

Entrepreneurial Opportunities in Tourism Environment And Entrepreneurship Development of Host Community In Maasai Mara National Game Reserve in Narok County, Kenya

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Abstract: Tourism has been at the center of focus in most of the African countries since it has been taunted as one of the leading sectors in promoting economic development of a country. Globally, tourism directly and indirectly generates and supports 195 million jobs and expected arrival forecast of 1.5 billion tourists by 2020. In Kenya, tourism is responsible for the expected growth of 10% of the gross domestic product. Tourism is also an under exploited sector with considerable potential for expansion, particularly given the high labour absorption capacity of small businesses. Tourism businesses therefore have been identified as essential actors for creating jobs and generally growing the economy. This study therefore investigated how entrepreneurial opportunities in tourism environment affect entrepreneurship development of Host Community in Maasai Mara National Game Reserve in Narok County, Kenya. To achieve the objective of this study adopted explanatory and descriptive survey design. A sample size of 169 respondents was derived from a target population of 300 businesses in Maasai Mara National Game Reserve. The unit of observation was different sector of businesses. The sectors identified were travel and transport, catering and accommodation, tourism promotion and information and curio and souvenirs. This study used primary data. Primary data was collected using a semi-structured questionnaire. The questionnaires were administered using the drop-and-pick later method. The response rate in this study was approximately ninety seven percent which was considered sufficient for making inferences and drawing conclusions. Quantitative data was analysed using descriptive and inferential statistics. Descriptive statistics included percentages, frequencies, means, and standard deviations while inferential statistics involved simple regression analysis. Results from quantitative data analysis were presented using figures and tables. Qualitative data was analysed on the basis of common themes and presented in narrative form. The findings of the study established that entrepreneurial opportunities in tourism environment positively influence entrepreneurship development. Moreover, entrepreneurial opportunities were found to be statistically significant on entrepreneurship development. The insights deriving from this study can be used to enhance utilization of entrepreneurial opportunities in entrepreneurship development and firm's absorptive capacity to create more efficient and effective business opportunities in tourism environment.

Keywords: Host Community, Tourism Environment, Entrepreneurial Opportunities, Entrepreneurship Development

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I. Introduction

Tourism is one of the most rapidly growing industries worldwide, with annual growth rates reaching 10% (Menon & Willam, 2010). Tourism is primarily a private sector-driven activity however, without effective, coherent and coordinated government policies and actions, also in other sectors on which tourism activities depend, tourism would fail to exploit fully its potential for inclusive and sustainable growth and development.

Entrepreneurship development being the process of enhancing entrepreneurial skills and knowledge through structured training and institutional building programmes focused on individuals who wish to start or expand a business. Entrepreneurship efforts have existed in Kenya decades. The aim of entrepreneurship development is to enlarge the base of entrepreneurs in an economy in order to accelerate the pace at which new ventures are created thereby speed up creation of jobs and economic development Mair, Marti and Ventresca, (2012). As such entrepreneurship is seen as the vehicle for creating wealth, employment and economic growth (Benzing, Chu and Kara 2009; Bagby, McMullen and Simiyu 2012; Aidis 2005; Acs and Audretsch 2003 & Schumpeter, (1934).

According to McMullen (2014) tourism which is labor intensive in developing countries, has been associated with job creation and thus greatly reducing the levels of unemployment. Tourism is often seen as a

labor intensive activity which provides more employment opportunities per unit of investment than other sectors of the economy. For example people provide room service as caretakers and door attendance, the need for capital investment is avoided and more jobs are created. In addition the facilities and attractions aimed at tourists are also available to local people. Many shops, pubs and restaurants could not survive without tourists; many historical houses and castles are sustained by tourism.

1.1 Statement of the problem

Tourism environment being the surrounding or area where tourism activities take place thus the environment prepares the entrepreneurs to new challenges and opportunities in tourism. This produce innovative plan for ensuring sustainability and resiliency through stewardship. This triggers the socio-economic benefits to the host community of the same location(s) or area(s) and overall attaining of the blueprint in the Kenya Vision 2030. There is clear indication that the Maasai Mara National Game Reserve can provide to the host community and enhance entrepreneurship development besides being employed to work. However, despite this great opportunity a critical analysis indicate that entrepreneurs have experienced constraints in their growth of entrepreneurial opportunities development resulting in either stagnation or decline of businesses all together for lack of dynamism in accommodating changes in business and tourism environment. Studies on the relationship between entrepreneurial opportunities in tourism environment and entrepreneurship development have produced are contradictory. It against this background that this study was carried out.

II. Literature Review

2.1 Dubin's Theory Building Framework

This study was underpinned by entrepreneurship development theories Dubin's Theory Building Framework .This study Utilizes Dubin's theory building framework (1978) the theory conceives of opportunity identification/recognition as a multistage process in which entrepreneurs play proactive roles. In its present form the theory appears to offer rich opportunities for research into the process of opportunity identification/recognition and development. The study reviews theoretical and empirical studies in the area of entrepreneurial opportunity identification and development. Entrepreneurs identify business opportunities to create and deliver value for stakeholders (Ray & Cardozo, 1996). While elements of opportunities may be "recognized," opportunities are made, not found. Creation of successful businesses follows a successful opportunity development process. This includes recognition of an opportunity, its evaluation, and development per sector. The development process is cyclical and iterative: an entrepreneur is likely to conduct evaluations several times at different stages of development; evaluation could also lead to recognition of additional opportunities or adjustments to the initial vision (Shane, 1999).

The concepts from which the theory was developed are drawn heavily from private-sector and corporate models of organizations. This theory has successfully been used in business, industry, product, customer, marketplace, and other private-sector settings. However, little about the theory has been document in the general community, government, nonprofit, and other non-private-sector organizations whose mission and performance are assessed differently from those of private-sector organizations. These organizations are increasingly under pressure to display entrepreneurial behavior and identify new opportunities for self-financing (Sigrist, 1999). This study seeks to establish whether the theory of opportunity identification apply in these contexts as well. Testing the theory in non-private-sector settings is needed to identify the domains over which the theory applies and does not apply. Propositions of a theory are logical deductions about the theory in operation. From this theory eight propositions are formulated; a high level of entrepreneurial alertness is associated with successful opportunity recognition and development, Successful opportunity identification is associated with the existence and use of an extended social network, which includes the following four elements: weak ties, action set, partnerships, and inner circle. The lack of any of these elements reduces the probability of such success (Van de Ven, Sapienza & Villaneva 2007).

Winslow and Solomon, (1993) purported that successful opportunity identification, a convergence of both the knowledge domains, special interest knowledge and industry knowledge is critical. Prior knowledge of markets increases the likelihood of successful entrepreneurial opportunity recognition. Prior knowledge of customer problems increases the likelihood of successful entrepreneurial opportunity recognition. Prior knowledge of ways to serve markets increases the likelihood of successful entrepreneurial opportunity recognition. High levels of entrepreneurial alertness are related to high levels of entrepreneurial creativity and optimism (Shane, 1999). The opportunity identification process results in enriching the entrepreneur's knowledge base and increase in alertness, leading to the identification of future business opportunities.

Thus the greater the number of previously successful opportunity identification events, the higher the probability of future successful opportunity identification events (Schwartz & Teach, 1999).

Therefore, the domain within which this theory is expected to hold is the domain of new business creation and development, both as independent businesses and as new businesses created within existing corporations.

The relationships among the concepts (units) of a theory are described in the theory's laws of interaction. The laws of interaction show how changes in one or more units of the theory influence the remaining units (Sigrist, 1999). Based on the review, the researcher noted that the literature provides support for the role of five key factors in the opportunity identification and development process: alertness, creativity, optimism (related to self-efficacy), social networks, and prior knowledge. The relationship between opportunity identification and personality traits other than creativity and optimism seems to be weak (Mintzberg, 1998). This theory supports the objective on entrepreneurship opportunity by indicating that, yes, opportunities are there in tourism sector but these opportunities do not just come by. The theory clearly indicates that unless the relationship between the opportunity identification and the personality traits required such as creativity and motivational support is present then the opportunities will go unnoticed by many. The theory calls for the local community to be more creative and fully take advantage of the opportunities presented by tourism which is a social enterprise.

2.1 Entrepreneurial Opportunity and Entrepreneurship Development

The objective of this study which is to find out the entrepreneurial opportunities identified in the tourism industry are situations in which a person can exploit i.e. develop a new business idea that has the potential to generate a profit. Opportunities generally arise from two major sources. The information people have that help them to recognize new business opportunities and changes in the external world that generate opportunities (Korsgaard, 2011). Several kinds of change generate opportunities for entrepreneurs to pursue: technological change, political and regulatory change, social and demographic change (Gupta *et al.*, 2016).

Opportunity identification and evaluation is a very difficult task. Most good business opportunities do not suddenly appear but rather result from an entrepreneur's alertness to possibilities, or in some cases, the establishment of mechanisms that identify potential opportunities. Although most entrepreneurs do not have formal mechanisms of identifying business opportunities, some sources are often fruitful, consumers and business associates, members of the distribution system and technical people (Tonelli, Brito, & Zambalde, 2011).

JICA (1995) noted that it is the tourism industry, which looks after tourists and provides their particular needs. In the tourism industry the following sub sectors can provide a healthy breeding ground for potential entrepreneurs. First, travel and transport and the retail travel trade can provide entrepreneurial opportunity to the host communities. In order to get away from their own homes and out of the area where they normally live and work, people need some kind of transport to enable them to travel to their destinations. The World Travel and Tourism Council (WTTC) have been measuring the economic impacts of travel and tourism for the world, regions since 1991. In 1992 they released their first estimates indicating that travel and tourism is one of the world's largest industries and a generator of quality jobs.

The direct travel and tourism industry accounted for 4.2% of worldwide gross domestic product (GDP) in 2001 (Goeldner & Ritchie, 2003). Second, catering and accommodation is another fertile ground that provides an opportunity for entrepreneurship. Unless they are day-trippers or people staying with friends or relatives tourists away from home need somewhere to stay and they need to be fed (Davidson, 2008).

According to Sindiga (1999) Kenya has about 3,000 accommodation facilities dispersed across the country of these, less than half are registered by the government (UNDP & WTO 1993; JICA and Kenya 1995). Sinclair *et al.*, (1992) observed that 78% of the major hotels at the coast, 67% in Nairobi and 66% of the lodges have some foreign investment; wholly foreign owned hotels at the coast are 16% of the total, Nairobi, 17% and lodge 11%. There is little indigenous African ownership of the middle and large hotels in the country. African ownership, however, dominates the small and medium sized hotels (Sindiga, 1999). Further; many tourism businesses in Kenya are vertically integrated. International tour operations companies which take tourists to Kenya also own charter aircraft and have local subsidiary companies in Kenya with vehicles and personnel to take care of the ground operations, and also own accommodation facilities. Leisure, recreation and business facilities can also form the basis of starting a business. Leisure and recreation businesses are the two main reasons, which lead to tourism activities, and the businesses and organizations, which provide leisure, recreation and business facility that make up another sector of the tourism industry (Tonelli, Brito, & Zambalde, 2011).

Tourism promotion and tourism information can also be a source of business to the host communities. Detailed and well-presented promotional information on different destinations plays an important part in persuading the potential tourist to choose a particular city or country for their holiday or conference. Tourist information also has a role in telling visitors where there is to go and see at a destination.

Finally, Curio and souvenirs Business where the majority of the host communities are is an entrepreneurial opportunity. At independence, the curio business promised to provide a share of the tourism earnings directly to Africans. These Africans were assisted in the efforts to produce and market tourist arts and crafts by the KTDC (Ivanis, 2003).

In order to address this objective aimed at identifying entrepreneurial opportunities recognized by the host communities the study will analyze the above listed potential areas of business in the tourism industry and any other that might not have been captured. Further, the sources of information related to establishing tourism-oriented business will be looked at which ultimately leads to entrepreneurship development (Shepherd *et al.*, 2017).

III. Methodology

3.1 Research Design

The study used descriptive survey research design and explanatory research design which according to Easterby-Smith *et al.* (2008) is aimed at establishing relationships between variable and concepts, whether there are prior assumptions and hypotheses regarding the nature of these relationships. This research design is appropriate for the study because it enabled the researcher to determine the current status of the population by assessing their attitudes and opinions with respect to the objective under investigation.

3.2 Target Population

The target population of this study was the 300 SMEs in Maasai Mara National Game Reserve registered by the Narok County Government. Consequently, the respondents for this study were the managers operating in travel and transport, Catering and accommodation, Tourism promotion and Curio and Souvenir businesses.

3.3 Sampling Techniques and Sample Size

The sample size of 169 respondents was derived from the target population of 300 of businesses in Maasai Mara National Game Reserve using the sampling formula proposed by Mugenda and Mugenda (2003). Whereby;

Where;

n = the desired sample size for target population <10,000,

z = normal standard deviation corresponding to 95% confidence interval, that is 1.96,

p = Proportion of the population estimated to have desired characteristics.

d = Design effect (2)

$q = 1 - p$

Since the study population is less than 10,000 the formula was adopted in determining the sample size.

Hence;

$$n = \frac{z^2 pq}{d^2} = \frac{1.96^2 * 0.5 * 0.5}{0.05^2} = 384$$

Therefore the desired sample size nf for populations less than 10,000 is as shown below.

$$nf = \frac{n}{1 + \frac{n}{N}} = \frac{384}{1 + \frac{384}{300}} = 169$$

Where nf = expected sample size

N = population of the study.

n = expected sample size for populations of more than 10,000

Sampling is considered as an important element because according to Maxim (1999), regardless of the process used for collecting data, some design is required for deciding which units ought to be measured and included in a study and which ones ought to be excluded from the research population. This technique of unit selection for data collection is known as sampling.

Table 3.1: Sample distribution Table

	Strata	Population	Formula for Sample Size	Sample Size
1	Travel and Transport	50	$nf/N * 50$	28
2	Catering and accommodation	70	$nf/N * 70$	39

3	Tourism promotion and information	75	nf/N*75	42
4	Curio and souvenirs	105	nf/N/105	60
	Total	300		169

Source: Author (2016)

3.4 Data collection Instruments

Both secondary and primary data were used in the study. Secondary data were obtained from reports by KTB to the government, community, and other stakeholders. Primary data were collected through a self-administered semi-structured questionnaire. According Kumar (2005) a questionnaire is the most appropriate instrument for collecting data from a large sample. This is because, questionnaires are less expensive since they save one time, human and financial resources and it is convenient. To enhance quality of data obtained, Likert types of questions were included.

3.9 Data Analysis Procedure

The data was sorted and coded after data collection and taken through data cleaning exercise in preparation for Descriptive and inferential analysis. Descriptive information analysis involved determination of frequencies and percentages of the responses across variables and presented using tables and pie-charts. Measures of central tendency and Dispersion of mean and standard deviation respectively were computed to show the characteristics of each variable in the study.

A test for significance that is t-test, F-test and analysis of variance was used to test the significance of the independent variables and the dependent variable. For the Hypotheses to be accepted or rejected comparison was done between the critical t and calculated. If the calculated t is greater than the critical t, then alternative hypothesis were accepted (Shenoy & Madam, 1994).

Simple Linear Regression analysis was also used to analyze the effect of entrepreneurial opportunities on the entrepreneurship development.

3.10 Empirical Model

To achieve this objective a simple linear regression model was estimated. The model was specified as shown in equation 3.1.

$$Y = \beta_0 + \beta_1 X_1 + \varepsilon \dots\dots\dots(3.1)$$

Where, Y = Entrepreneurship Development

β_0 Intercept

β_1 = Slopes coefficients representing the influences of the association, Independent variables over the dependent Variable where:

X_1 = Entrepreneurial opportunities

ε = Error term

IV. Research Findings And Discussions

4.1 Response Rate

A total of 169 structured questionnaires were distributed to various entrepreneurs in Maasai Mara National Game Reserve. Table 4.1 summarizes the response rate.

Table 4.1: Response Rate

	Frequency	Per cent
Returned	165	97.6
Non-Returned	04	2.4
Total	169	100

Source of Data: Survey (2016)

Table 4.1 shows that out of the 169 distributed questionnaires on 4 were not returned. This represented a 97.6 per cent successful response rate which is more than 70 percent as suggested by Mugenda (2008) and Mouton and Babie (2011) for self-administered questions. Therefore, this study used responses from 165 respondents to investigate the effect of entrepreneurship opportunities in tourism environment on entrepreneurship development of Host Community in Maasai Mara National Game Reserve in Narok County, Kenya.

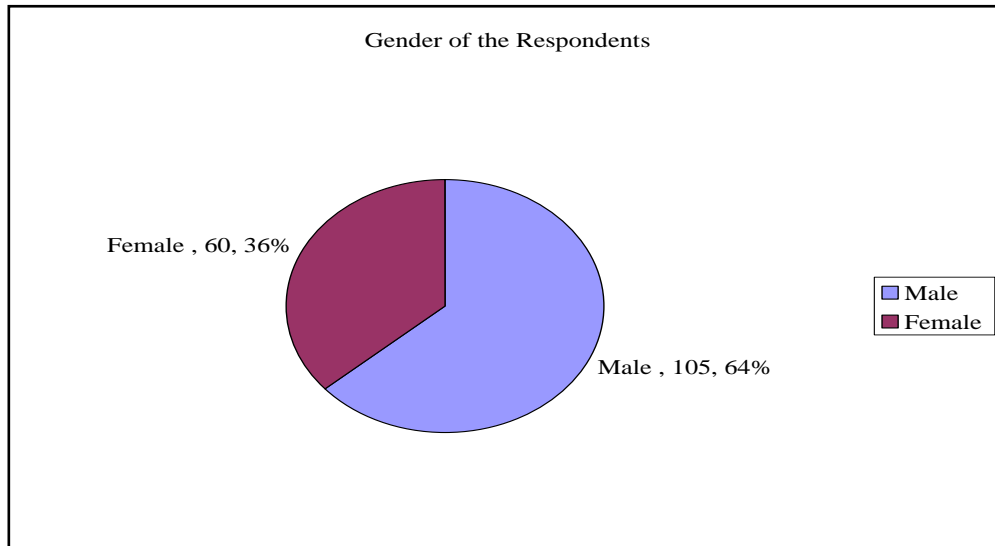
4.2 Respondents Characteristics

This section presents the salient characteristics of the respondents. Specifically, the section presents the composition of entrepreneurs in Maasai Mara National Game Reserve. The composition is established in form of gender, age, years involved in business and the kind of business the entrepreneur is engaged in.

4.2.1 Distribution of Respondents by Gender

The distribution of the respondents by gender is shown in Figure 4.1.

Figure 4.1: Distribution of Respondents by gender



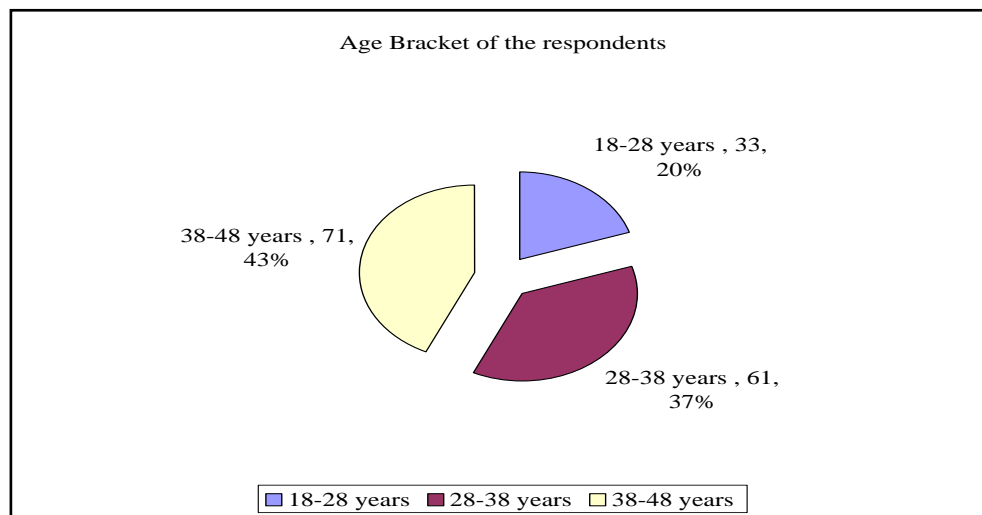
Source: Survey Data (2016)

The distribution summarized in figure 4.1 above, shows that a majority of the respondents 105 (63.6%) were male while only 60 (36.4%) were female. This shows that most of the entrepreneurs with businesses in Maasai Mara National Game Reserve were male. Therefore, the data is represented of the population under study.

4.3.2 Distribution of Respondents by Age

The distribution of the respondents by age is summarized in Figure 4.2.

Figure 4.2: Distribution of Respondents by Age



Source: Survey Data (2016)

Figure 4.2 shows that most of the respondents 71(43.0%) were in the age bracket of 38-48 years followed by 61 (37%) in the age bracket of 28- 38 years and lastly the young people aged between 18-28 years who were 33 (20.0%). This shows that the age of the majority of the entrepreneurs in Maasai Mara National Game Reserve is

within 38 and 48 years This meant that entrepreneurs within age brackets of 38-48 were more likely to venture into tourism related entrepreneurial activities. This further confirms the representative nature of the data used in the analysis.

4.2.2 Distribution of respondents by years Involved they are involved in business

To ascertain the experience of the respondents in business the study established the distribution of the entrepreneurs by the number of years they had been in business. The findings are summarized in Figure 4.3.

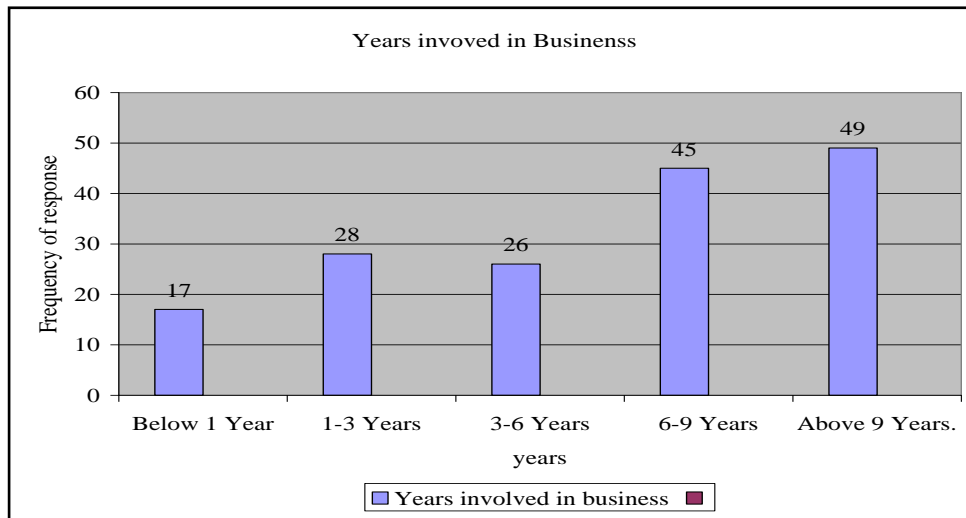


Figure 4.3 Distrution of respondents by years they were involved in business
Source: Survey Data (2016)

The statistics in Figure 4.3 show that most of the entrepreneurs 49 (29.7%) had operated businesses in Maasai Mara reserve for over 9 years. Those that had operated business for a period of 6-9 years were 45 (27.3%) while those who had operated for 1-3 years were 28(17.0%). This indicated that most of the entrepreneurs involved in business had stayed for a long period of time after establishing their businesses.

4.3.4 Distribution of Respondents by Kind of Business

To further understand the composition of the respondents, the study established the kind of businesses that was carried out in Maasai Mara National Game Reserve. The results are illustrated in Table 4.2.

Table 4.2: Distribution of Respondents by Kinds of businesses in Maasai Mara National Game reserve

Sectors of Business	Frequency	Percent
Catering and Accommodation	43	26.1
Tourism Promotion and Information	54	32.7
Curio and Souvenir	36	21.8
Travel and Transport	32	19.4
Total	165	100.0

Source: Survey Data (2016)

The summary statistics in Table 4.2 show that majority of the respondents 54 (32.7%) engaged in tourism promotion activities around Maasai Mara National Reserve. This was followed by 43(26.1%) in catering and accommodation, 36(21.8%) in curio and souvenirs while the rest 32(19.4%) engaged in other types of businesses such as hot balloon, tour guiding, camping among others. This indicates that the popular business being conducted in Maasai Mara National game reserve is in tourism promotion. This is consistent with the study population, and therefore, guarantees findings that can be generalized on the population under study.

4.4 Descriptive Statistics

This section presents the measures of adjacency and spread of the various domains of the structured questionnaire. Specifically, the study presents the descriptive statistics for the various sections of entrepreneurial opportunities in tourism environment and the dependent variable entrepreneurship development.

4.5. Entrepreneurial Opportunities

The first domain of the structured questionnaire covered entrepreneurial opportunities. The respondents were asked to provide their views on various statements on a five point Likert scale ranging from strongly

disagree to strongly agree. Strongly disagree was assigned a label of one and strongly agree was assigned a label of five. The summary statistics for this domain are presented in Table 4.3.

Table 4.3: Descriptive statistics for entrepreneurial opportunities

Items	1	2	3	4	5	Mean	Std dev
Sufficient information on entrepreneurial opportunities for starting and running a business in Maasai Mara National game reserve.	34 20.6	15 9.1	8 4.8	32 19.4	76 46.1	3.61	1.610
Adequate details on the travel and transport trade facilitate business growth and development.	0 0	14 8.3	28 17	105 63.6	18 10.9	3.77	.754
Adequate entrepreneurial opportunities in the catering and accommodation trade to facilitate business growth and development	0 0	6 3.6	0	159 96.4	0	3.93	.376
There are adequate entrepreneurial opportunities in the leisure and recreations trade to facilitate business growth and development.	15 9.1	6 3.6	54 32.7	14 8.3	76 46.1	3.79	1.310
Adequate opportunities in the curio and souvenirs trade to facilitate business growth and development.	15 9.1	18 10.9	0	93 56.4	39 23.6	3.75	1.198
Adequate information in the tourism promotion and tourism information to facilitate business growth and development.	6 3.6	57 34.5	28 17.0	66 40.0	8 4.8	3.08	1.042
Aggregate						3.655	1.048

Source: Survey Data (2016)

The summary statistics in Table 4.3 show 76 of the respondents representing 46.1 % strongly agreed that there is sufficient information on entrepreneurial opportunities for starting and running a business in Maasai Mara National game reserve. Another 32 representing 19.4% agreed, 34 representing 20.4% strongly disagreed while 15(6.1%) strongly disagreed. The summary statistics further show that the mean response was 3.61 with a standard deviation of 1.6 showing that on average respondents agreed with the statement, implying that respondents had sufficient information on entrepreneurial opportunities for starting and running a business in Maasai Mara National game reserve. On whether there are adequate entrepreneurial opportunities in the catering and accommodation trade to facilitate business growth and development, the study established that majority of the respondents 159 representing 96.4% agreed with the statement while 6 representing 3.6% disagreed. The mean response was 3.93 indicating that majority of the respondents agreed with statement.

The summary statistics in table 4.3 shows that most of the respondents 76 representing 46.1% and 54 representing 32.7 % strongly agreed and agreed respectively while 15 representing 9.1 % strongly disagreed that, there are adequate entrepreneurial opportunities in the leisure and recreations trade to facilitate business growth and development. This show that majority of the respondents agreed that the leisure and recreation trade has opportunities that can lead to business development. Table 4.3 further shows that most of the respondent's, 93, representing 56.4% agreed while 39 representing 23.6% strongly agreed that there are adequate opportunities in the curio and souvenirs trade to facilitate business growth and development. Fifteen respondents representing 9.1% and 18 representing 10.9 % strongly disagreed and disagreed with the statement respectively. Lastly on whether Adequate information in the tourism promotion and tourism information to facilitate business growth and development the results shows that most of the respondents 28 representing 17 % strongly agreed while 66 representing 40% agreed with the statement while 57 representing 34.5% disagreed and 6 representing 3.6% strongly disagreed with the statement. Overall, the domain had a mean score of 3.655 with a corresponding with standard deviation of 1.048. The mean score of 3.655 approximates to a score of 4. Therefore, on average, the respondents agreed with the Likert items in the entrepreneurial opportunities domain.

4.5 Diagnostic Tests

This study employed ordinary least squares to conduct analysis. This section tests for the assumptions that permit the application of OLS in the analysis. In particular, the study tested for normality, linearity, internal consistency and sampling adequacy of the independent and dependent variables.

4.5.1 Normality Test

Normality was tested using Shapiro Wilk test. The test has a null hypothesis of normality. The p values for Entrepreneurial Opportunities was 0.8833 which was greater than 0.05. Therefore, the null hypothesis of normality assumed by the Shapiro Wilk normality test was not rejected at five per cent level of significance. Thus, the variables used in the analysis are normally distributed, and therefore, permit the use of ordinary least squares.

4.5.2 Test for Linearity

The study used correlation analysis to whether the variables were linearly related. The test statistics showing the linear associations between the dependent variable and the independent shown that the correlation coefficient for the association between entrepreneurship development and entrepreneurial opportunity is 0.620 with a corresponding p-value of 0.000. Therefore, the coefficient is significantly different from zero at five per cent level of significance. Thus, there is a strong positive correlation between entrepreneurship development and entrepreneurial opportunity.

4.6 Hypothesis Testing

The objective of the study was to determine the effect of entrepreneurial opportunities in tourism environment on entrepreneurship development of Host Community in Maasai Mara National Game Reserve Narok County, Kenya To this end a null hypothesis, H_{01} , those entrepreneurial opportunities in tourism environment has no effect entrepreneurship development of host Community in Maasai Mara National Game Reserve was formulated.

Table 4.13: Effect of Entrepreneurship opportunity in tourism environment on entrepreneurship development

Post Estimation Diagnostics			
	Test Statistic	P-value	
R-squared	0.0896		
Breusch-Pagan Test (Heteroskedasticity)	0.07	0.7951	
Regression results			
	Coefficients	t-statistic	P-value
Entrepreneurial Opportunities	0.242***	4.00	0.000
Constant	2.215	9.33	0.000
Key	** significant at 5 percent		
	*** significant at 1 percent		

Source: Survey Data (2016)

Table 4.13 show that the coefficient of entrepreneurship opportunities at ($\beta=0.242$, $p=0.000<0.05$) shows a statistically significant relationship between entrepreneurship opportunities in tourism environment and entrepreneurship development of host community in Maasai Mara National Game Reserve hence the study rejected H_{01} at $\alpha=0.05$ and concluded that entrepreneurship opportunities in tourism environment affect entrepreneurship development of Host Community in Maasai Mara National Game Reserve. The regression coefficient of 0.242 obtained in this case implies that a unit increase of the entrepreneurship opportunities in tourism environment variable would lead to 0.242 increases in entrepreneurship development. These finding agrees with the descriptive statistics as well as literature. The findings corroborate those of Goeldner and Ritchie (2003) who found out that for there to be entrepreneurship development, there must be entrepreneurial opportunities to be exploited in tourism environment

V. Summary, Conclusions And Recommendations

The study sought to determine the effect of entrepreneurial opportunities in tourism environment on entrepreneurship development of host community in Maasai Mara National Game Reserve in Narok Country, Kenya. Descriptive statistics showed that on average most of the respondents agreed that there are many entrepreneurial opportunities in the area and there is sufficient information on entrepreneurial opportunities for starting and running a business in Maasai Mara National Game Reserve. Among the areas where these opportunities existed included catering and accommodation, tourism promotion, hot air balloons and tour guiding. The study sought to determine the effect of entrepreneurial opportunities in tourism environment on entrepreneurship development of host community in Maasai Mara National Game Reserve. Empirically, the study found that a unit change in the score of entrepreneurial opportunities increases the score of entrepreneurship development by 0.242 units holding other factors constant.

Therefore, the study concludes that entrepreneurship opportunities positively influence entrepreneurship development. Entrepreneurial opportunities was a composite variable, the conclusion therefore,

implies that opportunities in travel and transport trade, catering and accommodation, leisure and recreation as well as curio and souvenirs trade positively influence entrepreneurship development of host community in Maasai Mara National Game reserve. Based on the fact that entrepreneurial opportunities in travel and transport trade, catering and accommodation, leisure and recreation as well as curio and souvenirs trade positively influence entrepreneurship development of host community in Maasai Mara National Game reserve. The government should sustain the opportunities in travel and transport trade, catering and accommodation, leisure and recreation as well as curio and souvenirs trade by promoting both domestic and foreign tourism. The government in conjunction with the local community should further explore and promote exploitation of other entrepreneurial opportunities other than travel and transport trade, catering and accommodation, leisure and recreation as well as curio and souvenirs trade.

5.2 Suggested Areas for Further Research

The study did not use cross tabulation to compare the findings with respondent's biographic characteristics. The study recommends that future research can be conducted using non-parametric techniques and specifically chi-square. The study used questionnaires as tools of data collection instruments, more methods such as focus group discussions should be used in future studies to help counter check on the information provided.

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