



## **Tourism product development in relation to sustainability in Nairobi**

Submitted by

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DECLARATION

This project is my ORIGINAL work and has not been presented for a degree in any other University.



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## DEDICATION

This research study is dedicated to my parents Mr. David Kamau and Mrs. Margaret Kamau for being such strong and supportive pillars in my life, most importantly I dedicate it to God for giving me the grace and strength throughout the entire research process.

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## ABSTRACT

The tourism industry is ever changing catering to constant emerging tourism trends and tourists wants and demands. Hence, the presence of development of tourism products. Tourism products being a bundle of activities, services and other tired benefits that constitute bringing a wholesome tourism experience. Tourism product development being the topic of study has factors that it should naturally adhere to this being able to gain support from the local community, have respect to the natural and cultural environments as well as be different uniquely distinct from competitors bringing about authentic products and finally it should sufficient enough to make economic contribution. All the stated facts in some way signify sustainability. However, there have been numerous developments on tourism consistently fail to uphold sustainability in the developments. The purpose of the study was to establish the influence of the relationship between tourism product development and sustainability in Nairobi. The study seeks to look into environmental, economic, and socio-cultural sustainability in Tourism product developments. The study used a sample size of 100 locals using inferential and descriptive statistics to analyze quantitative data. Tables and charts were used in the presentation of data the study showed views and opinions of the community on development of tourism product and some failures such as lack of local inclusion. In addition, the study draws conclusion from the analysis that much needs to be done in the dispensation of information to the local community. The study recommends increased community participation in sensitization to equip them with the enough information enabling opportunities for job creation as well as active participation in development and heightening their environmental consciousness. Since the study was conducted in Nairobi it is recommended that a replica of the study should be conducted in other counties in order to compare the study findings.

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Background of the study**

Tourism industry is a dynamic industry, globalization having virtually melted down geographical and information barriers, tourism has acquired an entirely new façade, restructuring the tourism industry worldwide hence creating a need for developing products. Tourism product development has the implications of either influencing development within a country or substantially leading to negative implications such as poor planning, misuse of funds as well as a decline of the destination city, if the development process is not well thought out and planned (Pillai, 2015). . Sustainability is a key factor in foreseeing the success of development of a tourism product hence the need of understanding the influence of sustainability in TPD looking into the gaps involving economic, environmental and sociocultural sustainability (Padin, 2012)

Sustainability in product development is a need to efficiently create product innovation and innovative processes, this would entail measures such as including social and ecological aspects along product life cycle management, assigning sustainability implementation in the product development process as well as support from key stakeholders (Marques, Charmier, & Santos, 2020). Sustainable growth can only be built on eco-friendly, sustainable products that use fewer resources, do not pollute the environment, and avoid generation of waste. Methods and tools for sustainable development are often considered as a burden by companies. Companies shy away from initiating sustainable measures within tourism products as by the fact that additional capital and time is required for application of sustainable approaches. Sustainable product development requires the support of various stakeholders within the tourism industry who perform various roles in ensuring the developments come to fruition. Stakeholders fear the overtakes caused by sustainability in tourism product development could however be implemented with minimum cost by ensuring that sustainability is implemented in the very early stages of development and not as an attempt of green washing after developing the product. (Kammerl, Schockenhoff, Hollauer, Weidmann, & Lindemann, 2015).

Kenya as a destination shows great potential in tourism growth and development. However, Kenya's tourism products have significantly focused on wildlife and beach tourism and have little diversification when it comes to product provision and development. Wildlife tourism within the country has significantly drawn in a lot of tourism. However, despite having 23 national parks, traction is only seen in nearly six national parks showing poor tourism product development. This could potentially be from over marketing destinations as well as poor development of other national parks as a product due to failure of achieving present needs such as access to the park, poor infrastructure, and accommodation within the given areas which may hinder the development of products.

The development of new services such as direct flights to certain countries to the development of the new products such as the SGR in the transport industry have highlighted key issues in sustainability that question the durability of these products. Environmentally friendly product designs are not widespread, and no sustainable alternatives are often provided. Poor planning and consideration of sustainable tourism product development influence some factors that could potentially be fatal to some of the existing tourism products. Controversial debates rising due to this the construction of railway lines and the possible development of an “eco hotel” within the Nairobi national park. The fact remains that there is an aim on developing products within the country. However, the ideas generated often do more harm than good as they potentially put key products at risk in this case the wildlife in the park. Tourism products developments should focus on ensuring sustainability in four different levels : economic well-being, social well-being , cultural well-being and environmental well-being(Eckert & Pechlaner, 2019). Development of products focusing on these levels ensures the appropriate implementation of products as well as the creation of policies by the government that influence how these developments take place. Ensuring that none of these levels are compromised.

Development of sustainable products within any given destination could be a complex task. Against this background it is important to note that if done correctly having implemented sustainability, sustainable tourism products bring in benefits to a country. Kenya could potentially see an increase in tourism arrivals as well as domestic tourism, the tourism products developed could see longer life spans hence improving the economy as well as improving the livelihood of the host community by providing sustainable job opportunities. There is a need to develop other

tourism products, which should not be an issue since there is presence of ready resources the concern is how they are developed.

The selection of the objectives of the project was in the aim of trying to uncover and understand the roots of unsustainable tourism product developments in Kenya. Enabling the elaboration of tourism product development in Kenya as a key factor to future tourism developments. The research design employed will be a mixed research design incorporating both qualitative and quantitative research methods.

## **1.2 Problem statement**

This study will address knowledge gaps on the influence of the relationship between tourism development and sustainability within Nairobi. There has been a lot of previously written literature on the aspect of policies on tourism product development looking into , tourism growth, patterns as well as problems in tourism development in Kenya (Dieke, 1991) as well as different perspectives of tourism product development in regards to the future of tourism and tourism trends (Eccles, Costa, Eccles, & Costa, 1996). However, there is little research material linking the two subject matters together, whereby most of the research literature studies sustainability on its own as well as looking into TPD (tourism product development) separately.

In regards to Nairobi the issue of development of tourism products is indeed part of the tourism agenda(Ministry of tourism, 2018). However, Nairobi has also been a site of glaring contradiction (Myers, 2015) states that on one hand the city leaders make Nairobi fulfill a modernist vision of world importance through engaging in ambitious planning and development schemes though the main issue to consider would be sustainability during the early phases of development(Eccles et al., 1996). The purpose of this project will be to bring out the influence the two have on each other if conducted together. This project will also break down sustainability into three aspects economic, environmental and socio cultural and studying each separately and their influence on TPD. The project will also focus on breaking down tourism product development its key subsets and how it relates best to sustainability.

## **1.3 General Objective**

The general objective of the study is to establish the influence of the relationship between tourism product development and sustainability in Nairobi.

#### **1.4 Specific Objectives**

The specific objectives of the study are:

- i. To determine the influence of socio-cultural sustainability to tourism product development
- ii. To examine the impacts of tourism product development on environmental sustainability
- iii. To identify the evidence of economic sustainability to tourism product development.

#### **1.5 Research Questions**

- i. What is the influence of socio-cultural sustainability to tourism product development?
- ii. What are the impacts of tourism product development on environmental sustainability?
- iii. Is there any evidence of economic sustainability in tourism product development?

#### **1.6 Significance of the study**

This research study is in aim of establishing the relation of sustainability to tourism product development looking into TPD that incorporates sustainable planning to develop positive impacts on Nairobi city. The study is to benefit its readers through equipping them with appropriate information of sustainable tourism development that allows them to make informed decisions and plans. The following are examples of prospective beneficiaries from the study: research students in their dissertations , tour managers in developing sustainable tour packages, tour operators in appropriate decision making of tour packages , tour guides in equipping them with knowledge to help them sensitize tourists on sustainability, the tourism destination managers of organizations in making appropriate plans in TPD in cities , tourist sustainability practitioners and consultants to give them a basis of findings of sustainable TPD in Nairobi, prospective investors in making informed decisions on their investments, policy makers in coming up with appropriate policies that align to sustainable development as well as the local community in general in understanding the impacts of sustainable TPD to them . The study also aims on filling in the knowledge gap on previously written research articles on sustainability and TPD by giving a factual finding on the influence of sustainability to TPD in Nairobi.

#### **1.7 Scope and limitations of the study**

The research project is limited to Nairobi city as the focal point of study due to the fact that it is increasingly growing as a main hub for the African region in relations, business and investments,

logistics and access to the continent (Ministry of tourism, 2018). This being the case Nairobi makes a good focus point as it well represents developing cities across the continent as well as looks into the diversity on tourism products as well as developing projects. This limitation gives a thorough and in-depth study of the topic as Nairobi not only has all the prospective stakeholders in ensuring a sustainable TPD but also has adequate previously done studies that will help in building a strong study for both comparison as well as further development of the study.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

This chapter will be looking at a comparison of previously written literature reviews on tourism product development as well as sustainability whereby breaking down sustainability into three aspects economical, socio-cultural, and environmental. In all these aspects the study is going to expound them looking into subtopics that influence the sustainability of tourism product development. Through these the review will ascertain the influence of the relationship of tourism product development to sustainability.

#### **2.2 Theories on tourism product development**

There are various theories that touch on different aspects of tourism product development within a destination. Christallers theory is one of the theories that touches on the process of continuous development of tourist areas highlighting that destinations develop and change over time; the impacts of destinations often change over time. Christallers theory also highlights on new cycles involving new tourist destinations occur as well as looks into the involvement of locals in tourism destinations often change overtime (Cicerali, Kaya Cicerali, & Saldamlı, 2017). Tourism product development has a lot of influence from the Butlers theory as well, the theory focuses on tourism product life cycle, categorizing this cycle into stages the destination faces: exploration, involvement, development, consolidation as well as rejuvenation/decline. The theory highlights various unique characteristics that the destination faces, this theory greatly emphasizes on the need for proper planning while developing products in the aim of retaining their longevity. The Butlers theory looks into the importance of management factors to avoid failures suggested in the model such as decline in tourists, poor services and standard, degradation of the environment as well as hostility to tourists from the local community (Kruczek, Zygmunt; Szromek, 2011).

#### **2.3 Tourism Product Development Process**

According to (Eckert & Pechlaner, 2019) tourism product development have seven distinct processes in which tourism products have to go through during development, this entailing: Research marketing which looks into conducting research on the current market identifying the

opportunities, Product match which entails matching the rightful product with the appropriate target market, Assessment of the destination, Stakeholder role awareness which involves identification of the stakeholders in order to create a project plan and for accountability purposes, Project building , Marketing and promotion of the product developed and finally the Provision of human technical resources which involves provision of trained staff.

## **2.4 Influence of Socio- cultural sustainability to TPD**

Socio- cultural dimensions of sustainability are, other than economic and ecological factors, soft facts and therefore hard to define while together. However, each can be defined separately whereby social sustainability definition has been narrowed down to the right to live a decent life characterized by social justice, welfare, safety, personal health, a healthy environment, and public participation. Cultural sustainability is defined as an intra and inter-generational access to cultural resources it also looks into capabilities such as literacy, creativity , critical knowledge, sense of place, empathy , trust , risk, respect, participation , recognition and social capital (Walker, Elisabeth Jane, 2014) . This study looks into researching on participation of the local community key element in relation to developing tourism products’

### **2.4.1 Participation of the local community in development of TPD**

The local community are a very integral unit when it comes to tourism product development in Nairobi and often it is within their premises that these activities take place. According to (Muganda, Sirima, & Ezra, 2013) participation of the local community identifies the capability of the locals taking part in identifying and promoting tourism resources and attractions that form the basis of community tourism product development. The study also found out that the role of the local community in initiating sustainable TPD as them taking part of policy and decision making. In Nairobi, the power of the local community to influence decision making as well as policy making depends on the level of participatory approach being taken which would mean that there has to be ready access to information that would allow the public to understand the issues and therefore be able to make meaningful contributions to the process(Maina, 2017). In tourism product development the planning and execution stages are some of the crucial stages that could decide the future of the product and hence the social inclusion of the public as stakeholders. Participation of the local community within Nairobi could be attributed through the setting up of enterprises that support the development of the tourism product.



(Muganda et al., 2013) Brings out the need of cohesion of TPD plans in including local community involvement in the study as the research identifies social attitude as a determinant of sustainable tourism product development, the local community attitudes towards tourism plans within the area could work for positive development or cause a stop to a development. This has been seen on previous studies where the local community could stir up resentment towards certain tourism plans hence the importance of early participation involvement to mitigate locals' concerns causing a stop to factors such as hostility and protests (Padin, 2012).

#### 2.4.2 Community tourism

Tourism product development may give a chance for the local community to take up various job opportunities that promote the growth of quality of life amongst the community. Tourism product developments give a chance for community-based tourism to take place which in turn leads to the development of more proposals. Community tourism being tourism which is owned and managed by the local communities has an aim of generating wider community benefits (Acha-anyi, 2016). Development of sustainable tourism products within Nairobi or any given in the context of influencing community-based tourism should also focus on protecting the natural and built heritage of the society. According to (Walker, Elisabeth Jane, 2014) in order to develop socio-cultural proficiency in tourism product development we must be able to identify the community as the real experts. A good example of this would be to highlight the influence of Airbnb development within Nairobi as a city. According to a report published by the Airbnb newsroom the growth in guest arrivals as of July 1, 2018 stated that Kenya grew by 68%, Nairobi being the city with the highest number of Airbnb developments (Newsroom, 2018).

### 2.5 Understanding the impacts of TPD on environmental sustainability

According to the United Nations World Commission on Environment and Development defines environmental sustainability as acting in a way that ensures future generations have natural resources available to live an equal, if not better, way of life as current generations (Keeble, 1988). This study focuses on tourism product development and its ability to thrive in sustainable actions by looking to address some of the key environmental issues in a bid for better future planning for developing tourism products.

### 2.5.1 Consumption of environmentally sustainable tourism products

According to (Harris, Martin, & Diener, 2020) sustainable consumption and production are the use of products and services in a manner that is socially beneficial, economically viable and environmentally benign over their whole life cycle. The development of tourism products withing a destination should be well planned to retain their presence over generations. TPD is greatly influenced by the global trends that often occur, this however is a problem as trends are often short lived and may result to the development of tourism products that take up resources. This often leading to inappropriate use of resources e.g., land, water, and energy. The concept of the circular economy is one of the methods being slowly adopted in tourism product development to reduce the environmental impact of production and resources used. This would mean refurbishing old tourism products that are not of use and revamping and developing them to meet the current needs contrary to starting development of new products while the old ones are still not in use. Environmentally sustainable tourism products have in the previous studies identified encouragement of partaking in various tourism products more than others an example of this would be taking part in eco-tourism (Padin, 2012).

### 2.5.2 Waste management

Waste management deals with the issue of management of waste material through methods of disposal, the collection as well as the process involved in transportation of the waste. Development of tourism products may come with rippling effects that if not mitigated In the planning phase may cause pollution to the destination area(Mishra, Balachandar, & Das, 2017) . Management of waste in TPD should be initiated in the early planning phase of the development, however, this may be simple to state but difficult to implement as development of products in tourism often do not anticipate for the negative impacts but however look into the benefits the products bring. This has led to some tourism products developed e.g., Nairobi arboretum park to face challenges in curbing problem relating to poor planning causing plastic pollution on the area. According to (Matai, 2015) the implementation of the 3R's (Reduce, reuse and recycle) as a model to manage waste within the tourist destination may greatly impact the global move to moving green. The study looked into overseeing reduction as a model of mitigating impacts caused through pollution through overseeing TPD plans and choosing the most sustainable decisions in the development a good example of this would be the recent campaign hash tagged plastic free meetings which was spearheaded by a Judy Kepher Gona who is a sustainability practitioner based in Nairobi , that saw

to movements such as the ban of plastic water bottles in Karura forest as well as promoting the movement within the hotels. Reuse model looks at Tourism products that had previously been developed and setup but due to the change in trends they had been outdated, reusing, and repurposing such development would gear sustainable TPD.

### 2.5.3 Tourist Population management

Tourism product development that fails to look at the impacts of the products on the tourism destination may lead to an unsustainable outcome. Mass tourism being the act of visiting a leisure destination with large amounts of people at once has adverse effects. This effect would be identified from the hostility of the local community, Through the environmental impacts it causes as well as the implication it has on to a destination's economy. According to (Kruczek, Zygmunt; Szromek, 2011) which in reference to the Butlers theory highlights the different stages of a tourism cycle on a destination. The study brings out the effect of large number of tourists visiting a destination highlighting some effects such as a decline in standards of facilities and services, visible negative environmental impacts, resentment of tourists by the locals, overuse as well as overcrowding within the tourism destination. The results of this are stagnation or decline in tourism within a destination which would be a block in the tourism products. The aspect of population management within a TPD would also include factors such as looking into the pricing strategies of the tourism products as well as the type of marketing strategies being implemented. Over marketing a region like Nairobi would result in popularity of the product leading to congestion within the city. (Kienzler & Kowalkowski, 2017) study shows on the importance of pricing strategy as well as understanding the product and its demand whereby products on high demand would be handled through hiking the price on identified seasons of demand and lowering the price on seasons of low demand would help in regulating the number of tourists in regard to access of the product developed.

## 2.6 Economic sustainability in Tourism Product development

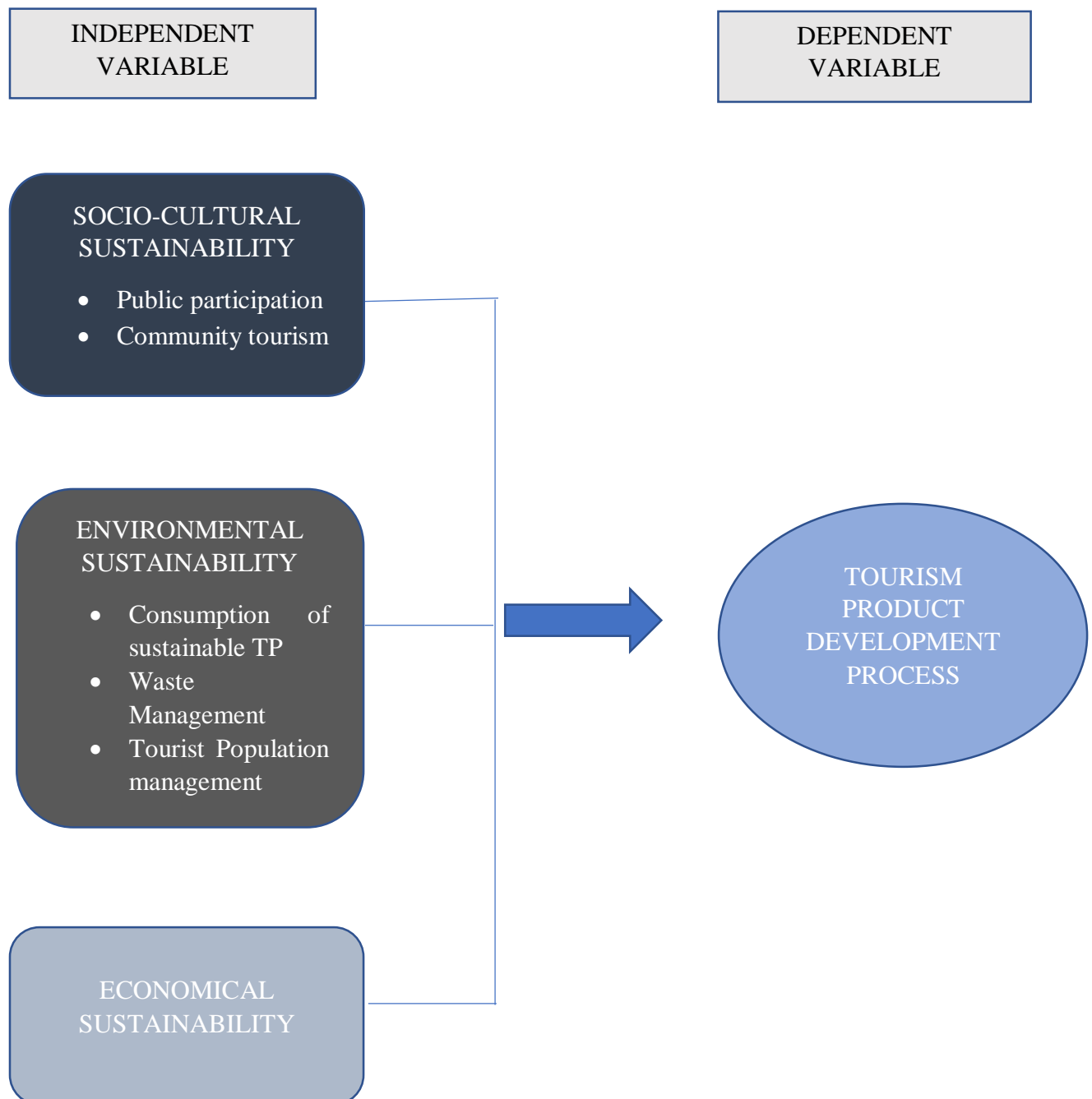
Economic sustainability is an integrated part of sustainability and means that we must use, safeguard, and sustain resources both human and material to create long term sustainable values by optimal use, recovery, and recycling. Sustainable tourism product development as discussed by (Eccles et al., 1996) can be used as a catalyst of increasing level of wages and career opportunities

for those that reside in the countries in which tourism products are being developed. The study further looks into Economic sustainability in TPD as a means of understanding the product demand and pricing, finding the most suitable model of ensuring that money is well circulated within the economy, this would include coming up with tourism plans that are inclusive. On a different account (Padin, 2012) also study's economic sustainability in relation of access of funding as a means to develop sustainable tourism products that are of quality standard as well as promoting development of durable products.

## 2.7 Conceptual Framework

The figure below represents the conceptual framework chosen for the study. The variables have been well displayed to clearly identify the independent variables apart from the dependent variables. The selected independent variables are subsets of sustainability that will help relate sustainability better to the dependent variable which is Tourism Product development.

2.7.1.1 *Figure: conceptual framework diagram*



## **2.8 Summary**

In summary the development of tourism product from the evaluation of all the theories that guide the process of tourism product development have one bearing factor “sustainability”. All the theories mentioned highlight the importance of sustainability in ensuring that the development process of tourism products is a success. The key factors seen through all the theories include the satisfaction of the local community brought about by Christallers theory, Doxey’s theory as well as the Butlers theory bringing about the need for sociocultural sustainability in tourism product development (Cicerali et al., 2017). Environmental sustainability is also an integral unit for the development of products in destination as seen on the VICE model theory as well as the Butlers theory (Kruczek, Zygmunt; Szromek, 2011) . Sustainable tourism product development has highlighted its importance through enhancing the economy while still improving the quality of lives of the local community through job creation brought about through investors. In conclusion sustainable tourism product development is an integral process in the destination for ensuring longevity of the destination.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter looks at the research methodologies used in deducing information from the research topic. The chapter will look into the research design to be employed, population and sampling, the collection process of the data as well as the analysis done after acquiring the data. This chapter also looks at the credibility of the research quality alongside the ethical considerations employed while conducting the research.

#### **3.2 Research Design**

The purpose of this study is to research the core relation of development of tourism products in Nairobi with the aspect of economic, environmental, and socio-cultural sustainability. A positive correlation research design has been used by the researcher to discover the strengths and relationship that exists between the two variables. The correlation research design used in this study is for the purpose of effectively measuring the need of the three elements identified of sustainability to tourism product development. This design allows the researcher to evaluate the relationship of the two variables without bias through measuring the data derived from the survey conducted.

For the purpose of this study, the variable of sustainability has been narrowed down to three elements that affect the development of tourism products directly. These variables include sociocultural sustainability which evaluates its influence on tourism product development, environmental sustainability, and its influence on TPD as well as the variable of economic sustainability in relation to TPD.

#### **3.3 Population and Sampling**

The research topic is a vast topic that has various key players e.g., tourism practitioners, researchers, sustainability practitioners, the local community, destination organizations, the government as well as various industry organizations. However, this study will be focusing on the local community in Nairobi as the chosen population of the study. This can be backed up by the fact that the local community is the largest sample and plays a crucial role in the presence of developments in tourism products. The researcher also considered the fact that during the time in

which the study was conducted the Covid 19 pandemic was on rise meaning that most tourism organizations were not in business making it harder to get the required data on time, hence the chosen population.

The sampling method chosen for this study was the opportunity sampling method which is a non-probability sampling. The researcher chooses this method as it relies on data collection from population members who are conveniently available to participate in the study. This sampling method allows multiple samples that aid in producing reliable results and is ideal for a big sample size in this context the local community in Nairobi. This sampling method would also be of convenience to the researcher as it is cost effective and efficient in comparison to other sampling methods. Nairobi has a population of 4,734,881 which is the total sample size, with a margin error of 10% gives a sample size of 100 prospective local community respondents for the research. A sample of this size will be practical and effective in the representation of the local community in Nairobi.

### **3.4 Data collection**

The collection of data from this study was collected primarily firsthand from the local community respondents. The primary data source is in form of a questionnaire structure and answered digitally in a bid to avoid direct contact due to the presence of the Covid 19 pandemic. This was done by the researcher to ensure confidence, efficiency, and comfort of the respondents. The nature of the questionnaire was in a closed structured format with little open format questions where the locals would voice their opinions on certain questions. This was one by the researcher to get a wholesome turn around data that was detailed and reliable.

The research tool chosen would be effective in obtaining relevant data from the respondents in regard to development of sustainable tourism products in Nairobi.

### **3.5 Data Analysis**

Content analysis was used to analyze data collected through the firsthand basis this being the survey conducted. The nature of the data obtained from the research was mixed with aspects of both qualitative and quantitative data. This gave adequate room for analyzing data derived and highlight the relationship as well as answering the research question. To analyze data obtained



from the different local respondents the data shall be represented in form of a pivot table in a cross tabulation. This enables clear representation of data as well as ensuring easy interpretation of data. This will enable the readers of the study to have a clear and concise result on measure of sustainable tourism product developments in regard to the data derived from the respondents.

### **3.6 Research Quality**

#### **3.6.1 Reliability**

The study will only reach its expected results if the research design is reliable. This assesses the consistency of the research in ensuring that the research analysis gives a guide to the formation of standard research questions throughout the study to give reliable results.

#### **3.6.2 Validity**

The validity of this research looks at the measuring tools employed in ensuring the accuracy and level of trust worth in the research. The researcher ensures this through employing measures that gauge the results according to the objective of the research in ensuring that the questionnaire developed from this design is valid.

#### **3.6.3 Generalization**

Generalization of this study assesses the researcher's ability to apply to a population and not just a restricted sample. The researcher establishes this by ensuring that the study employs a generalized design that the questionnaire can be conducted on any specified part of the population and still retain its accuracy.

#### **3.6.4 Neutrality**

The neutrality of the research design assesses the study to ensure that it is free from bias and neutral. The researcher does this through the elimination of assumption of data expected to be collected and understanding the opinions about the final evaluated data collected from the respondents without bias.

### **3.7 Ethical Considerations**

The study conducted and the findings are authentic. The researcher took into ensuring that the credibility of the study has not at any point been compromised. The sample chosen from participants in the data collection were out of free will and were not coerced at any given moment.

The opinions and data in relation to the study will be used in this research however, personal details about the respondents that are not relevant to the study shall be kept anonymous and not disclosed, in a bid to maintain ethical practice. The study focus on the elimination of bias can be seen through the generalization of the population used in data collection.

## **CHAPTER4**

### **RESEARCH FINDINGS**

#### **4.1 Introduction**

The purpose of the study was to establish the relation of sustainability to tourism product development looking into TPD that incorporates sustainable planning to develop positive impacts on Nairobi city.

##### **4.1.1 Response Rate**

The study sample size for this research was of 100 local respondents out of which 111 filled the questionnaires giving a response rate of 111%, giving no response failure as the respondent's numbers went above what was anticipated for. The table below shows the response rate being at 111%, indicating that the response rate was good and that it was well received by the respondents.

Table 4.1: Response Rate

<b>Sampled respondents</b>	<b>No. of No. of Returned</b>	<b>Questionnaires Response Rate (%)</b>
<b>100</b>	<b>111</b>	<b>111</b>

#### **4.2 Demographic Information**

The data presented below through pie charts shows the information derived from our respondents, indicating the demographics of the group. This would include their gender, age, and the area of residency.

#### 4.2.1 Gender of the Respondents

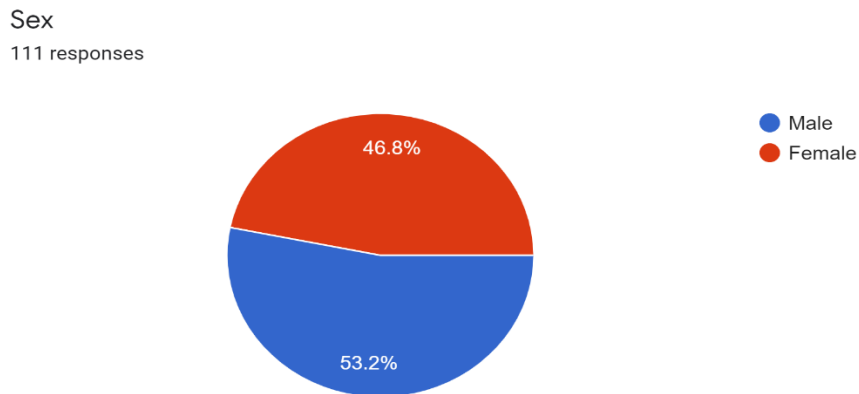


Figure 4.1: Gender of the respondents

From the data collected from the 111 respondents 53.2% of the population were male and the other 46.8% of the population were female. This data shows equal participation from both groups eradicating bias that could have been present when distributing the questionnaire. The fair participation from both groups gives an equal platform for both parties to air their views on sustainable tourism product development on the survey conducted.

#### 4.2.2 Age of the respondents

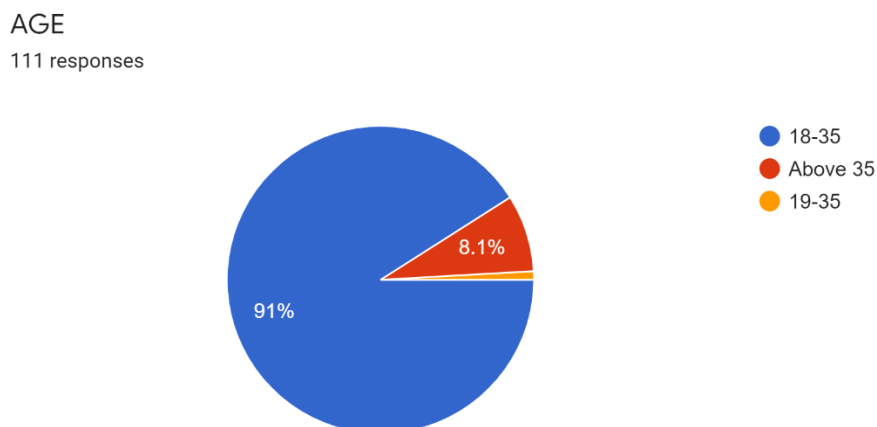


Figure 4.2: Age of the respondents

The age of the respondents played a crucial role in understanding the local's perspective on issues to deal with sustainable tourism product development from different age groups. From the responses the data presented represented the largest size of the pie being 91.9% which represented the age group of 18 years to 35 years, while the remaining 8.1% of the chart represented those above 35 years. The data collected shows a larger participation by the youth in comparison of the elderly citizens.

#### 4.2.3 Area of residency of the respondents

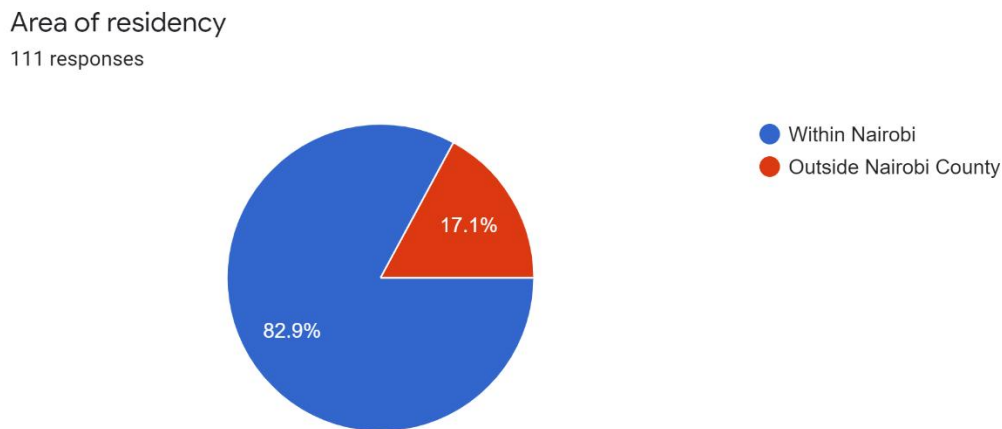


Figure 4.3: Area of residency of the respondents

With the questionnaire distributed randomly amongst locals it was important to determine the residency of the locals due to the fact that the research was specifically concerned with Nairobi City. The data derived showed 82.9% of the respondents who participated in the survey were currently living in the Nairobi and the remaining 17.1% were outside Nairobi. The representation of locals within Nairobi with a rate of 82.9% was a high rate dictating that the data received were from a detailed point of view with high representation of locals living within Nairobi city.

### 4.3 Evaluation of socio-cultural sustainability to Tourism Product Development in Nairobi

The respondents were asked a few questions regarding their understanding of sustainable tourism product development and its level of importance to them.

#### 4.3.1 Familiarity of Locals with the term Sustainable tourism product development

Are you familiar with the term sustainable tourism product development?

111 responses

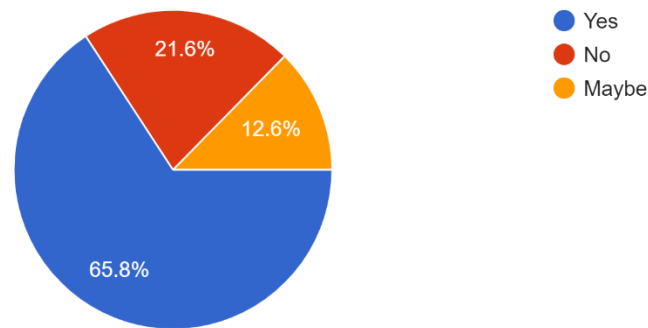


Figure 4.4: Familiarity of Locals with the term STPD

The chart above represents the data derived from the respondent's responses which show the clarity of understanding of what sustainable tourism product development is to them. 65.8% percent which represented 66 people who understood what sustainable tourism product development was and 21.6% of the respondents which made 22 people of the 111 respondents, were not familiar with the term and 12.6% of the respondents answered as maybe which showed some sort of degree of awareness but might not fully understand what it fully entailed. The data collected showed that more than half of the respondents of this questionnaire was well aware of what sustainability is in regard to development of tourism products.

#### 4.3.2 Importance of STPD to the locals

If yes do you consider sustainable tourism development important to you?

111 responses

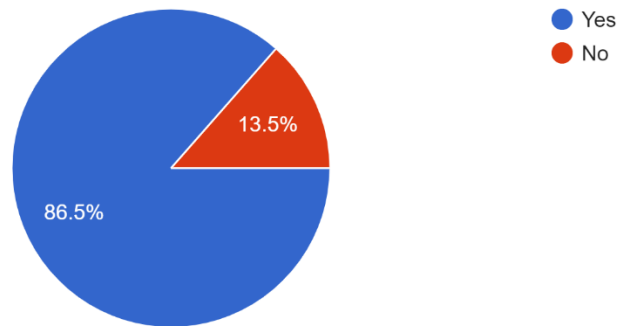


Figure 4.5: Importance of STPD to the locals

The respondents were questioned on the importance of sustainable tourism product development to them, and the following data presented represents their view where, 86.5% of the 111 responses stated that yes sustainable tourism product development was important to them. However, 13.5% which represented 14 individuals considered sustainable tourism product development as not of importance to them.

#### 4.3.3 Awareness of Tourism Product development in Nairobi

As resident in Nairobi are you conscious about tourism developments within the city?

111 responses

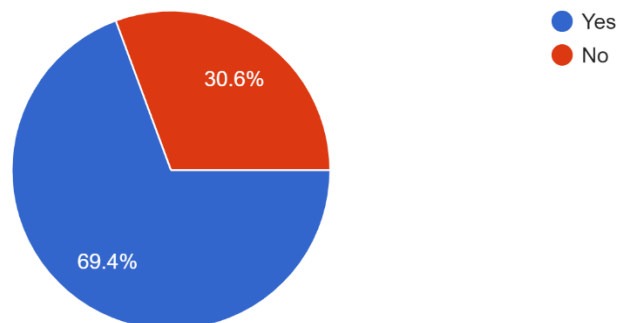


Figure 4.6: Awareness of TPD in Nairobi

The survey question represented above seek to evaluate whether the respondents were aware of the tourism product developments within Nairobi the evaluation was done through giving them a close ended option of choosing either yes or no. The data derived indicated that 69.4% of the respondents were fully conscious of the tourism product developments within Nairobi while the remaining 30.6% which represented 31 individuals from the 111 respondents, were not aware of the tourism developments within Nairobi. Although the majority share of the pie which was 69.4% of the respondents were aware of the development, this data indicated there was a gap in understanding why the remaining 30.6% were missing out on information on the tourism developments within the city.

#### 4.3.4 Presence of enough platforms for community participation in TPD

There are enough opportunities for me to participate in forums that influence developments concerning tourism activities, facilities, or any tourism recreation services.

111 responses

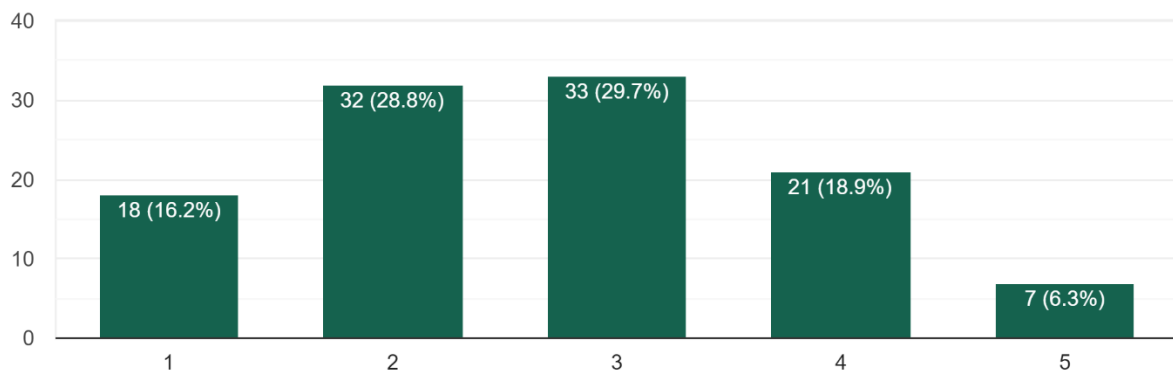


Figure 4.7: Indication of opinions on presence of enough platforms for participation

The data represented above on the bar graph was presented in such a way that indicated the degree of acceptance from the respondents e.g., 1(Strongly disagree), 2(Disagree), 3(Not sure), 4(Somewhat agree), 5(Agree). The question asked to seek understanding on whether the respondents felt like there were enough opportunities for them to participate in development of tourism products. According to the data presented above the 16.2% Strongly disagreed, 28.8% disagreed, 29.7% were not sure, 18.9% somewhat agreed while 6.3% agreed. Majority of the respondents who were 33 respondents were not sure, meaning they were uncertain of whether they



agreed to the question or not. This was closely followed by 32 respondents who disagreed and felt that there were not enough platforms for community participation while developing tourism products.

#### 4.3.5 Community role in TPD

As a local I am aware of my role in developments in tourism.

111 responses

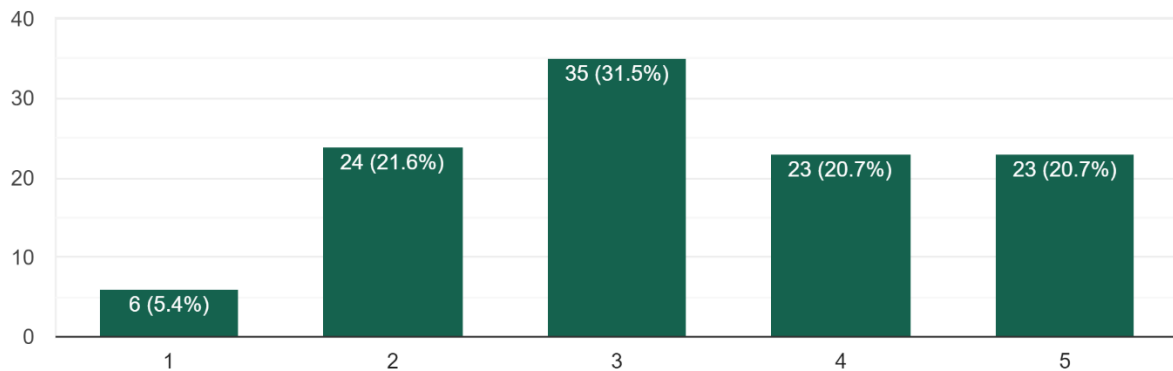


Figure 4.8: Community awareness on roles in TPD

According to this bar chart show representation of views of locals on their awareness of the local community's role when it comes to developments in tourism products. 1 representing Strongly disagree and 5 representing agree. 31.5% of the respondents who were the largest majority were not sure, seconded by 21.6% who were 24 respondents who disagreed and a tie between those who agreed and those who somewhat agreed coming in at 20.7% each with 23 respondents each. The lowest percentage was of those who strongly disagreed coming in at 5.6%, this represented 6 respondents. The data derived showed that majority were uncertain in understanding their role.

#### 4.3.6 Presence on information on development Impacts

As a resident in Nairobi do you think there is enough information about the development impacts of tourism products in Nairobi

111 responses

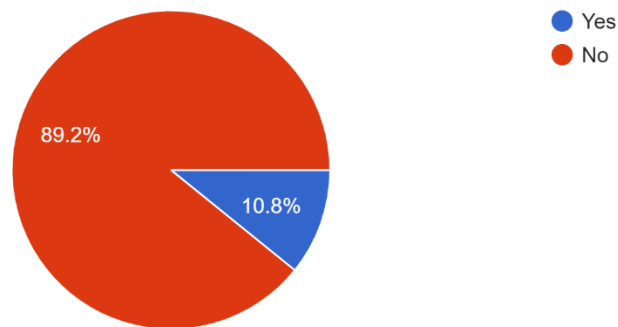


Figure 4.9: Locals perception on availability of data on TPD impacts

According to the data derived from the 89.2% of the respondents answered that they did not think there was enough information about the development impacts of tourism products in Nairobi. 10.8% of the respondents thought that there was enough information dispensed on the development impacts in Nairobi.

## 4.4 Evaluation of economic sustainability in Tourism Product Developments

### 4.4.1 Tourism product development and improved quality of life

As a resident in Nairobi Tourism developments have improved my quality of life through sources such as improved infrastructure and services.

111 responses

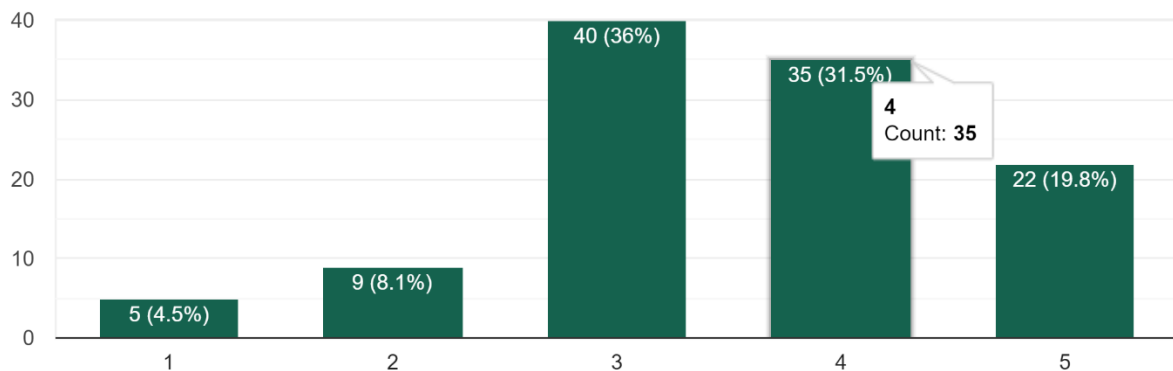


Figure 4.10: Assessment on opinion of TPD improving quality of life

The bar chart shows that 4.5% strongly disagreed, 8.1% disagreed, 36% off the respondents which made up of 40 respondents were not sure, 31.5% somewhat agreed with the information while 19.8% agreed that tourism has improved their quality of life.

#### 4.4.2 Presence of room for TPDs to support local economies

Tourism developments have more room to support local economies

111 responses

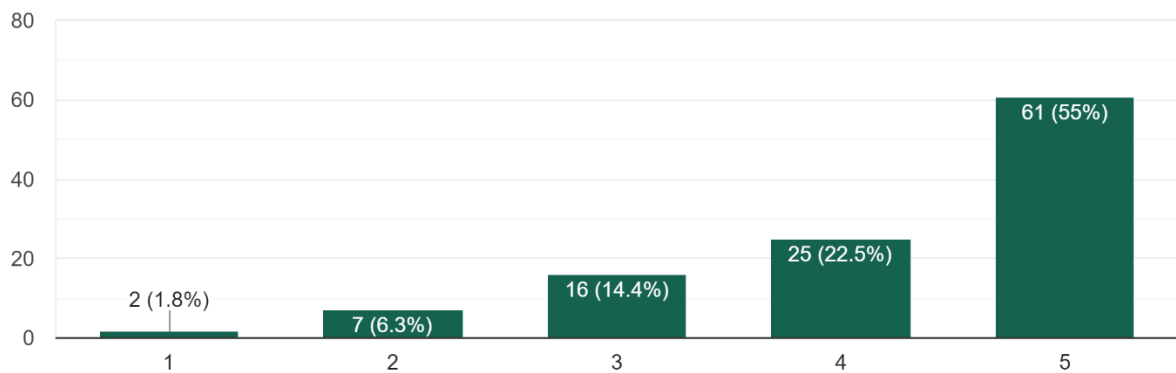


Figure 4.11: Assessment on TPD to capability of supporting local economies

The bar chart above seek to understand whether the respondents think that tourism product developments have more room for supporting local economies. The chart shows that majority represented by 55% agreed to it seconded by 22.5% of the respondents who somewhat agreed. 16 respondents who were represented by 14.4% were not sure while 6.3% disagreed and 1.8% strongly disagreed.

## 4.5 Evaluation of Environmental sustainability in sustainable tourism product development

### 4.5.1 Impacts of TPD in Nairobi

Tourism developments have caused negative impacts onto the environment in the city.

111 responses

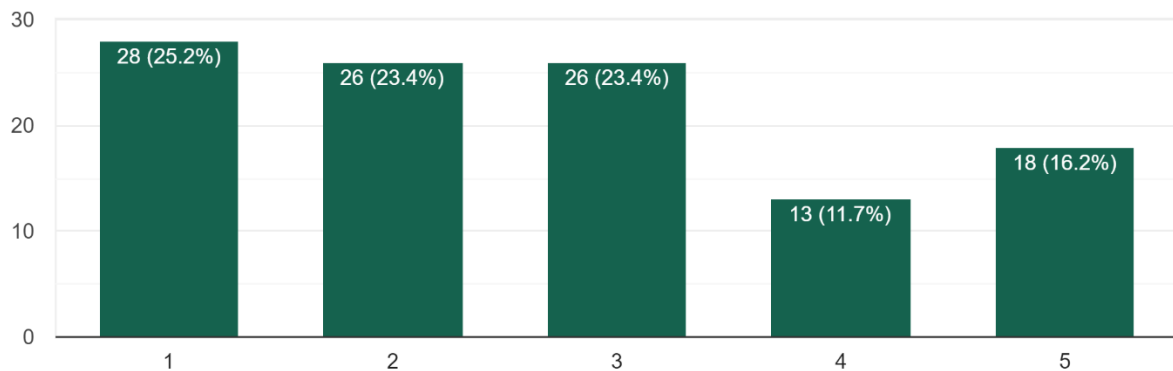


Figure 4.12: Assessment of negative impacts of TPD

Bar chart above show data derived from 111 respondents. Out of the 111 respondents 28 respondents represented by 25.2% strongly disagreed on the notion that tourism product developments have caused negative impacts onto the environment in the city. 23.4% of the respondents also disagreed while 23.4% were not sure. Those who agreed were 16.2% while those that somewhat agreed were 11.7%. The data gathered shows a much stronger inclination to the thought that most locals viewed that tourism product development causes no negative impacts on the environment in the city.

#### 4.5.2 Position of the Community in their awareness on environmental use while using TPDs

As a local I am self-conscious/ I care about the environment while participating in tourism activities within the city

111 responses

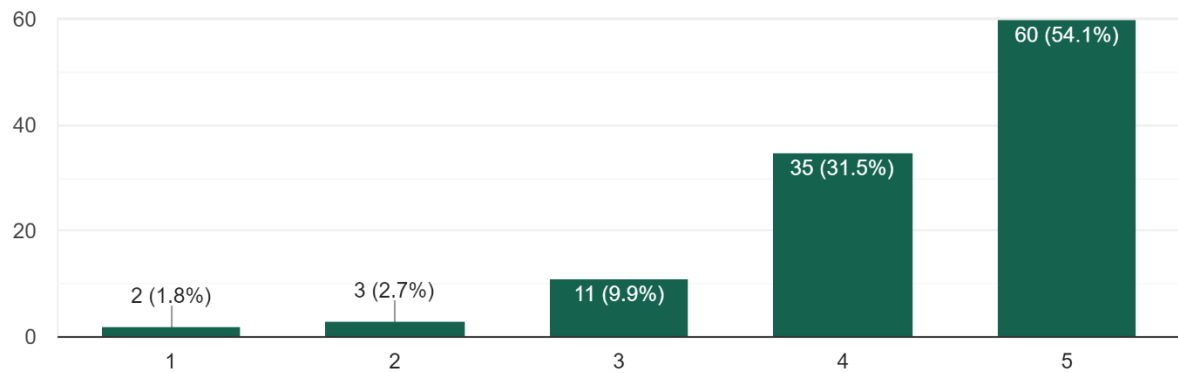


Figure 4.13: Measure of community sensitivity to environmental sustainability.

This shows that 54.1% who were 60 of the 111 respondents agreed to caring about the environment while they participated in tourism activities. This was seconded by those that somewhat agreed coming in at 31.5% representing 35 the respondents. Those who were uncertain about their consciousness for environmental use came in at 9.9% while those that disagreed and strongly disagreed were 2.7% and 1.8% respectively.

#### 4.5.3 Interest in awareness of sustainable measures employed in TPDs

I am interested in knowing what sustainable measures are enforced before developments such as hotels are set up.

111 responses

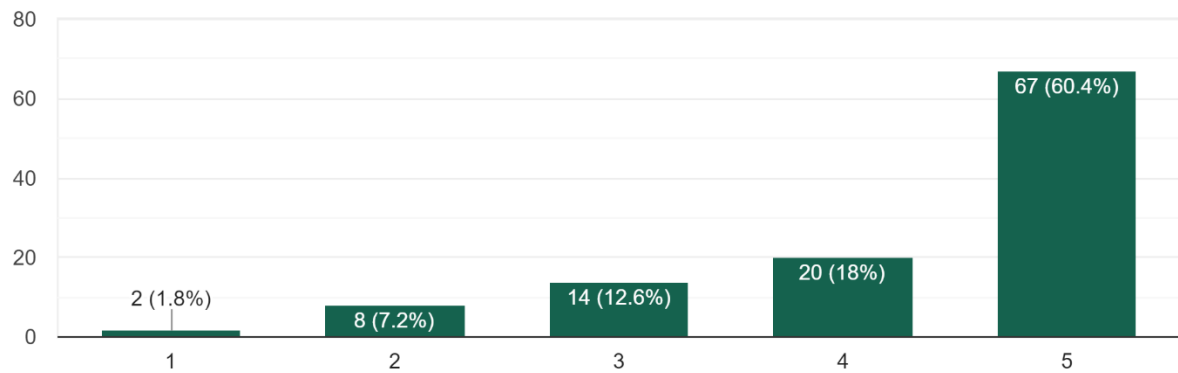


Figure 4.14: Interest in awareness of sustainable measures.

The bar chart above shows the interests of the locals, where the majority represented by 60.4% were interested in knowing what sustainable measures are enforced before developments of tourism products are set up. 18% of the respondents somewhat agreed to this interest while 12.6% which represented 14 respondents were not sure if they either agreed or disagreed to this interest. The minority group based on this data would be those who disagreed and strongly disagreed this being represented by 8 respondents (7.2%) who disagreed and 2 respondents (1.8%) who strongly disagreed. This shows that most locals are interested in taking part of the developments of tourism products through awareness and involvement.

#### 4.5.4 Preservation and use of TPDs

As a local I would be interested seeing more developments in tourism while still preserving previous developments

111 responses

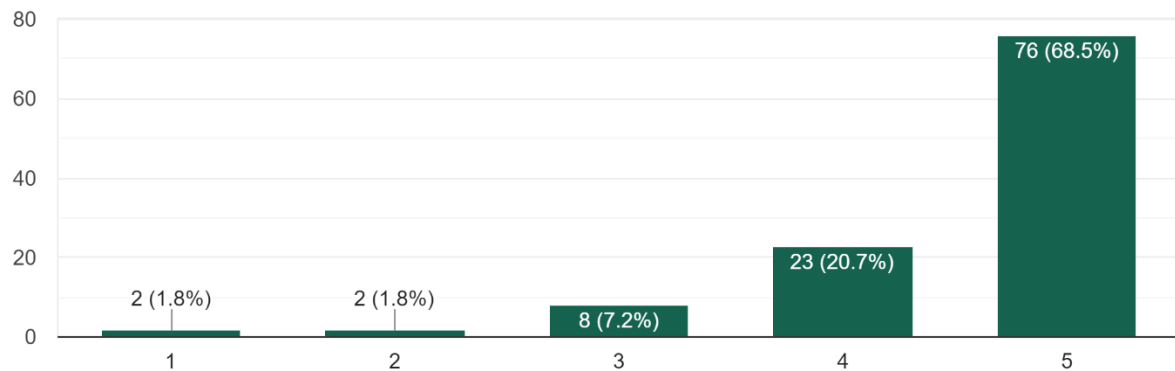


Figure 4.14: Interest on Preservation of TPD

The bar chart below shows indication of 68.5% which was 76 respondents out of the 111 respondents agreed that they would be interested in seeing more developments in tourism most importantly while still preserving the previous developments. The data received also shows 20.7% of the respondents somewhat agreed, 7.2% who were not sure and a tie between the ones that disagreed and also those who strongly disagreed both having 1.8% with 2 respondents each. This data proves the importance of conservation of previous developments to the local community. The 76 respondents being the majority also showed an interest of furthering development. The interest of the local community being preservation as well as development



## 4.6 Tourism Product Developments in Nairobi

### 4.6.1 Availability of Tourism Products in Nairobi

Tourism products available in Nairobi are limited

111 responses

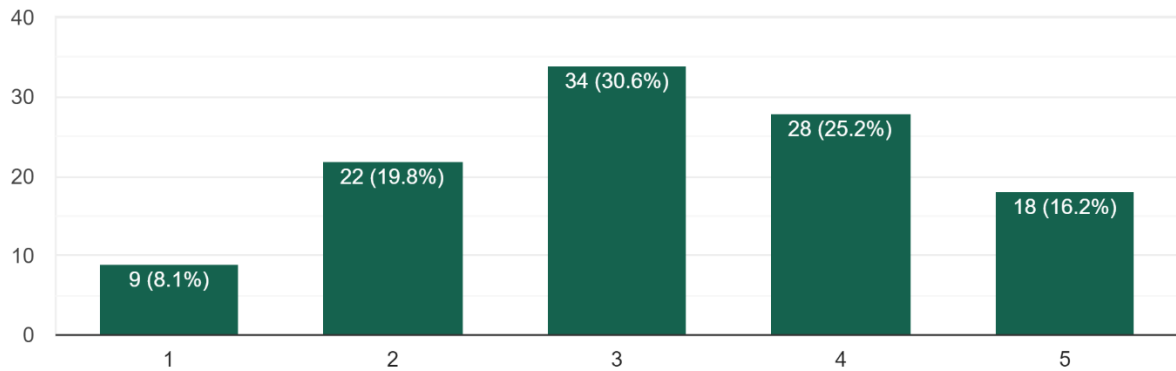


Figure 4.15: Availability of TP

This bar chart shows that 16.2% agreed that the tourism products in Nairobi were limited while 25.2% somewhat agreed. The majority were those who were not sure whether or not the tourism products available were limited this being represented by 34 respondents taking 30.6% of the bar chart. 19.8% of the respondents disagreed while 8.1% strongly disagreed being of the opinion that tourism products in Nairobi are not limited.

#### 4.6.2 Capacity of Nairobi to accommodate more TPDs

Nairobi has the capacity to accommodate more tourism products (amusement parks, festivals, or hotels& restaurants)

111 responses

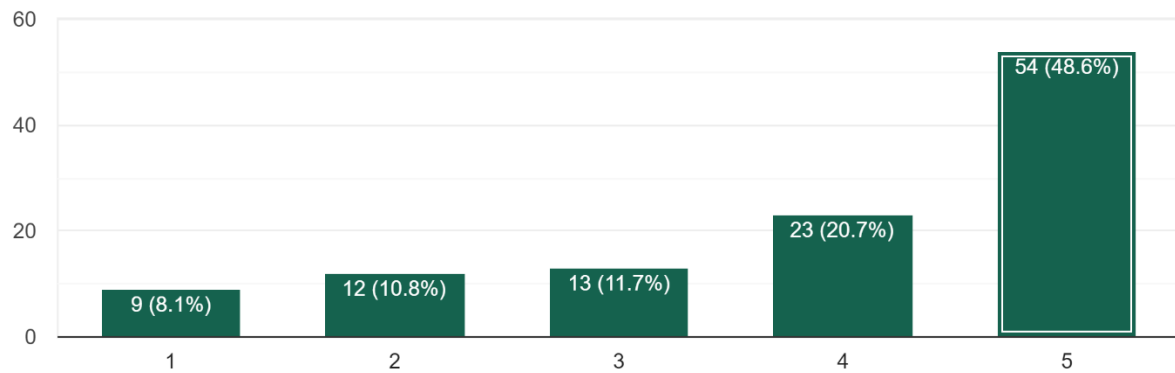


Figure 4.16: Capacity on accommodation of tourism products.

The data provided above represented the opinions of the locals on the topic issue of whether Nairobi has the capacity to accommodate more tourism products. From the bar chart above it is evident that majority being represented by 48.6% agreed that Nairobi did have the capacity to do so, while 20.7% of the respondents somewhat agreed to this. 11.7% of the respondents were not sure whether Nairobi did indeed have the capacity to accommodate other development. 12 respondents represented by 10.8% disagreed while 9 respondents represented by 8.1% strongly disagreed.

#### 4.6.3 Importance of preservation of TPDs

As a local resident how important is it that the next generation get to enjoy the same tourism activities as you did/are?

111 responses

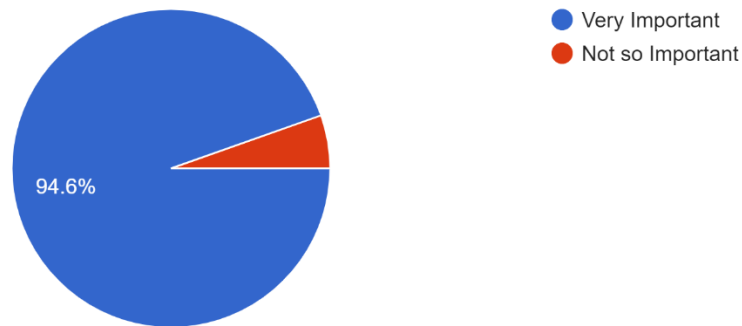


Figure 4.17: Importance of sustainable preservation of activities by the locals for the next generations

According to the pie chart above the data collected shows that majority of the locals being represented by 94.6% felt that having the next generation getting to enjoy a similar experience as they currently are through tourism products considered it to be a very important factor. The remaining 5.4% of the respondents felt that the future getting a similar experience as they did was not so important of a factor for them to consider.

#### 4.6.4 Determination of value between experience and monetary value of TPs

In regard to trips which of the two options hold more value to you?

111 responses

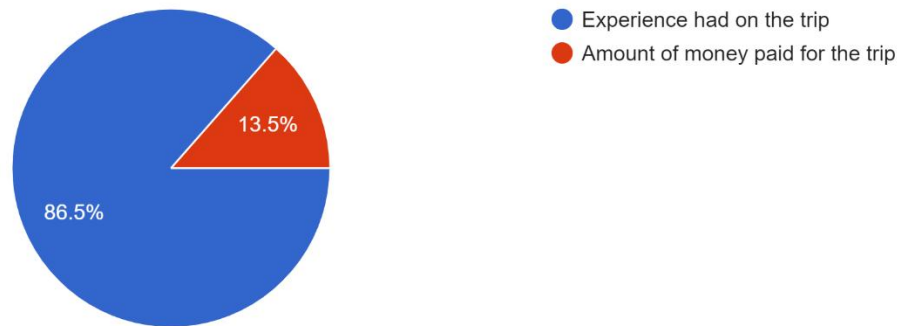


Figure 4.18: Evaluation of importance between experience and monetary value provided by a TP

The pie chart above displays information on what the respondents prioritized more in terms of quality between an experience had on a trip and the amount of money spent on a tourism product. The pie chart shows that majority being represented by 86.5% of the respondents valued the quality of a product based on the experience it provides, while the remaining 13.5% perceived the quality of the product through the amount of money spent on it.

#### 4.6.5 Determination of importance based on sustainability

In regard to trips which of the two options hold more value to you?

111 responses

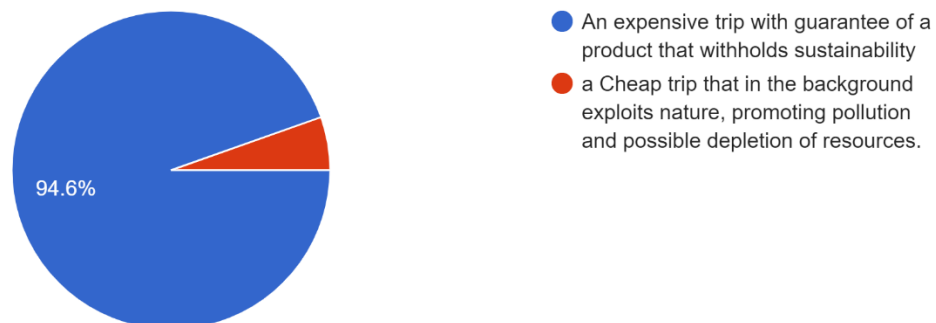


Figure 4.19: Evaluation of importance through monetary value linked to sustainable options.

According to the pie chart above 96.4% representing 107 respondents given an option of two trips with different values, opted for an expensive trip which had a guarantee of products that withhold sustainability. The remaining 5.4% valued the option of saving their money through getting a cheaper trip that did not value upholding sustainable traits, simply issued to deal with pollution and depletion of resources were not of importance to them.

#### 4.6.6 Development's locals would desire to see in relation to sustainable tourism products in Nairobi

Finally, what developments would you desire to see in relation to sustainable tourism products in Nairobi?

The above question was the closing question on the survey where the locals gave out their opinions on what new developments, they would be interested in seeing. The following are some of the answers frequently given by the respondents.

- Development of more affordable hotels and restaurants that have high standards.
- Development of more recreational parks.
- An all-inclusive tourism destination. (Gaming points, good hotel services and recreational facilities for all ages and shopping mall.) A one stop destination with unlimited products.
- Developments that prioritize seeing local resources being utilized in place of outsourcing which would improve the economy at large.
- Provision of a platform that allows people to be able to showcase products and sell them making it an ecommerce destination.
- Development of theme parks and water parks.
- More eco-friendly hotels.
- A circus
- Amusement parks
- Integration of cultural, traditional, and modern conservation of the environment.

## **CHAPTER 5**

### **FINDINGS**

#### **5.1 Introduction**

This chapter provides a detailed summary of the major findings of the study. From the findings concurrent conclusions are drawn and discussions are made. This chapter also looks into making some recommendations and suggestions on how the relation of tourism product development and sustainability in Nairobi.

#### **5.2 Summary of Findings**

The research sought to ascertain the key major findings of the study. The summary was categorized in term of specific objectives.

##### **5.2.1 What is the influence of socio-cultural sustainability to tourism product development?**

From the analysis the study found that sociocultural sustainability is an integral part to consider while developing tourism products, however, there seems to be a gap. The study revealed that the locals were mostly aware of the term sustainable tourism product development and that they found it to be important to them. More so the study revealed that majority of the locals were well aware of the tourism products around them. However, there was a revelation of an issue regarding information dispensation. This is seen as locals share that there are not enough opportunities allowing them to participate in the tourism product development process. This showing a gap in inclusion in development processes despite the shown interest by the local community. Further the study also reveals that the community express their discontent on the available information presented to them by those developing tourism products, whereby they considered the information very shallow and not enough. This being part of the possibility that made majority of the locals express that they were not sure of their roles in the development process of tourism product as indicated in the research findings. The study also revealed that the locals have great innovative ideas on what they would love to see in tourism product developments however, the gap in socio cultural sustainability in the development of tourism products due to failure of community participation/inclusion causes some sort of frustrations to locals as they are not able to air out what developments they would love to see.

### 5.2.2 What are the Impacts of tourism product development on environmental sustainability?

From the analysis done by the study to determine the impacts of tourism products on sustainability it was revealed that it was the opinion of most of the locals that despite the fact that indeed tourism products does indeed cause some level of impact on to the environment, it does not cause entirely most of the negative impacts on the environment. The study further revealed that the community did indeed care for the environment this shown by their level of awareness of environmental use while enjoying tourism products. Further, an important point that the study revealed was the importance to the community in ensuring that tourism products that have already been developed are well preserved for future generational use. This showing that development of tourism products should not only focus in developing new products but also in the remodeling of previously existing development. The study also revealed the interest of the community in knowing the sustainability measures set in place before tourism products are developed. In addition, the study also shows that majority of the locals valued sustainability more as they would opt for tourism products that are pricy but withheld sustainability.

### 5.2.3 Is there any evidence of presence of economic sustainability in tourism product development?

From the data analysis there was some level of uncertainty as well as some level of agreeance to the fact that tourism product developments have improved the quality of lives for the locals. The study also revealed that majority of the community members felt that the tourism product developments have more room for support local economies, this being emphasized by some of the respondents view on developments where it was stated that more in sources should be prioritized before any outsourcing is done. From the feedback, it is of the opinion of most that Nairobi does indeed have the capacity to accommodate more tourism products. The study also revealed that the community was willing to pay more money to access sustainable tourism products and that they valued a quality experience more than they amount of money tagged to it. This shows that the general community are interested in sustainability as well as them being very important stakeholders in economic sustainability to tourism product developments.

### **5.3 Conclusions**

Concurrent with the findings from the study the researcher made the following conclusions on the study objectives.

#### **5.3.1 The influence of socio-cultural sustainability to tourism product development**

Considering the significance of the socio-cultural sustainability in tourism product development it is evident that the community is an integral part of this. There is a lot of importance in the inclusion of the local community in the development process as they are crucial stakeholders in development of tourism products. The lack of active participation of the community may result to conflict and development of attitudes towards tourist which in turn sets back developments, hence the importance of participation, which presents opportunities for healthy discussions that ensure appropriate policies and measures set. Hence this study concludes that there is still much more that needs to be done on socio cultural sustainability in ensuring that the community actively participates in the development process.

#### **5.3.2 Impacts of tourism product development on environmental sustainability**

Tourism product developments have various stakeholders involved and it is the obligation of each to ensure sustainability on their level. The developments should look into ensuring little to no harm occurs onto the environment and where possible mitigation measures and policies are set in place to ensure that sustainability takes place. Tourism product development should also focus on the preservation aspect this could be done through rebranding of previous developments as well as renovating. There is importance on how land is used as well as resources hence the cautiousness in the conservation of the environment should be a collective accountability. Hence the study concludes that despite the fact that tourism product developments have indeed possess some level of degree of negative impacts on the environment, hope is not yet lost as the community is becoming more aware of conservation hence leading to more environmentally sustainable developments in the future.



### 5.3.3 Evidence of presence of economic sustainability in tourism product development

Tourism products have an influence on the economic sustainability in Nairobi city. However, a lot needs to be done in regard to improving the quality of life of the community this being done through prioritizing the local economies while sourcing for raw materials. Economic sustainability in tourism product development is also viewed by its capacity level of developing more tourism products. Hence, in conclusion there is evidence of economic sustainability in tourism product development however a lot more can be done in regard to improving on the economic sustainability.

## 5.4 Recommendations

Having studied the socio cultural, environmental, and economic sustainability factors in relation to tourism product development, the study recommended that there needs to be more information dispensation done while developing tourism products. The availability of detailed information on tourism products give room for discussion on issues to deal with sustainability measures involving compensation, security threats and mitigation measures to be set. This also gives room for active participation of the community. The study also calls for community sensitization this equips the society with power of knowledge to be able to give strong and factual opinions while development is taking place. This also ensures accountability as every part is responsible for understanding and knowing their roles when it comes to sustainable development.

The study also recommends that more priority be given to the local community in understanding what developments they would like in place in order to develop more personalized products tailored to the interest of the users. The study also calls for all the stakeholders of tourism product developments to hold each other accountable in ensuring sustainable products are developed.

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**Appendix 1: Research Questionnaire**

Tourism products – the wider combination of what the tourist does at a destination and the services used

Sustainable Tourism Product Developments means- To promote developments in tourism in ways that ensure the quality of the environment and the supply of the resource is maintained and,

wherever practicable, enhances while still meeting the needs of the present generations without compromising future generation's needs.

1. Name:

2. Sex:

Male ☐ Female ☐

3. Age 19-35 ☐ 36+ ☐

4. Residency:

Within Nairobi county ☐ outside Nairobi County ☐

5. Occupation

6. Are you familiar with the term sustainable tourism product development?

YES ☐ NO ☐

7. If yes do you consider sustainable tourism development important to you?

YES ☐ NO ☐

8. As resident in Nairobi are you conscious about tourism developments within the city?

YES ☐ NO ☐

9. Kindly indicate the extent to which you agree or disagree with the following statements below by ticking on the boxes below.

		Strongly disagree	Disagree	Not sure	Somewhat Agree	Agree
a.	As a resident in Nairobi Tourism developments have improved my quality of life through sources such as improved infrastructure and services.					
b.	There are enough opportunities for me to participate in forums that influence developments concerning					

	tourism activities, facilities, or any tourism recreation services.					
c.	Tourism developments have more room to support local economies					
d.	Tourism developments have caused negative impacts onto the environment in the city.					
e.	As a local I am self-conscious/ I care about the environment while participating in tourism activities within the city					
f.	I am interested in knowing what sustainable measures are enforced before developments such as hotels are set up.					
g.	As a local I am aware of my role in developments in tourism.					
h.	Tourism products available in Nairobi are limited					
i.	Nairobi has the capacity to accommodate more tourism products (amusement parks, festivals, or hotels& restaurants)					
j.	As a local I would be interested seeing more developments in tourism while still preserving previous developments					

10. As a resident in Nairobi do you think there is enough information about the development impacts of tourism products in Nairobi

YES ☐ NO ☐

11. As a local resident how important is it that the next generation get to enjoy the same tourism activities as you did/are?

Very important ☐ Not so important ☐

12. In regard to trips which of the two options hold more value to you

Experience had on the trip ☐ or the Amount paid for the trip ☐

13. In regard to trips which of the two options hold more value to you?

An expensive trip with guarantee of a product that withholds sustainability ☐

A Cheap trip that in the background exploits nature, promoting pollution and possible depletion of resources. ☐

14. Finally, what developments would you desire to see in relation to sustainable tourism products in Nairobi? \_\_\_\_\_

\_\_\_\_\_

