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## The Influence of Event Tourism Motivation On Job Creation for The Local Community in Isiolo North Constituency

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### ABSTRACT

Event tourism involves traveling to attend or participate in major one-time or recurring functions of limited duration. In the present study, the contribution of event tourism on job creation was carried out in Isiolo North Constituency. The purpose of the study was: to establish the influence of motivation for event tourism on creation of tourism-related jobs for the local community. The key indicators of motivation being social and organizational drivers. The study employed descriptive survey design. The target population of the study was 49086 which represented the adult community members, seven tourism officers and 71 hotel managers. The sample size was 409 that comprised 380community members, seven tourism officers and 21 hotel managers. The data was collected using structured questionnaires and interview schedules. The data was analyzed by descriptive statistics and logistic regression. The results indicated that about an equal number of community respondents were engaged in tourism related jobs as were in non-tourism related jobs. The largest percentage of community respondents agreed that social drivers were contributor towards promoting tourism related occupations while the least were neutral. For example, amongst community household heads 41% agreed that seeking personal rewards promoted creation of tourism related jobs,36% disagreed and 23% were neutral. For organizational drivers, there was an equal distribution amongst community respondents for those in agreement and those not in agreement that the drivers contributed to the jobs, with the least percentage being neutral.

Forexample,36%and35%agreedanddisagreedrespectivelythatprofitfortheorganizationpromoted tourism related jobs, while 29% were neutral. A logistic regression result showed that motivation had no statistically significant influence on creation of tourism related jobs in the community (social drivers  $p=0.318$ , and organization drivers  $p=0.806$ ). The study recommended that locals should be encouraged to invest in event tourism related opportunities.

**Key words:** *Event tourism, motivation, social drivers, organizational drivers, Isiolo north constituency, tourism related jobs*

## INTRODUCTION

Event tourism development has attained recognition in many international states, and economists have advised that governments should be involved especially if local business separate be enhanced. Event tourism development focusses on creating an unending appeal for attendance and ensuring the attendees' needs are well catered to, through clearly understanding their attitudes and preferences when interacting with the destinations. Community household income accrual from event tourism development is viable especially through; high event tourism attendance, motivation for event tourism, diversification of event tourism and community participation in event tourism. These factors harbor the capacity to fast track generation of community income. Isiolo North Constituency holds over 100 different events annually, from which achieving high event tourist attendance, creating motivational strategies for continuity of event tourism, diversification of the event tourism product and community participation is possible towards the realization of community household income.

Event tourism motivation has greatly been contributed by visitors' attitudes for escapism, the role events play, the subjective stand of the events in visitors' minds, the perceived value for money of the events and after attend acne experience that any particular event has on the event tourist (Bowdin, Allen, O'Toole, Harris, & McDonnel, 2006)Bowdin et al. add that the need for interactions, curiosity about cultural differences and recreation have also contributed to event tourism motivation, and requires event managers to have an intensive understanding of the type of event tourists. Event tourism motivation has been associated with spectator perception of an event, as the key determining factor, and components of the event, geographical set up and event theme are primary assessment areas in building up event tourism motivation.

These may be accorded secondary support by opportunities to actively interact with the host's social set up; free movement, meeting event organizers and local hospitality, which eventually may translate to community income(Hammerling, 1997) Visitor numbers are however dependent on, the changing perspectives when these events are held with in parameters of certain institutions, and the ability of event managers

to integrate stakeholder interests from the events (Lyck, Long, & Grige, 2012). Perception has been that event tourism has significant regional and local

benefit which has resulted to event tourism growth with the number of events continuously increasing (Bres and Davis, 2001). Lawton and Weaver (2010) carried out a study of the USA that indicated that, about 31 million visitors attend events that are held, numbering to approximately 10,000 annually, an example being that given by Lawton and Weaver (2010) in a study of Texas that showed over 1000 events being held annually. The Turkish Ministry of Culture and Tourism also reported that in 2009 about 1,350 events were organized and most of these events have brought significant economic benefit (Culha, 2008). The same has also been witnessed in USA, Florida, where a study was conducted by Park, Resinger, and Kang (2008) at the Miami Beach Food and Wine Festival, and it showed that motives for the visitors were very much governed by the theme of the event and they added that of utmost importance to the visitors was getting their needs met and enjoying their visit. Event organizers have therefore seen the fulfilment of economic expectations of the Miami Beach Food and Wine Festival in Florida and, its feasibility in sustaining local businesses.

Community household income from event tourism motivation has been experienced through various channels revolving around generation of wages for those who get employed and from the event tourists' purchase made during these events, which act as exports to the generating regions of the event tourists, either domestic or international (Cooper, Fletcher, Gilbert, & Wanhill, 2008). In Turkey, the city of Eskisehir has been popular for being large in festivals relating to art, and which have attracted an annual following in an event period of about 10 days (Yolal, Sentinel, & Uysal, 2009). The Eskisehir international festival had attendees being motivated by the need to socialize, to get away from the usual environment, bonding with family and the hype of being in a new place (Yolal et al., 2009). These motivating factors enable tour planners and administrators to interpret the tourist perception of the event leading to higher visitor numbers, a longer stay with a worthwhile experience and host community that is more accept in of event tourists; local business set-up and generation of income, wages and revenue (Dewar, Meyer, & Li, 2001).

The locals in Malaysia have seen first-hand economic boost from the Future Music Festival, rigorous regional event that initially originated from Australia, and later spread to Malaysia, in Kuala Lumpur

(Tangit, Kibat, & Adanan, 2016). Aspects of security were of major concern to attendees and irrespective, attendance of the Future Festival was not compromised however, Tangit, Kibat, & Adanan (2016) indicated in their study that the event required there to be more emphasis on internal and external concerns so as to sustain attendance and motivation.

In Africa, countries have been at the forefront in spearheading meetings and events, as seen in rankings with South Africa ranking highest, Egypt second, Morocco coming in third and fourth rank, Nairobi, for being aggressively notable in events and meetings, as well as at the Kenyatta International Conference Centre, the United Nations Office in Nairobi, the Safari Park Hotel and Whites and Hotel (Victoria Safaris, 2007) in (Odunga, Belsy, Nthinga, & Maingi, 2011).

In South Africa, adding to Odunga et. al (2011), Hattingh and Swart (2016) carried out a study on the motives of attending a food and wine event in Cape Town, and the findings indicated that about 500 exhibitors attended to showcase their products with attendance reaching highs of 40% annually. As noted earlier by Park, Resinger, and Kang (2008), these numbers are in volumes that can sustain an economy due to the motivation and commitment of visitors to attend these events on an annual basis. Event motivation can be identified with four drivers, physiological, organizational, social and personal needs of visitors, whereby the social, physiological, and personal needs are from an individual perspective and the organizational needs from an external force. The organizational motive that drives visitors to events as seen from Cape Town is captured by the need to sell, fund the event, create jobs for the community and leave an economically beneficial legacy (Hattingh & Swart, 2016).

In Kenya, the Kenya Tourism Master Plan has shown that event tourism has greatly been developed through meetings, incentives and conferences, with local MICE numbers shifting in 15% increase margins and international MICE ranging at about 16% increase margins in the year 2004 (G.O.K, 2005a). According to Odunga et al (2011), conference service providers, a niche of event tourism, have benefited by revenue generation, which was further enhanced by a more reinforced legislative system in 2002 to pave way for international MICE and hence community household income. High event tourism attendance and motivation for event tourism therefore, as seen from the different articles about event and event tourism products from different countries, local communities have a chance of generating income from event tourism.

Failure to incorporate administrative and management structures that would create repetitiveness in the frequency of event shed has resulted to diminished access of the locals to basic social amenities, especially access to tertiary

education. Creating an appeal to attend events is driven by social and organizational needs, which are to always in alignment, a challenge that event organizers have faced, and which has consequently exposed the seasonality and instability of tourism related occupations. This could easily be harnessed through diversification of event tourism, however, event tourism has been centralized to specific regions with limited equitable exploitation of event tourism resources. While event tourism has questionably not been fully considered for development, developing event resources into diverse event tourism offerings would highly contribute to, high attendance for event tourism, motivation for event tourism, event tourism product diversity and community participation. This would subsequently result to local employment in event tourism related businesses, access to tertiary education, owner occupancy of homes and an increase in the number of working household members. The overall research problem addressed in this study is that, although there has been a lot of significance being held in event tourism development from different stakeholders, there is a substantive dispersion between, developed event tourism and household income. This study will set out to examine the influence motivation for event tourism on creation of jobs for the local community in Isiolo North Constituency.

## METHODOLOGY

This research study utilized descriptive survey design as proposed by (Kombo & Tromp, 2006). Descriptive survey is a method of collecting information by administering questionnaires to a sample of individuals (Orotho, 2005). Descriptive studies are not only restricted to fact finding, but may often result in the formulation of important principles of knowledge and solutions to significant problems (Veal, 2006). Survey method was chosen because information provided would answer questions posed. The target population for the study was 49,086, representing the adult community members in Isiolo North Constituency. According to the Agricultural Sector Development Support Programme, House hold Baseline Survey Report (2014) 49% of the population in Isiolo North Constituency represents the adults. The researcher identified the accessible population by categorizing the target population into house hold heads, senior hotel managers of medium sized hotels and senior tourism officers at the ward level. Distribution of these categories is shown in Table 1.

**Table 33: Target population of the household heads, senior tourism officers and hotel managers of medium sized hotels**

17,431	8,541	6,064	2	8
22,722	11,134	7,904	2	10

4,781	2343	1,663	2	6
18,774	9199	6,531	2	12
15,560	7624	5,413	2	4
5,520	2705	1,920	2	12
15,388	7540	5,353	2	7
100,176	49,086	34,851	14	49

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Source: Isiolo North Constituency (2015)

The study targeted the house hold heads, managers from medium sized hotels and senior tourism officers at ward level because, they were a direct source of information regarding development of event tourism, and were immediate beneficiaries of event tourism development. According to (Kombo & Tromp, 2006) an effective population should have ideas on the topic investigated, and the accessible population had sufficient and reliable information to address the objectives of the research study. The population of Isiolo North Constituency had a house hold head representation of 62% male dominance and 11% female dominance according to the KNBS, Economic Survey (2010)

Purposive sampling was used to obtain the number of senior tourism officers and hotel managers of medium sized hotels, whereby, only the respondents holding the senior positions were identified to avoid data duplication. The

Sample size, for the community adult household heads, was obtained using Krejcie and Morgan (1970) model as below. The sample size per ward was obtained proportionately.

$$s = \frac{X^2 NP(1-P)}{d^2 (N-1) + X^2 P (1-P)}$$

s=required sample size.

$X^2$  = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N=the population size.

P = the population proportion (assumed to be 0.50 since this would provide the maximum sample size).  
d = the degree of accuracy expressed as a proportion (0.05)

$$3.841 \cdot 34,851 \cdot 0.5(1-0.5)$$

$$0.05^2(34,851-1)+3.841 \cdot 0.5(1-0.5)$$

$$=380$$

The total sample size had 409 respondents;380 adult household heads, 7 senior tourism officersand 21 senior managers of medium sized hotels. The summary is as shown in Table 2.

**Table34: Table of samplesize**

Population	Sample	Population	Sample	Population	Sample
4,357	66	2	1	10	6
5,680	86	2	1	12	5
1,195	18	2	1	8	3
4,693	71	2	1	14	5
3,890	59	2	1	6	6
1,380	22	2	1	16	9
3,847	58	2	1	5	2
25,044	380	14	7	71	21

The study utilized questionnaires and interview schedules to collect data based on the objectives of the study. The questionnaires were administered to the 380 house hold heads. The questionnaire had both open-ended as well as close ended questions to allow for flexibility of there spondents as well as restrict them in some circumstances. The interview schedule was used to collect data from the senior hotel managers of medium sized hotels and the senior tourism officers. Questionnaires were used for the convenience in collecting data from a large sample.

Section A of the questionnaire and interview schedule comprised; socio-economic and demographic characteristics of the respondents, which were close-ended questions. Section B, C and D of the

instruments tested the influence of motivation for event tourism on job creation for the local community.

A pilot study was carried out in Cherab Ward of Isiolo North Constituency using the test-retest method to check, the adequacy of the resources of the research study including times, materials and finances. The researcher was also able to ascertain the consistency of the participants' responses. Content validity of the instrument was examined. In order to estimate reliability of the instrument, Cronbach's Alpha of correlation was used and a coefficient was generated which gave  $r^2$  value of 0.712. Therefore, this indicated that the research instruments were reliable since in social science, a correlation coefficient of  $r^2 = 0.7$  or more is generally accepted to represent a reliable research instrument.

After data collection, the researcher categorized data according to the categories of respondents and coded according other variables under study. There search regenerated indexes from indicators of the independent variables and tested the index against the dependent variable; community household income.

Descriptive statistics and inferential statistics were used to analyze the variables under study. Regression analysis was used to find trends in the data collected and make predictions arising from there lationships between the variables. All

tests were done at a significant level of (0.05) and were aided by Statistical Package for Social Sciences(SPSS). Data was presented in form of tables. A summary of data analysis procedure is presented in Table 3 below.

**Table 35: Summary of Data Analysis**

Objective	Independent variable	Dependent variable	Approach of Analysis
To establish the influence of motivation for event tourism on household income (Type of Occupation)	Social drivers -Organizational drivers	Household Income (Type of Occupation)	Frequencies Logistic Regression

**RESULTS AND DISCUSSION**

The researcher sought to determine the influence of motivation for event tourism on job creation for the local community. The indicators of motivation for event tourism used were social drivers and organization drivers. The researcher examined whether the job created were related to tourism or not related to tourism.

The results on whether the jobs created for the local communities were tourism related or not tourism related was presented. Majority of the respondents (55%) were in occupations that were tourism related, while (45%) of there spondents were in occupations that were not related to tourism. This is shown in Table 4.

**Table4:Type of Occupation of the Respondents**

Respondent	Not Tourism Related		Tourism Related		Total	
	F	%	F	%	F	%
Community	185	49	196	51	381	100
Tourism Officer	0	0	7	100	7	100
Hotel Managers	0	0	21	100	21	100
<b>Total</b>	185	45	224	55	409	100

The results on the perception of the influence of social drivers on promoting tourism related jobs indicated that the largest percentage of community household heads were in agreement that social drivers were a contributor towards promoting tourism related jobs, while the least were neutral. For example, amongst community household heads (41%) were in agreement that seeking personal rewards promoted tourism related jobs, (36%) were in disagreement and (23%) were neutral. The largest percentage of tourism officers were in disagreement while the least were in agreement. For example, (28%) were in agreement that seeking personal rewards promoted tourism related jobs, (29%) were neutral and (43%) were in disagreement. The largest percentage of hotel managers were in agreement while the least were neutral. For example, (43%) were in agreement that seeking personal rewards promoted tourism related jobs, (33%) were in disagreement and (24%) were neutral. This is seen in Table 5.

**Table 5: Perception of Influence of Social Drivers on Promoting Tourism Related Jobs**

	SA	A	N	D	SD	Total
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<b>Respondent</b>	F	%	F	%	F	%	F	%	F	%	F
<b>Community</b>											
<b>Seeking personal rewards</b>	68	18	89	23	88	23	65	17	71	19	381
<b>Escaping personal environments</b>	73	19	66	17	88	23	88	23	66	17	381
<b>Seeking interpersonal rewards</b>	67	17	61	16	123	32	74	19	56	15	318
<b>Escaping interpersonal environment</b>	57	15	74	19	122	32	60	16	68	18	381
<b>Tourism Officers</b>											
<b>Seeking personal rewards</b>	1	14	1	14	2	29	1	14	2	29	7
<b>Escaping personal environment</b>	2	29	1	14	2	29	1	14	1	14	7
<b>Seeking interpersonal rewards</b>	1	14	0	0	3	43	2	29	1	14	7
<b>Escaping interpersonal environment</b>	1	14	2	29	3	43	0	0	1	14	7
<b>Hotel Manager</b>											
<b>Seeking personal rewards</b>	5	24	5	24	5	24	4	19	2	10	21
<b>Escaping personal environments</b>	3	14	4	19	5	24	5	24	4	19	21
<b>Seeking interpersonal rewards</b>	4	19	2	10	8	38	4	19	3	14	21
<b>Escaping interpersonal Environment</b>	3	14	4	19	8	38	2	10	4	19	21

SA=Strongly Agree, A=Agree, N=Neither Agreed or Disagree, D=Disagree, SD=Strongly Disagree.

The items on perception of the influence of motivation (social drivers) on job creation for the local community were used to generate an index. The index was then categorized in to 3 levels (Low, Moderate, High) indicating how positive the respondents were about the influence.

The results showed that majority of the community household heads (72%) were either moderately or highly positive that motivation could promote creation of tourism related jobs while only (29%) were least positive about the influence. This is shown in Table

6. The same trend was observed with tourism officers and hotel managers, where the majority were either moderately or highly positive about the influence

**Table 6: Positivity Level of Social Drivers Promoting Tourism Related Jobs**

Respondent	Low		Moderate		High		Total
	F	%	F	%	F	%	F
<b>Community</b>	109	29	194	51	78	21	381
<b>Tourism Officer</b>	2	29	4	57	1	14	7
<b>Hotel Managers</b>	6	29	10	48	5	24	21
<b>Total</b>	117	29	208	51	84	21	409

Motivation=Social Drivers

The results on perception of the influence of organization drivers on promoting tourism related jobs indicated that amongst community household heads, there was an equal distribution amongst those in agreement and those not in agreement, with the least percentage being those who were neutral. For example, amongst community household heads (36%) were in agreement and (35%) were in disagreement that profit for the organization promoted tourism related jobs, while (29%) were neutral. Tourism officers had a similar trend, while the largest percentage of hotel managers were in agreement while the least percentage were neutral. For example, (57%) were in agreement that profit for the organization promoted tourism related jobs, while (28%) were in disagreement and (14%) were neutral. This is shown in Table 7.

**Table 7: Perception of Influence of Organization Drivers on Promoting Tourism Related Jobs**

Respondent	<u>SA</u>		<u>A</u>		<u>N</u>		<u>D</u>		<u>SD</u>		<u>Total</u>	
	F	%	F	%	F	%	F	%	F	%	F	%
<b>Community</b>												
<b>Profit for the Organization</b>	73	19	66	17	110	29	72	19	60	16	381	
<b>Deep Customer Relation</b>	60	16	72	19	110	29	66	17	73	19	381	
<b>Build Sales force Performance</b>	77	20	62	16	104	27	63	17	75	20	381	
<b>Reliability of the Organization</b>	77	20	62	19	104	27	62	16	76	20	381	
<b>Tourism Officer</b>												
<b>Profit for the Organization</b>	0	0	2	28	0	0	3	43	2	29	7	
<b>Deep Customer Relation</b>	2	29	3	43	0	0	2	28	0	0	7	
<b>Build Sales force Performance</b>	1	14	0	0	3	43	2	29	1	14	7	
<b>Reliability of the Organization</b>	1	14	2	29	3	43	0	0	1	14	7	
<b>Hotel Managers</b>												
<b>Profit for the Organization</b>	3	14	9	43	3	14	3	14	3	14	21	
<b>Deep Customer Relation</b>	3	14	4	19	3	14	8	38	3	14	21	
<b>Build Sales force Performance</b>	5	24	4	19	7	33	0	0	5	24	21	

**Reliability of the Organization**                    5    24   0   0    7   33   4   19   5   25   21

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The items on perception of influence of motivation (organization drivers) on creation of jobs for the local community were used to generate an index. The index was then categorized in to 3 levels (Low, Moderate, High) indicating how positive the respondents were about the influence. The results showed that majority of the community household heads (68%) were least positive that motivation could promote tourism related jobs while only (32%) were moderately and highly positive about the influence. Majority of the tourism officers (58%) were moderately and highly positive while (43%) were least positive about the influence. Majority of the hotel managers (76%) were least positive and only (24%) were moderately and highly positive about the influence. This is shown in Table 8.

**Table8: Positivity Level of Organization Drivers Promoting Tourism Related Occupations**

Respondent	Low		Moderate		High		Total
	F	%	F	%	F	%	F
<b>Community</b>	257	68	51	13	73	19	381
<b>Tourism Officer</b>	3	43	2	29	2	29	7
<b>Hotel Managers</b>	16	76	4	19	1	5	21
<b>Total</b>	276	68	57	14	76	19	409

Motivation=Organization Drivers

A binary logistic regression was then carried out to test the hypothesis ‘Motivation for event tourism has no statistical significant effect on job creation for the local community’. The dependent variable was binary (yes and no) and the test was predicting the odds of the independent variables promoting tourism related jobs. The independent variables were the indices generated for social drivers and organizational drivers. The results indicated that the odds of promoting tourism related jobs for social drivers were 0.87 while the odds for organization drivers were 1.03. This is shown in Table 9.

**Table 9: Regression Coefficients for the Influence of Motivation (Social and Organization Drivers) on Promoting Tourism Related Jobs**

	B	S.E.	Wald	Df	Sig.	Exp(B)
Social Drivers	-0.143	0.143	0.997	1	0.318	0.867
Organization Drivers	0.031	0.126	.060	1	0.806	1.031
Constant	0.419	0.342	1.504	1	0.220	1.521

Dependent variable: Type of Occupation

Despite the predicted odd, none of the predictors were significantly able to predict the outcome since the “p” values for social drivers (0.318) and organizational drivers (0.806) were greater than the level of significance ( $\alpha=0.05$ ). Consequently, the null hypothesis “there was no significant influence of social and organizational drivers on promoting tourism related occupations” could not be rejected. The results were in agreement with Bowdin et al (2006) who, in their study emphasized that motivation for event tourism has various contributors and each event engaged independent on the type of the event tourist. The research finding on Table 12 did not reject the null hypothesis H02 that there is no statistical significant influence of social and organizational drivers on promoting tourism related jobs in Isiolo North Constituency.

This agrees with Park, Resinger & Kang (2008) who indicate that events can sustain the economic environment of an event destination adding that the motives for event tourists or the visitors are highly governed by the event’s theme, which should, subsequently enhance guest satisfaction and specifically the event. Tourism in all types and form is an engine that can mitigate extreme poverty through income generation from job creation (UNWTO, 2011) However, the sustainability of tourism related occupations is not only supported through engagement of social and organizational drivers but by several conditions that are prerequisite for creating favorable working conditions such as enhanced stability of the political scene, reduction of ineq., **Njeru Moses.K., Faith Kamene, Mary Githenduka & Kennedy Mwaniki** quality, reduction of the effects of seasonality of the sector, eradication of sexual harassment and work stress amongst others (Aynalem et al., 2016). The results of the objective agreed with the diffusion of innovations theory Rogers (1975). The results suggested that motivation for event tourism (social and organization drivers) is not statistically significant in ensuring the local community secures occupations related to

tourism. Adopting towards motivation of event tourism is by few individuals, who are redundant due to the pre-existing economic activities which equally create income. This represents the adopters dimension of diffusion of innovations theory. Most of the event held in Kenya are predominant in urban areas, and have been advanced through meetings, incentives, and conferences. The government

has generated revenue and so have the event developers. The trickle-down effect of MICE has not been furthered to community household in come through social and organizational drivers. As a result, the geographical advantage of event tourism in Kenya has obliterated tourism related occupations, to a quantifiable measure.

Community household heads, hotel managers and tourism officers in Isiolo North Constituency have envisioned the items of social and organizational drivers as innovative areas to that can propagate occupations in tourism related fields. Event tourism remains ambiguous and the society is highly wary of any disruptions to normal cultural routines. Ideally, drivers of event tourism that create motivation for event tourism can be modified and laid out to align to event tourist attitudes and themes of events irrespective of the geographical privileges of lack of. Innovation into event tourism as a product and stakeholder collaboration in implementing the items of motivation can be achieved through adopting the idea that event tourism motivation can create tourism related occupations. An innovative idea has high potential for adoption where the adopters are keen to change attitudes and perceptions, through an elaborate and well-functioning system of communication. The current research indicates conflicting interactions between innovations and adopter's stages of diffusion of innovation theory used.

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