 35*, 167–194.

Seymour, M., Byrne, J., Martino, D., & Wolch, J. (2006). *Green Visions Plan for 21st Century Southern California: A Guide for Habitat Conservation,*

Watershed Health, and Recreational Open Space: Recreationist-Wildlife Interactions in Urban Parks. Los Angeles, Califonia: University of Southern Califonia GIS Research Laboratory and Centre for Sustainable Cities.

Shahzalal, M. (2016). Positive and Negative Impacts of Tourism on Culture: A Critical Review of Examples from the Contemporary Literature. *Journal of Tourism, Hospitality and Sports*, 31-32.

Shanahan, D. F., Bush, R., Gaston, B., L. B., & Dean J., B. E. (2016). *Health Benefit from Nature Experience Depend on One.* Sciencetific Repport 6.

Sharon, M. R. (2016). *Qualitative Research briging the Conceptual, Theoretical, and Methodological.* London: Serge Publication Ltd.

Sharpley. (2020). Tourism, sustainable development and ththeoretical divide: 20 years on. *Journal of sustainable tourism,* 28(11), 1932-1946.

Sharpley, R. (. (2003). *Tourism, Tourists and Society, Third Edition.* Cambridgeshire: LM Publications.

Sharpley, R. (2000). Tourism and sustainable development: Exploring the theoretical divide. *Journal of Sustainable Tourism,* 8(1), 1-19.

Sharpley, R., & Telfer, D. (2008). *Tourism and Development.* USA: Taylor&Francis Group.

Shaw, G., & Williams, A. (2002). *Critical Issues in Tourism: A Geographical Perspective.* Oxford: Blackwell.

Shaw, G., & Williams, A. M. (1994). *Critical Issues in Tourism: A Geographical Perspective.* Oxford: Blackwell.

Shelby, B. (2011). Beyond Cronbach's Alpha: Considering Confirmatory Factor Analysis and Segmentation. *Human Dimensions of Wildlife, 16*(2), 142-148.

Sheng, C.-W., & Chen, M.-C. (2012). A study of experience expectations of museum visitors. *Tourism Management , 33*, 53-60.

Sheng, C.-W., & Chen, M.-C. (2012). A study of experience expectations of museum visitors. *Tourism Management, 33*, 53-60.

Siakwah, P., Musavengane, R., Leonard, L. (2020). Tourism governance and attainment of the sustainable development goals in Africa. Tourism Planning & Development,. 17(4), 355-383.

Sibitane, Z., Kaitano, D., & Limpho, L. (2022). Global Warming and Its Implications on Nature Tourism at Phinda Private Game Reserve, South Africa. *International Journal of Enviromentalof Public Health* .

Siebert, C. (2011). Karen Blixen. *National Geographic* , 48-54.

Singh, K. (2007). *Quantitative Social Research Methods.* SAGE Publications,.

Smith, R., & Swinyard, W. (1983). Attitude–Behavior Consistency: The Impact of Product Trial versus Advertising. *Journal of Consumer Research, 20*, 257–267.

Smith, S. L. (1994). The Tourism Product. *Annals of Tourism Research, 21*(3), 582–595.

Song, C., Ikei, H., & Miyazaki, Y. (2016). Physiological effects of nature therapy: A review of the research in Japan. *International Journal of Envronmental Research and Public Health*, 13, 1-20.

Soriya, Y. (2016). *Sustainable City Tourism In Developing Countries: Malaysia Experience.* Malaysia: Soriya Yin & Massachusetts Institute of Technology 2016.

Spirou, C. (2011). *Urban tourism and urban change : cities in a global econom.* Routledge: Taylor & Francis.

Stabler, M. (1998). The economic evaluation of the role of conservation and tourism in the regeneration of historic urban destinations. In E. Laws, B. Faulkner, & G. Moscardo (Eds.), *Embracing and managing change in tourism* (pp. 235-263). London: Routledge.

Stanciulescu, G. C. (2009). The role of urban marketing in the local economic development. *Theoretical and Empirical Researches in Urban Management, 1*(10), 114-135.

Stock, M. (2007). European cities: towards a recreational turn? HAGAR. *Studies in Culture, Polity and Identities, 7*(1), 115-134.

Suh, Y., & Gartner, W. (2004). Perceptions in international urban tourism: an analysis of travellers to Seoul, Korea. *Journal of Travel Research*, 43: 39-45.

Sun, X., Lin, B., Chen, Y., Tseng, S., & Gao, J. (2019,). Can commercialization reduce tourists' experience quality? Evidence from Xijiang Miao Village in Guizhou, China. *J. Hosp. Tour. Res.*, 43, 120–140.

Sunlu, U. (2003). *Environmental impacts of tourism n : Camarda D. (ed.), Grassini L. (ed.). Local resources and global trades: Environments and agriculture in the Mediterranean region.* Bari: CIHEAM.

Swan, G. J., Redpath, S. M., Bearhop, S., & McDonald, R. A. (2017). Ecology of problem individuals and the efficacy of selective wildlife management. *Trends in Ecology & Evolution,*, 32(7), 518-530.

Swarbrooke, J. (1995). *The Development and Management of Visitor Attractions.* Oxford: Butterworth-Heinemann Ltd.

Tabachnick, B. G., & Fidell, L. S. (2013). *Using Multivariate Statistics* (Vol. 6). New Jersey: Pearson Education Inc.

Taherkhani, M., Eftekhari, A. R., & Taghvaee, A. A. (2009). Analysis on Effects of Urban Centers on Peripheral Settlements in Iran. *International Journal of Humanities , 16*(2), 129-146.

Taylor, J., Bogdan, R., & DeVault, L. M. (2016). *Introduction to qualitative research methods : a guidebook and resource.* United States of America: Wiley.

Tendlie, C., & Tashakkri, A. (2009). *Foundation of Mixed Methods Research: Intergrating Quantitative and Qualitative Approaches in the Social Behavioral Sciences.* Los Angeles, CA: Sage Publishers.

Terzibasoglu, E. (2016). *Summary/conclusion".* Luxor: 5th Global Summit on City Tourism,1-2 November.

Terzioglu, M., & Gokovali, U. (2016). Economi linkages and leakages inthe hotel industry: The first empirical evidence from Turkey. *Tourism Economics*, 22(4), 715–728.

Thangwa, J. (2017, October Tuesday). *Karen Blixen Museum (in Kenya)*. Retrieved October Wednesday, 2017, from Museums-Kenya-KBlixe.

The Green Belt Movement. (2010). *2010 Annual report.* Nairobi: The green belt movement.

Thompson, B. (2004). Exploratory and confirmatory factor analysis : understanding concepts and applications. *American Psychological Association*, 1-6.

Thomson, D., Benefield, A., Bitgood, S., Shettel, H., & Williams, R. (1993). *Visitor Studies: Theory, Research and Practice.* Jacksonville: Visitor Studies Association.

Tibaijuka, A. (2007). *Nairobi City Development Strategy Top Priority for 21st Century Future of the Kenyan Capital*. Retrieved September 02, 2017, from United Nations Environment Programme:

http://www.unep.org/documents.multilingual/default.asp?documentid=504&articleid=5564&l=en

Tichaawa, T., & Mhlanga, O. (2015). Residents' perceptions towards the impacts of tourism development: The case of Victoria Falls, Zimbabwe. *African Journal of Hospitality, Tourism and Leisure*, 4 (1), 1-15.

Timur, S., & Getz, D. (2009). *Sustainable tourism development: How do destination stakeholders perceive sustainable urban tourism? Sustainable Development,*. Malaysia: Soriya Yin & Massachusetts Institute of Technology.

Tomislav K. (2018). The Concept of Sustainable Developmen :From its Beginning to the Contemporary Issues. *Zagreb International Review of Economics & Business,*, 67-94,.

Tomislav, K. (2018). The Concept of Sustainble Development from Its Begining to Contemporary Issues. *Zagreb International Review of Economy and Business*, Vol.21 No. 1 PP. 67-94.

Tourism Regulatory Authority. (2016). *Publication of Classified Tourism Enterprises.* Nairobi : TRA.

Tribe, J. (2005). *The economics of recreation, leisure and tourism.* Amsterdam: Elsevier.

Tunbridge, J. E., & Ashworth, G. (1992). Leisure resource development in cityport revitalisation: tourist-historic dimension. In H. D., & D. Pinder (Eds.), *European port cities in transition.* London: Belhaven.

Ugolini, F. M.-M. (2020). Effects of the COVID-19 pandemic on theu se and perceptions of urban green space. *An international exploratory study.*, 56 1-15.

Um, S., & Crompton, J. (1990). Attitude Determinants in Tourism Destination Choice. *Annals of Tourism Research, 17*, 432-448.

UN. (2012). *United Nations Conference On Sustainable Development (RIO+20).* Rio de Janeiro: UN.

UN Habitat. (2017). *New Urban Agenda.* Ecuador: UN Habitat III secretariat.

UNACTAD. (2017). *Tourism for Transformative and Inclusive Growth. Economic Development Report in 2017.* New York and Geneva.

UNESCO . (2002). *Universal Declaration on Cultural Diversity*. Johannesburg, South Africa: UNESCO .

UNFPA. (2007). *the state of the worlds population.* New York, USA: UNFPA.

UNICEF. (2012). *The state of the world's children 2012: Children in an urban world.* NY USA: UNICEF .

United Nation. (2022). *The Sustainable Development Goals: a road map out of crisis.* New York: United Nation Publisher.

United Nations. (2015b). *70 years, 70 documents. Retrieved September 16, 2023, from http://re-search.un.org/en/UN70/about.* New York: UN.

United Nations. (2016). . *The World's Cities in 2016 – Data Booklet. Department of Economic and Social Affairs.* Population Division (ST/ESA/ SER.A/392).

United Nations. (2016). *The World's Cities in 2016 – Data Booklet.* Department of Economic and Social Affairs, Population Division (ST/ESA/ SER.A/392).

United Nations Environment Programme (UNEP). (2009). *Kenya: Atlas of Our Changing Environment.* Malta: ProgressPress Co. Ltd.

United Nations Human Settlements Programme. (2015). *Sustainable Urban Development in Africa.* Nairobi: United Nations World Settlement Programme.

UNWTO . (2014). *AM reports, volume ten – global benchmarking for city tourism measurement.* Madrid: WorldTourism Organisation.

UNWTO. (2007). *A practical guide to destination management.* Madrid : UNWTO.

UNWTO. (2011). *Tourism Towards 2030 / Global Overview.* Madrid, Spain: UNWTO.

UNWTO. (2012). *Global report on city tourism – cities 2012 project.* Madrid: World Tourism Organisation.

UNWTO. (2012). *Global Report on City Tourism - Cities 2012 Project (AM Report nº six).* World Tourism Organization (UNWTO),.

UNWTO. (2014). *Understanding Tourism: Basic Glossary.* Retrieved march 30, 2016, from UNWTO: http://media.unwto.org/content/understanding-tourism-basic-glossary

UNWTO. (2015). *Annual Report.* Madrid: UNWTO.

UNWTO. (2015b). *Tourism and the Sustainable Development Goals (Brochure).* Madrid: UNWTO.

UNWTO. (2017). *International year of sustainable tourism for development: Roundtable on Sustainable Urban Tourism:.* Madrid, Spain.

UNWTO. (2017). *UNWTO World Tourism Barometer.* Madrid: UNWTO.

UNWTO. (2017). *World Tourism Barometer.* Madrid: UNWTO.

UNWTO. (2017b). *GENERAL assembly Report of the Secretary-General. Chengdu, China, 11-16 September 2017.* Madrid: UNWTO.

Urry, J. (1999). Sensing the city. In D. R. Judd, & S. S. Fainstein (Eds.), *The Tourist City* (pp. 71–88). New Haven: Yale University Press.

USAID. (2013). *Tourism Destination Management: Achieving Susutainable and Competitive Results.* Washington: International Institute for Tourism Stidies.

Uysal. (2015). *Urban Tourism in Stanbul: Regeneration of Mega Events and City Marketing and Branding.* Finland: Helsinki University Print.

Uysal, U. (2015). *Urban Tourism in Stanbul: Regeneration of Mega Events and City Marketing and Branding.* Finland: Helsinki University Print.

Uysal, Ü. E. (2013). Urban Tourism Promotion: What Makes the Difference. *Current Research Journal of Social Sciences, 5*, 17-27.

Valensi, C., Mohammad, M., & Rasheda, K. (2021). *Tourism expansion and economic growth in Tanzania: A causality analysis.* West Street, Toowoomba, QLD 4350, Australia: School of Business, University of Southern Queensland,.

Van den Berg, L., Van Der Borg, J., & Van Der Meer, J. (1995). *Urban Tourism: Performance and Strategies in Eight European Countries.* Rotterdam: Hampshire/Erasmus University.

Van den Borg, J., Costa, P., & Gotti, G. (1996). Tourism in European heritage cities. *Annals of Tourism Research, 3*(2), 306–321.

Van Vuuren, C., & Slabbert, E. (2011). Travel Motivations And Behaviour Of Tourists To A South African Resort. *Book Of Proceedings. 1*, pp. 295-303. Algarve: International Conference On Tourism & Management Studies.

Veal, J. (2006). *Research Methods for Leisure and Toruism.* Essex: Pearson Education Limited.

Veal, J. (2006). *Research Methods for Leisure and Toruism.* Essex: Pearson Education Limited.

Verma, S. G. (2017). Sampling typology and techniques. *International Journal for Scientific Research and Development*, 5(9.

Victor C., Karine P., Jean-Baptiste M., Joseph K., Stuart H., Ana S. (2020). Effectiveness of Protected Areas in Conserving Tropical Forest Birds. *Nature Communication*, 3.

Vieira, G., Varela, M., Putnik, G., Machado, J., . (2016). Trojanowska, J. (2016). Integrated platform for real-time control and production and productivity monitoring and analysis.

Vieira, I., Rodrigues, A., Fernandes, D., & Pires, C. (2016). The role of local government management of tourism in fostering residents' support to sustainable tourism development: evidence from a Portuguese historic town. *International Journal of Tourism Policy (IJTP),*, 6(2), 109-135.

Visser, G. (2002). Gentrification and South African cities: towards a research agenda. *Cities*, 19(6):419-23.

Vitterso, J., Vorkinn, M., Vistad, O., & Vagland, J. (2000). Tourist Experiences and Attractions. *Annals of Tourism Research, 27*(2), 432–450.

Voase, R. (1995). *Tourism: The Human Perspective.* London: Hodder and Stoughton.

Wa'kesho, M. (March 2017). It's Direct Flights to the US. *East Africa premier avation magazine*, 1-4.

Waititu, J. (2007). *managing urban biodiversity managing in Kenya – Nairobi experience.* Curitiba, Brazil .

Walter, C. K., & Tong, H. (1977). A Local Study of Consumer Vacation Decisions. *Journal of Travel Research, 15*, 30-34.

Wambalaba, F., & Wambalaba, A. (2009). Conceptualizing Structures for Urban Tourism in Kenya: A Strategy for Enhancing Enterprenuership in Africa. *Journal of Language, Technology and Enterprenuership in Africa*, *1*, 36-45.

Wang, N. (1999). Rethinking Authenticity in Tourism Experience. *Annals of Tourism Research, 26*(2), 349–370.

Wannipa, K., Huang, D., & Kassara, S. (2019). *A Holistic Conceptual Framework into Practice-Based on Urban Tourism Toward Sustainable Development in Thailand.* Basel, Switzerland: MDPI.

Warner, R. M. (2008). *Applied statistics: from bivariate through multivariate techniques.* CA: Sage.

WB. (2010). *Kenya's Tourism: Polishing the jewel.* Kenya: Kenya country department.

WB. (2010). *Kenya's Tourism: Polishing the jewel.* World Bank.

WCED. (1987). *Our Common Future.* Oxford: Oxford University Press.

WCED. (1987). *Our Common Future.* General: United Nations.

WCED. (1987). *Report of the World Commission on Environment and Development: Our Common Future [Brundtland Report]*. Oslo, Norway: United Nations.

WCED., W. C. (1987). *Our Common Future.* New York: Oxford University Press.

Weaver, P., McCleary, K., Lepisto, L., & Damonte, L. (1994). The relationship of destination selection attributes to psychological, behavioural and demographic variables. *Journal of Hospitality and Leisure Marketing, 2*(2), 93-109.

WEF. (2017). *The Global Competitiveness Report 2016–2017.* Switzerland: World Economic Forum.

Weiber, R., & Mühlhaus, D. (2010). *AMOS, SmartPLS und SPSS.* Berlin/Heidelberg/New York: Springer.

Weiber, R., & Mühlhaus, D. (2010). *AMOS, SmartPLS und SPSS.* Berlin/Heidelberg/New York: Springer.

Wessels, W., & Tseane-Gumbi, L. (2022). Identifying Urban Tourism Development Challenges in Mahikeng., . *African Journal of Hospitality, Tourism and Leisure*, 11(1):14-25.

William, L. N. (2017). *Understanding Research.* Boston: Pearson.

Williams, D. R., Patterson, M. E., Roggenbuck, J. W., & Watson, A. E. (1992). Beyond the Commodity Metaphor: Examining Emotional and Symbolic Attachment to Place. *Leisure Sciences, 14*(1), 16–29.

Williams, J., & Lawson, R. (2001). Community Issues and the Resident Opinions of Tourism. *Annals of Tourism Research, 28*(2), 269-290.

Willig, C. (2008). *Introducing Qualititative Research in Psycology: Adventure in Theory and Methods.* Berkshire, UK.: Open University Press.

World Casino Directory. (2017). *Nairobi Casinos*. Retrieved November 5, 2017, from worldcasinodirectory: https://www.worldcasinodirectory.com/kenya/nairobi

World Tourism Organization. (2012b). *Tourism and Intangible Cultural Heritage.* Madrid: UNWTO.

World Tourism Organization. (2012c). *World Tourism Day 2012. Tourism – Linking Cultures.* Retrieved 3 9, 2018, from UNWTO: http://wtd.unwto.org/en/content/about-theme-tourism-linking-cultures

World Tourism Organization. (2014). , *Towards Measuring the Economic Value of Wildlife Watching Tourism in Africa – Briefing Paper*. Madrid: UNWTO.

World Tourism Organization; World Tourism Federation. (2017). *City Tourism Performance Research.* UNWTO, Madrid.: UNWTO/WTCF.

WTM. (2014). *ITB World Travel Trends December 2014.* Berlin: Messe Berlin.

WTM. (2015). *ITB World Travel Trends December 2015.* Messe Berlin: Messe Berlin.

WTM. (2016). *ITB World Travel Trends Report 2016/17.* Munich : IPK International.

WTM. (2016). *ITB World Travel Trends Report 2016/17.* Munich : IPK International.

WTO. (2002). *Tourism 2020 Vision Reports.* Madrid: UNWTO.

WTO. (2004). *Indicators of Sustainable Development for Tourism Destinations.* Madrid: UNWTO.

WTO. (2012). *Global Report on City Tourism - Cities 2012 Project.* Madrid: UNWTO.

WTO, & UNEP. (2005). *Making Tourism more Sustainable. A Guide for Policy Makers.* Madrid: UNEP.

WTTC. (2015a). *The Travel and Tourism Competitiveness Report 2015.* Geneva: Word Economic Forum.

WTTC. (2015b). *Travel and Tourism Economic Impact 2015 Kenya.* London: WTTC.

WTTC. (2017). *Tourism & Travel Economic Impact 2017 Kenya – March 2017.* UK.

WTTC. (2017). *Tourism & Travel Global Economic Impacts and Issues 2017.* Geneva: World Economic Forum.

WTTC. (2017a). *Tourism & Travel Global Economic Impacts and Issues 2017.* Geneva: World Economic Forum.

WTTC. (2017b). *Tourism & Travel Economic Impact 2017 Kenya – March 2017.* UK: WTTC.

Wu, Y. (2018). *Developing a Sustainable Urban Heritage Tourism Approach for Philadelphia - Experiences from National Heritage Area.* Philadelphia, PA: University of Pennsylvania,.

Xiong, L., & Li, Y. (2012). Study on tourism commercialization of Fenghuang ancient town. *Resource Development and Market*, 28.3 (2012): 285-288.

Yeoh, B., & Chang, T. (2001). Globalising Singapore: debating transnational flows in the city. *Urban Studies*, 38: 1025–44.

Yeoh, B., & Chang, T. (2001). Globalising Singapore: Debating Transnational Flows in the City. *Urban Studies*, 38: 1025–44.

Yeshna, J., Vickramsingh, D., Zaheer, A., & David, S. (2019). *Smart Tourism as a Pillar for Sustainable Urban Development: An Alternate Smart City Strategy from Mauritius.* Basel, Switzerland: MDPI.

Yeung, O., & Johnston, K. (2015). *The global wellness tourism economy report 2013 and 2014.* . Miami: Global ellness Institute, .

Yin R., K. (2014). *Case Study Research Desigh and Methods (5th ed).* Thousands Oaks: Sage.

Yin, R. K. (2018). *Case study research and applications: design and methods (Sixth edit).* Los Angeles .: SAGE Publications.

Zamfir, A., & Corbos, R. (2015). Towards Sustainable Tourism Development in Urban Areas: Case Study on Bucharest as Tourist Destination. *Sustainability*, *7*.

Zenker, S., & Braun, E. (2017). Questioning a 'one size fits all' city brand. *Journal of Place Management and Development, 10*(3), 270-87.

Zhang, L.; Gao, J. . (2016). Evaluation of Urban Resource and Environmental Efficiency in China Based on the DEA Model. *Journal of Resources and Ecology*, 011-019.

Zhang, L.; Gao, J. (2016). Exploring the effects of international tourism on China's economic growth, energy consumption and environmental pollution Evidence from a regional panel analysis Evidence from a regional panel analysis. *Renewable and Sustainable Energy Reviews*, 53, 225-234.

Zhang, X., Lin, Y., & Wu, W. (2014). Evaluation of Uban Resources and Environmental Efficiency in China Based on DEA Model. *Journal of Research and Ecology*, 11.

Zhang, X., Yuanfang, L., & Wenjia, W. (2014). Evaluation of Urban Resource and Environmental Efficiency in China Based on the DEA Model. *Journal of Resources and Ecology*, 011-019.

Zhigunova, G. (2015). Prospects of Urban Tourism Development in the Russian Nothern Territories. *Tourism and Cultural Heritage*, 12-21.

Zhu, L., Ives, A., Zhang, C., Guo, Y., & Radeloff, V. (2019). *Climate change causes functionally colder winters for snow cover-dependent organisms.* 9(11):886–893: Nat Clim Chang.

Ziegler, S., Wohlfart, C., Streit, B., Jacob, S., & Wegmann, M. (2016). Mapping bushmeat hunting pressure in Central Africa Biotropica. *Environmental Research Letters*, 48 405–12.

APPENDICES

Appendix 1: Research Information Sheet

You are being invited to participate in a research study entitled the role of urban tourism in promoting sustainable development within Nairobi city county, a critical evaluation of interpretations of local stakeholders in Nairobi City. This research is part of my PhD in Tourism & Hospitality Management the target of the research is to critically evaluate the interpretations of urban tourism as understood held by local stakeholders in Nairobi City County. You are invited to participate in this study simply because you are working in the site of the study and have regular contacts with stakeholders who include private sectors, business community, the Governments, policy makers, media and academics as well as the local residents who are involved in development of urban tourism in the Nairobi City County. The information you provide will help in understanding as well as interpretations of urban tourism, evaluate the awareness and comprehension of stakeholders of the positive and negative effects of development of tourism in urban areas and comprehend the barriers encountered by local stakeholders to their participation in development of urban tourism. I want to thank you for taking the time to meet me today to talk to you about a study which examines the role of urban tourism on sustainable development in Nairobi City County Your participation in this study will involve a 30-60 minute individual interview asking questions related to urban tourism and sustainable development in Nairobi City County. Although I will be taking some notes during the session, I can't possibly write fast enough to get it all down. This conversation will be recorded only with your permission because I don't want to miss any of your comments. Because we are on tape please be sure to speak up so that we don't miss your comments. During the interview, your demographic characteristics will be collected for further data research. Your participation in this study is voluntary therefore, you don't have to say anything you don't want. You can also refuse to answer to any questions that make you feel uncomfortable. The results of the study may be published. However, you are assured of the complete anonymity and confidentiality of your information, since only pseudonyms will be used in any written and/or oral presentations. All material collected will be kept confidential. This means that your interview responses will only be shared with research team members and we will ensure that any information we include in our report does not identify you as the respondent. It is intended that two articles will be submitted for publication in scholarly journals. Interview transcriptions will be destroyed three years after the end of the research project.

I will be very pleased to discuss any questions of concerns you may have about your participation in this study.

Therefore, you may contact me at ekibiro2002@yahoo.com



Eunice Kibiro.
PhD Student, Department of Tourism, Management Murang'a University.

Appendix 2: Full Demographic Details of Respondents

Codes	organisation	Age in years	Level of education	Gender	Years worked in tourism
Inter 1	Tourism Research Institute 1	50+	Masters	Male	30+
Inter 2	Hon Michuki Memorial park I	41-50	Masters	Male	21-25
Inter 3	Tourism Regulatory Authority	31-40	Masters	Female	4-9
Inter 4	Tourism Research Institute II	31-40	Masters	Male	10-15
Inter 5	Mamba Village I	41-50	Undergraduate	Male	10-15
Inter 6	City Park 1	31-40	Undergraduate	Male	4-9
Inter 7	Kenya National Archives I	50+	Masters	Male	30+
Inter 8	County Government of Nairobi I	41-50	Masters	Male	10-15
Inter 9	Derrick Shed Rick I	41-50	Undergraduate	Male	10-15
Inter 10	Karura Forest 1	31-40	Undergraduate	Female	4-9
Inter 11	National Museum of Kenya II	41-50	Masters	Female	10-15
Inter 12	Hon Michuki Memorial park I	21-30	Undergraduate	Female	4-9
Inter 13	Derrick Shed Rick II	41-50	DHIL	Female	21-25
Inter 14	NGO friends of Karura co. Ass. I	31-40	Undergraduate	Male	4-9
Inter 15	Karura Forest 1I	50+	Undergraduate	Male	30+
Inter 16	Arboretum I	31-40	Undergraduate	Male	10-15
Inter 17	National Museum of Kenya I	41-50	Masters	Female	30+
Inter 18	Arboretum II	31-40	Undergraduate	Female	10-15
Inter 19	Bomas of Kenya II	41-50	Undergraduate	Female	10-15
Inter 20	City park II	41-50	Undergraduate	Female	4-9
Inter 21	NGO friends of Karura F.A. Ass. II	31-40	Undergraduate	Female	4-9
Inter 22	Bomas of Kenya I	31-40	DHIL	Female	10-15
Inter 23	Nairobi National Park I	41-50	Undergraduate	Male	10-15
Inter 24	Nairobi National Park II	41-50	Masters	Female	10-15

Appendix 3: Semi-Structured Interview Questions

QUESTION ONE:

What is meant by urban tourism?

QUESTIONTWO

(a) What are the positive and negative effects that you are experiencing from tourism in the Nairobi in terms of economy?

(b) What are the positive and negative effects that you are experiencing from tourism in the Nairobi in terms of society and culture?

(c) What are the positive and negative effects that you are experiencing from tourism in the Nairobi in terms of environment

QUESTIONTHREE:

In your own views which are the current urban tourism constraints that affect Nairobi City County from achieving sustainable development?

QUESTION FOUR-

In your own views which are the opportunities of urban tourism in Nairobi City County

QUESTION FIVE

In your own views what is sustainable development context within Nairobi City County?

QUESTION SIX

Final thoughts

Is there anything else you wish to add?

Thank you for taking part in the study.

END OF INTERVIEW

Appendix 4: Observation Checklist

	What indicator shows	
An indicator of sustainable tourism in Nairobi City County	**Yes**	**NO.**
Economy (Healthy business Environment)		
Employment	×	
Income	×	
Environment		
Waste management	×	
Water quality	×	
Degradation of ecosystem		×
Pollution reduction	×	×
Conservation of Environment	×	
Social Care (quality of life for citizen /resource available for community)		
Education	×	
Health care no. of green spaces	×	
Gender Equality		
Quality of life	×	

Source: Olsson et al 2004. Indicators of sustainable development

Appendix 5: Map of Nairobi City County



Source: Nairobi City County 2017

Appendix 6: Research Ethics Scrutiny

The researcher is required to summarize in the ethical issues involved in the research study and how they were addressed. In any research involving human participants the following should be provided:

(i) Clear explanation of how informed consent were obtained,

(ii) How confidentiality and anonymity was observed,

(iii) According to the nature of the research, its purpose and the means of dissemination of the outcomes the communicated to participants,

(iv) How personal data was stored and secured

(v) How participants were being placed under any form of stress identified steps that were taken to minimize stress

Therefore, the following were adhered to according to the research ethics.

(i) Informed consents were obtained from relevant organisation, starting with letter of introduction from Muranga University of Technology, Graduate School then followed by Research Permit from NACOSTI

(ii) Participants were ensured that their participations were completely voluntary and they were free to withdraw from the research at any time

(iii) Participants are informed that they can refuse to answer any questions they don't want to answer

(iv) Anonymity and confidentiality were ensured by using only codes in any written or oral presentations;

(v) Personal data were stored carefully with backups.

Appendix 7: Approval of Research Proposal and Supervisors

MURANG'A UNIVERSITY OF TECHNOLOGY (MUT)

P.O.Box 75-10200
Murang'a

Tel: +254-771463515
Email: bps@mut.ac.ke
Website: www.mut.ac.ke

DIRECTORATE OF POSTGRADUATE STUDIES

Ref: MUT/RL/PGS/14/2020/VOL.I **Date:** 14th July 2021

Dear M/s Eunice Kibiro (HT500/5226/2018)

RE: APPROVAL OF RESEARCH PROPOSAL AND SUPERVISORS

I am pleased to inform you that the directorate of Postgraduate Studies on 21st June 2021 considered and approved your PhD research proposal entitled **"The role of urban tourism on sustainable development in Nairobi City County, Kenya"** and appointed the following as supervisors:

1. Prof. Bob Wishitemi (Moi University)
2. Dr. Silas Kinyeki (Murang'a University of Technology)

You may now proceed with your data collection subject to obtaining research permit from NACOSTI, if required. You should also begin consulting your supervisors and submit through them quarterly progress reports to the Director Postgraduate Studies through your CoD and School Dean. Progress Reports can be accessed in the University Website.

It is the policy and regulations of the University that you observe deadlines. The guidelines on Postgraduate supervision can be accessed in the post graduate Handbook.

Your responsibilities as a student will include, among others;

I. Maintain regular consultation with your supervisor(s), at least once a month

II. Submit quarterly reports on time, through your supervisors, CoD, Dean and to the Director of Postgraduate Studies;
III. Ensure quality work all through;
IV. Present your research findings at 2- 3 seminars/conferences prior to thesis examination.
V. Publish two articles from your research findings in a refereed journal prior to thesis examination

For any further clarification, please contact the undersigned.

Yours Sincerely,

DIRECTORATE OF POSTGRADUATE STUDIES MURANG'A UNIVERSITY OF TECHNOLOGY 14 JUL 2021 P.O. Box 75-10200, MURANG'A TEL: +254-771463515, Email: info@mut.ac.ke

Prof. Geoffrey Muchiri
Director, Postgraduate Studies

Cc
Registrar (ASA)

Appendix 8: Research Permit from NACOSTI

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: **709135**

Date of Issue: **09/August/2021**

RESEARCH LICENSE



This is to Certify that Ms.. EUNICE KIBIRO of Murang'a University of Technology, has been licensed to conduct research in Nairobi on the topic: THE ROLE OF URBAN TOURISM ON SUSTAINABLE DEVELOPMENT IN NAIROBI CITY COUNTY, KENYA for the period ending : 09/August/2022.

License No: **NACOSTI/P/21/12306**

709135

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Verification QR Code

NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

Appendix 9: Publications

The following papers have been published from this thesis:

Kibiro E. G., Mutinda R. & Kinyeki S (2023) Environmental Contribution of Urban Tourism Development in Nairobi City County, Kenya. *International Journals of Academics & Research* - ISSN: 2617-703X

Kibiro E., Mutinda R. & Kinyeki S (2023) Social Cultural Contribution of Urban Tourism towards Sustainable Development in Nairobi City County, Kenya. *International Journals of Academics & Research* ISSN: 2617-703X