

Effects of Entrepreneurial Motivation in Tourism Environment on Entrepreneurship Development in Maasai Mara National Game Reserve in Narok County, Kenya

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Abstract

Tourism sector has remained a critical driver of economic growth in Sub Saharan Africa. In Kenya 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. However this sector erratically fluctuated widely with a decline trend. This study therefore investigated the effect of entrepreneurial motivation in Tourism Environment on entrepreneurship development 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 analyzed 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 analyzed on the basis of common themes and presented in narrative form. The findings of the study established that entrepreneurial motivation in tourism environment positively influence entrepreneurship development. Moreover, entrepreneurial motivation was found to be statistically significant on entrepreneurship development. The insights deriving from this study can be used to enhance utilization of entrepreneurial motivation in entrepreneurship development and utilization of self-desires of independence and personal fulfillment in attracting communities to entrepreneurial activities as well derivation of business development from ethnic and social belonging.

Key Words: Entrepreneurial Motivation, Tourism Environment and Entrepreneurship Development

1. Introduction

The amorphous nature of tourism industry has made it difficult to evaluate its impact on the economy relative to other sectors in the economy. Techniques have been developed to facilitate measurement of impact, but there is no universally accepted definition of what constitutes the tourism industry. The World Tourism Organization (WTO) attempted to address this in its publication "A Standard Industrial Classification of Tourism Activities (SICTA) it is yet unsolved (McMullen, Bagby & Palich, 2008).

Some of the developed countries of the world such as the USA, Canada, United Kingdom and France have utilized the enormous benefits of tourism to develop their economies. These countries make fortunes from the booming tourism industry for the overall development of their countries. According to the World Tourism Rankings released by the United Nations World Tourism Organization, (UNWTO, 2013), there were 1.087 billion international tourist arrivals worldwide in 2013. France was the most visited country by international tourists in 2013 with 84.7 million arrivals. It was followed by the USA and Spain with 69.8 million and 60.7 million tourist arrivals, respectively (UNWTO, 2013).

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, Ventresca, (2012). As such entrepreneurship is seen as the vehicle for creating wealth, employment and economic growth (Acs & Audretsch, 2003; Aidis, 2005; Benzing, Chu and Kara 2009; McMullen, Bagby and Palich 2008; Schumpeter, (1934).

Entrepreneurship development involves three types of related activities that stimulate, support and sustain the practice of entrepreneurship. This process involves various stakeholders that include the government and its agencies; academic institutions at all levels, primary, secondary and tertiary education and technical or vocational training; and the private sector that includes entrepreneurs, SMEs and large companies.

Entrepreneurship is a quality, which is by no means only associated with small-scale enterprise, and which is necessary in Government and public or co-operative enterprise as it is in private business. Individual small enterprises provide, however, both a nursery and proving ground for enterprise (Harper, 1984). However, the Entrepreneurship and therefore "the entrepreneur", is at the core of what makes an enterprise succeed, whether it is an entrepreneurial firm, a small business, a family business, a home-based business, or a new business.

In a report prepared by the World Tourism Organization (WTO) it was noted that many of the world's countries now regard tourism as an important and integral aspect of their development strategies. Tourism is now a major economic and social force. It is believed that it will shortly become, if it has not already done so, the largest single trade in the world.

These benefits are usually encapsulated in contributions to foreign exchange earnings, government revenues, regional development stimuli and creation of employment and income. The views on tourism tend to be polarized whether it is an economic force for good; a sustainer of cultures and heritage; or is it a destroyer and a pollutant (Bodlender *et al.*, 1991).

According to Elita (2009) the rapid growth of tourism in the twentieth century has produced both problems and benefits for the destination countries. Surprisingly, Tourism sector has been associated more with negative impacts compared to the positive impacts especially to the host country and more so the local community within the third world countries.

1.1 Statement of the Problem

The Maasai Mara National Game Reserve is regarded as the most favorite and is definitely the most popular National Game Reserve in Kenya, receiving over 540,000 visitors annually, (GOK, 2015). The crossing of the wildebeest in the Mara River was declared one of the Seven Wonders of the World (WTO, 2008). However, this sector has erratically fluctuated widely with a decline trend affecting the inner drive of the entrepreneurs and as result the entrepreneurs are not motivated in accommodating the new environmental challenges and opportunities in tourism. Studies on the relationship between entrepreneurial motivation in tourism environment and entrepreneurship development have produced a contradictory result. It is against this background that this study was carried out.

2. Literature Review

2.1 Actor-Network Theory (ANT)

This study was underpinned by entrepreneurship development theories that is Actor -Network Theory (ANT). This study Actor -Network Theory (ANT) Michel Callon (1991) and Bruno Latour (1992). The study reviews theoretical and empirical studies in the area of entrepreneurial motivation and development.

Entrepreneurship can also be explained by exploring the theoretical and methodological implications proposed by the Actor-Network Theory (ANT). Broadly speaking, the theory considers two theoretical perspectives for entrepreneurship: the subjectivist and the objectivist. The subjectivist perspective emphasizes the individual, with his skills and inherent abilities. Less explored in the literature, the objectivist perspective emphasizes the material aspects of the environment that cause entrepreneurship.

Considering both, the main limitation is the little importance that each side gives to the influence of the other in the overall analysis of the processes. This theoretical evidence reveals asymmetries, which display the insertion of the ANT application. Disregarding the duality imposed by the initial perspectives, the ANT enabled the exploration of new possibilities for understanding through the concept of "symmetry" (Latour 2005; Latour Ewoolgar, 1997).

Entrepreneurship requires the mobilization of diverse assemblages around itself, which necessitates the gathering of several allies who will be part of a negotiated movement and translations of interests. Uncovering this movement reveals the multiplicity of relationships that involves, for instance, political, social, economic,

cultural, scientific and technological factors, as well as the protagonists who, in history, usually are considered entrepreneurs (Tonelli, Brito, & Zambalde, 2011).

This theory is applicable to this study in the sense that Entrepreneurship motivation are at the heart of entrepreneurial activity. Yet, there is still debate on the nature of the opportunities. The discovery view argues that inner drive are discovered and have objective existence prior to the entrepreneurial process.

The creation view argues that the discovery view is incomplete and makes wrongful assumptions about agency, process and opportunities in entrepreneurship. More conceptual development, however, is needed for the creation view to become a fully developed theoretical alternative to the discovery view. The Actor-Network Theory is used to develop the creation view and further the understanding of entrepreneurial processes (Korsgaard, 2011).

This theory supports the objective on entrepreneurship motivation 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 Host community to be more creative and fully take advantage of the opportunities presented by tourism which is a social enterprise since this the drive.

2.2 Entrepreneurial Motivation and Entrepreneurship Development

In everything that takes place there must be a push or pull to it and this applies also to one becoming an entrepreneur. The Oxford Dictionary Thesaurus and Word power Guide (2001) defines the term 'motivation' as: 'the reason or reasons behind one's actions or behaviour'. McClelland (1961) and Miner (1993) identified that entrepreneurs have a high need for achievement characterized by a desire to succeed and excel which is more attainable within an entrepreneurial career choice.

Contrastingly, McClelland and Winter (1969) found that managers had a tendency to have higher need for power and lower need for achievement. Watson *et al.* (1998) argued that the motivation to start up a small business was influenced by characteristics such as work experience, personality, family environment and societal norms.

Porter and Lawler (1968) suggested a model that outlined the process of entrepreneurial motivation within which the four main characteristics that influenced the decision of an individual to start up a business were personal values, characteristics, situation and the status of the business environment itself. Self-motivation can be achieved through training, self-reliance, hard work and persistence in goal achievement, and creating interest in excellence. In spite of the theory being criticized, analysis has triggered off the traits approach to comprehended entrepreneurial behaviour (Praag & Versloot, 2007).

Further, Gilad and Levine (1986) proposed several 'push' and 'pull' characteristics which could be utilized to classify the motivations underpinning small business start-up. Push characteristics related to negative forces such as difficulties in finding employment, job dissatisfaction, inadequate remuneration, whereas pull characteristics included independence; wealth and personal fulfillment were considered positive motivational influences (Chell, 2001). In high-income countries, there were four times more adults that engaged in entrepreneurial activities through opportunity than necessity (Bosma & Harding, 2006).

Moreover, Watson *et al.*, (1998) concluded that pull characteristics such as independence, being one's own boss, using creative skills, doing enjoyable work and wealth creation, were more important than the push characteristics such as redundancy, frustration by employers and the need to earn a reasonable living.

Segal *et al.*, (2005) however, contended that displaced workers did not necessarily pursue an entrepreneurial option unless other influences were evident. Roberts (1991) examining nascent entrepreneurship in the high technology sector found that the majority of respondents did not consider personal wealth creation as a primary motivator for self-employment.

Entrepreneurial drivers including the need to achieve, the desire for independence and dissatisfaction with current employment, were often cited as the primary reasons associated with small business start-up. While Chell (2001) argued that entrepreneurial activity was underpinned by the need for achievement, independence and power.

The decision to behave entrepreneurially is the result of the interaction of several factors. One set of factors includes the individual's personal characteristics, the individual's personal environment, the relevant business environment, the individual's personal goal set, and the existence of a viable business idea, Douglas *et al.*, (2002). In addition, the individual compares his or her perception of the probable outcomes with the personal expectations he or she has in mind.

In the next step, an individual looks at the relationship between the entrepreneurial behavior he or she would implement and the expected outcomes. According to the model, the entrepreneur's expectations finally are compared with the actual or perceived firm outcomes. Future entrepreneurial behavior is based on the results of all of these comparisons. When outcomes meet or exceed expectations, the entrepreneurial behavior is positively reinforced, and the individual is motivated to continue to behave entrepreneurially either within the current venture or possibly through the initiation of additional ventures, depending on the existing entrepreneurial goal (Berlung & Johansson, 2007).

In conclusion, Bull *et al.* (1995) following the Schumpeterian definition, proposed that entrepreneurship will occur when the following conditions are present: Task related motivation (some vision or sense of social value embedded in the basic task itself that motivates the initiator to act), Expertise (present know how plus confidence to be able to obtain know-how needed in the future), Expectation of self-gain (economic and/or psychic benefits); and a supportive environment (conditions that either provides comfort and support to the new endeavors or that reduce discomfort from a previous endeavor).

3. Methodology

3.1 Research Design

The study adopted descriptive explanatory research. 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 $n = \frac{z^2 pq}{d^2}$ 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 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. To enhance quality of data obtained, Likert types of questions were included.

3.5 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 motivation on the entrepreneurship development.

3.6 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 motivation

ε = Error term

4. 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 2 summarizes the response rate.

Table 2. Response Rate

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

Source of Data: Survey (2016)

Table 2. 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 (2003) and Mouton and Babie (2011) for self-administered questions. Therefore, this study used responses from 165 respondents to investigate the effect of entrepreneurship motivation in tourism environment on entrepreneurship development of Host Community in Maasai Mara National Game Reserve in Narok County, Kenya.

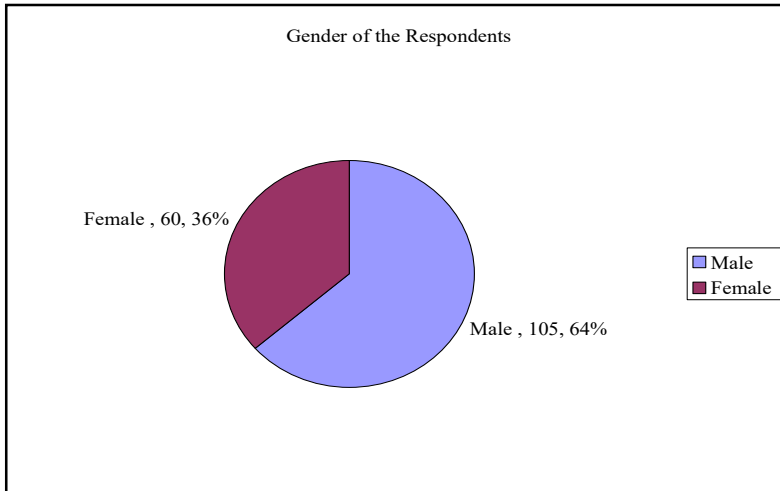
4.2 Respondents Characteristics

This section presents the 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 1.

Figure 1. Distribution of Respondents by gender



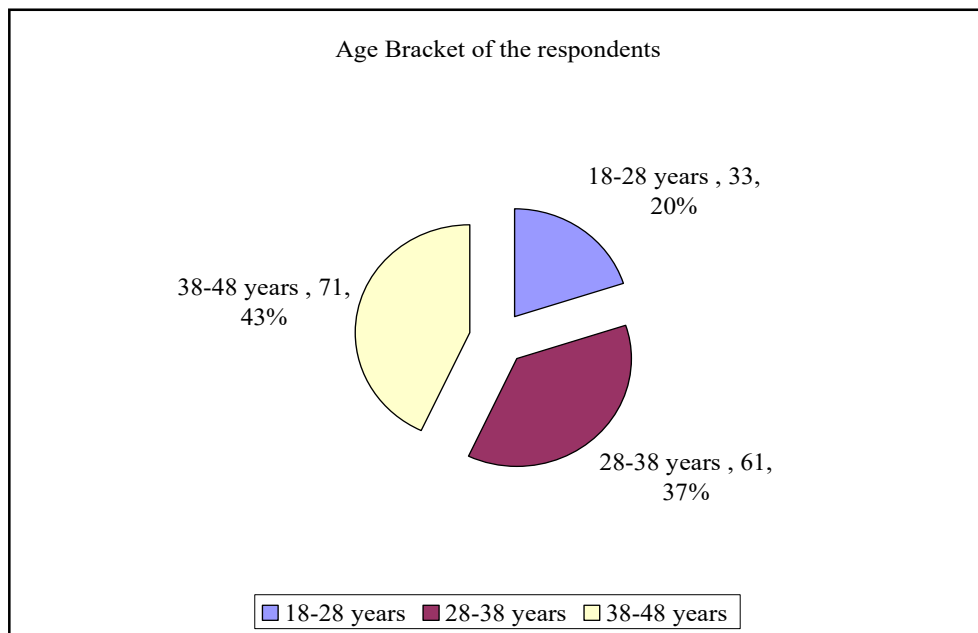
Source: Survey Data (2016)

The distribution summarized in figure 3 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 2.

Figure 2. Distribution of Respondents by Age



Source: Survey Data (2016)

Figure 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 3.

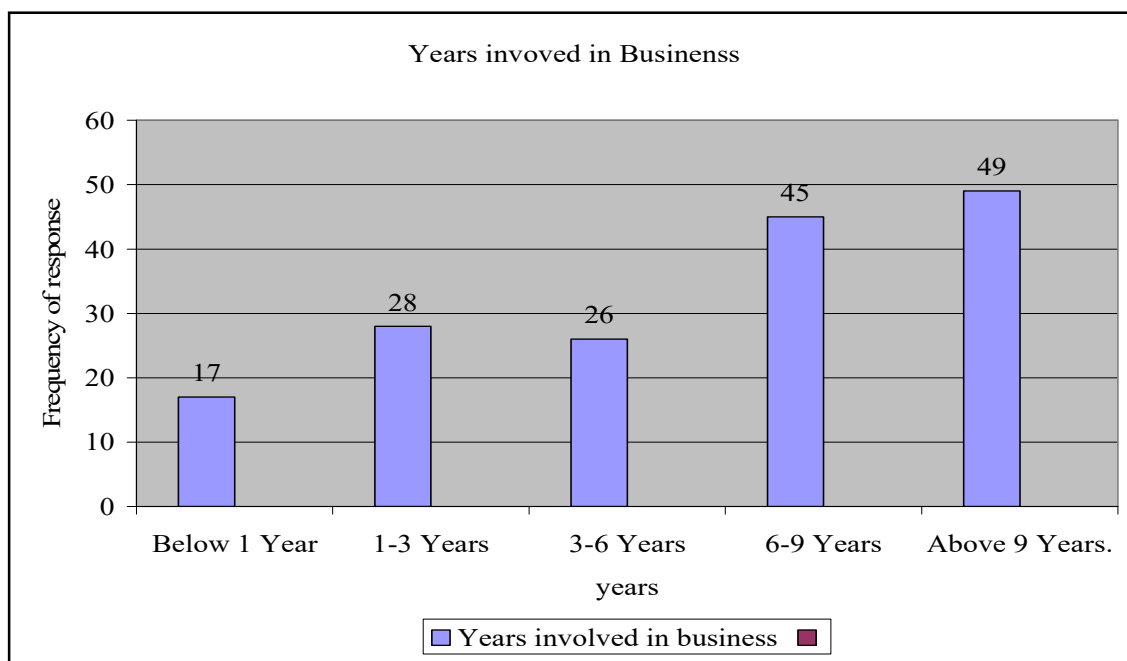


Figure 3. Distrution of respondents by years they were involved in business
 Source: Survey Data (2016)

The statistics in Figure 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 3.

Table 3. 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 3 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 motivation in tourism environment and the dependent variable entrepreneurship development.

4.4.4 Entrepreneurial Motivation

The entrepreneurial motivation domain had five items with the descriptive statistics presented in Table 4.

The results in Table 4 shows that 81 respondents representing 49.1% agreed that there are personal expectations that motivate one to run/start business while 30 representing 18.1% disagreed with the statement. This implies that people go into business because of the underlying motivator behind the venture. From the findings in Table 4.3 it can also be noted that most of the respondents 59 representing 35.8% disagreed with the statement, 14 representing 8.5% strongly disagreed while 53 representing 42.1% agreed and 33 representing 20% strongly agreed with the statement that there are intrinsic reward expectations that adequately motivate one to start and run a business.

This again shows that most of the entrepreneurs around Maasai Mara reserve agreed that entrepreneurship development is influenced by the underlying intrinsic factors as motivators. It is also noted that the need for achievement motivates one to start and operate a venture/business. Most of the respondents 56 representing 33.9% strongly agreed, 23 representing 14% agreed while 53 representing 42.1% disagreed and 29 representing 17.6% strongly agreed with the statement. This implies that the need for achievement is a motivating factor to the development of entrepreneurship in Maasai Mara national game reserve.

Table 4. Descriptive analysis for Entrepreneurial Motivation

Items	1	2	3	4	5	Mean	Std dev.
There are personal expectations that motivate one to run/start business	30 18.1	41 24.8	11 6.7	81 49.1	2 1.2	3.19	1.338
There are intrinsic reward expectations that adequately motivate one to start and run a business	14 8.5	59 35.8	6 3.6	53 42.1	33 20	3.15	1.586
Needs for achievement that motivates one to start and operate a venture/business	29 17.6	53 42.1	4 2.4	23 14	56 33.9	3.79	1.310
Entrepreneurial strategy contributes to business starting and growth	15 9.1	6 3.6	54 32.7	14 8.5	76 46.1	3.75	1.198
Desires for personal independence that motivates one to go it alone and start a business	15 9.1	18 10.9	0 0	93 56.4	39 23.6	3.08	1.042
Aggregate						3.392	1.295

Source: Survey Data (2016)

On whether Entrepreneurial strategy was also noted to contribute to entrepreneurship development and growth, most of the respondents 76 representing 46.1% agreed with the statement, 14 representing 8.5% strongly agreed while 15 representing 9.1% disagreed and 6 representing 3.6 % strongly disagreed with the statement. This means that an effective entrepreneurial strategy motivates the development of entrepreneurship in the Maasai Mara national game reserve.

The descriptive statistics in Table 4 also establish that most of the respondents 93 representing 56.4% and 39 representing 23.6% agreed and strongly agreed respectively that the desires for personal independence motivates one to go it alone and start a business. Only 18 representing 10.9% disagreed while 15 representing 9.1% strongly disagreed with the statement. This implied that the desire for independents and to be own boss influences a person to go into business. The results are in line with the findings of Chell (2001); Hisrich and Peters (198

8) who indicated that motivational characteristics for entrepreneurs included independence; wealth and personal fulfillment were considered positive motivational influences Segal *et al.* (2005). However, contended that displaced workers did not necessarily pursue an entrepreneurial option unless other influences were evident. While Chell (2001) argued that entrepreneurial activity was underpinned by the need for achievement, independence and power. Bull *et al.*, (1995) on the other hand proposed that entrepreneurship will occur when the following conditions are present: Task related motivation, expertise, expectation of gain for self and a supportive environment.

4.4.5 Entrepreneurial Development

The fifth domain of the structured questionnaire covered the dependent variable. The items measuring entrepreneurial development were five their descriptive statistics are presented in Table 5.

Table 5.: Response on Entrepreneurship Development

Items	1	2	3	4	5	Mean	Std dev
More travel and transport business developed by host community due to tourism environment in Maasai Mara National game reserve	15 9.1	25 15.1	38 23	61 37	26 15.8	3.35	1.183
There are more accommodation business developed by host community due to tourism environment in Maasai Mara National game reserve	30 18.1	41 24.8	11 6.7	81 49.1	2 1.2	2.90	1.231
More tourism Promotion developed by host community due to tourism environment in Maasai Mara National game reserve	14 8.4	59 35.8	6 3.6	53 32.1	33 20	3.19	1.338
More curio and souvenir business developed by host community due to tourism environment in Maasai Mara National game reserve	29 17.6	53 32.1	4 2.4	23 13.9	56 33.9	3.15	1.586
More Leisure and recreation business developed by host community due to tourism environment in Maasai Mara National game reserve	39 23.6	17 10.3	13 7.9	95 57.6	1 0.6	3.01	1.288
Aggregate						3.12	1.325

Source: Survey Data (2016)

The results in Table 5 show that most of the respondents 61 representing 37% agreed while 26 representing 15.8% strongly agreed that more travel and transport business developed by host community due to tourism environment in Maasai Mara National game reserve. Only 25 representing 15.1% disagreed and 15 representing 9.15% strongly disagreed with the statement. It was also noted that most of the respondents 81 representing 49.1% while 41 representing 24.8% disagreed that there is more accommodation business developed by host community due to tourism environment in Maasai Mara National game reserve. This implies that most of the local entrepreneurs are not in the accommodation business.

On whether the local community are more in tourism Promotion development due to tourism environment in Maasai Mara National game reserve, 59 respondents representing 35.8% disagreed meaning that most of the local community entrepreneurs are not in tourism promotion. It was also noted that most respondents 56 representing 33.9% agreed with the statement while 53 representing 32.1% disagreed with the statement that more curio and souvenir business developed by host community due to tourism environment in Maasai Mara National game reserve.

This shows that most of the local community entrepreneurs are engaged in curio and souvenir business developed. Majority of the respondents 95 representing 57.65% also agreed that there are more Leisure and recreation business developed by host community due to tourism environment in Maasai Mara National game reserve- than any other business. This implies that the tourism the local community is engaged more in leisure related businesses than any other in Maasai Mara reserve.

Overall, the domain has a mean score of 3.12 with a standard deviation of 1.325. The mean score of 3.12 approximates to a score of three. Therefore, on average number the responses.

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 motivation in tourism environment on entrepreneurship development of Host Community in Maasai Mara National Game Reserve Narok County, Kenya To this end a null hypothesis those entrepreneurial motivation in tourism environment has no effect entrepreneurship development of host Community in Maasai Mara National Game Reserve was formulated.

Table 6. Effect of Entrepreneurial motivation in tourism environment on entrepreneurship development

Post Estimation Diagnostics			
	Test Statistic	P-value	
R-squared	0.6162		
Breusch-Pagan Test (Heteroskedasticity)	1.06	0.3038**	
Regression results			
	Coefficients	t-statistic	P-value
Entrepreneurial Motivation	0.617***	16.18	0.000
Constant	1.32***	11.06	0.000
Key	** significant at 5 percent		
	*** significant at 1 percent		

Source: Survey Data (2016)

Table 6. show that the coefficient of entrepreneurship motivation at ($\beta=0.617$, $p=0.000<0.05$) shows a statistically significant relationship between entrepreneurship motivation in tourism environment and entrepreneurship development of host community in Maasai Mara National Game Reserve hence the study rejected H at $\alpha=0.05$ and concluded that entrepreneurship motivation in tourism environment affect entrepreneurship development of Host Community in Maasai Mara National Game Reserve. The regression coefficient of 0.617 obtained in this case implies that a unit increase of the entrepreneurship motivation 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 Segal *et al.*, (2005) who found out that for there to be entrepreneurship development, there must be entrepreneurial motivation to be exploited in tourism environment above and below the neutral response are approximately the same this include drive that is need to achieve, the desire for independence and power. The finding agreed what other scholars

have established. Chell (2001) argued that entrepreneurial activity was underpinned by the need for achievement, independence and power. The decision to behave entrepreneurially is the result of the interaction of several factors. One set of factors includes the individual's personal characteristics, the individual's personal environment, the relevant business environment, the individual's personal goal set, and the existence of a viable business idea, Douglas *et al.* (2002).

In addition, the individual compares his or her perception of the probable outcomes with the personal expectations he or she has in mind. Bull *et al.* (1995) on the other hand noted that following the Schumpeterian definition, proposed that entrepreneurship will occur when the following conditions are present: Task related motivation, Expertise, Expectation of gain for self and a supportive environment. This therefore noted that entrepreneurship development is dependent highly on motivation of the entrepreneur.

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The study sought to determine the effect of entrepreneurial motivation 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 motivations in the area and there is sufficient information on entrepreneurial motivation for starting and running a business in Maasai Mara National Game Reserve. Entrepreneurial motivation drivers include the need to achieve, the desire for independence and dissatisfaction with current employment. The study sought to determine the effect of entrepreneurial motivation 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 motivation increases the score of entrepreneurship development by 0.242 units holding other factors constant.

Therefore, the study concludes that entrepreneurship motivation positively influence entrepreneurship development. In specific terms the study concludes that motivation for independence, wealth and personal fulfillment were positive influences to start and run a business, and therefore, entrepreneurship development of host community in Maasai Mara National Game reserve.

Premised on the fact that motivation for independence, wealth and personal fulfillment were positive influences to start and run a business, and therefore, entrepreneurship development of host community in Maasai Mara National Game reserve. Efforts to promote entrepreneurial culture among the host community should aim at meeting the need for independence, wealth and personal fulfillment. To further promote entrepreneurial development existing entrepreneurs should demonstrate the usefulness of their businesses in meeting desires for independence, wealth and personal fulfillment to attract more people into businesses.

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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