

# **Four windows promoting research and innovation for sustainable research development**

By

Gilbert Nyakundi Okebiro, (PhD candidate Development studies)

Kisii university-Kitale campus

Faculties of Arts and Social Sciences & Education

[okebirog@gmail.com](mailto:okebirog@gmail.com)/+254727309990

## **Abstract**

This paper embraces four windows of research and development which lead to sustainable development wildlife conservation and tourism industry. The windows are first, public [known] what is known to others through literature review (sceneries) and wildlife conservation what others have done on that research; second [confidential [not known] to others and people visit the scenery to know more about it. What the research wants to study or investigate and give the results; third, private [known to others], what other people know and the research wants to receive through respondents and make others know and fourth, blind [unknown] to all and the research want know when analysed and results concluded and recommended. The problem is policies in wildlife conservation and tourism are framed and dominated by western environmental values and scientific philosophies and indigenous people provide significant information which tourist use in research without acknowledging. The objective of the study is to embrace the culture of research and development in Kenya for the conservation of wildlife and sustainable tourism through indigenous research and innovation. The paper is theoretical, uses analytical method and document analysis. The key results are wildlife conservation and tourism programmes are attuned to rural resource strategies and environmental values only without academic values. It is concluded research should be transformed from basic research to applied research and action research, for local communities' participation in wildlife and tourism development. It is recommended research would be significant for three purposes as to add knowledge, to correct the errors of the previous researches and to encourage and enhance others to improve on the same field of study, and encourage local participation in the design, implementation and management of tourism projects.

**Key words:** Public, Confidential, Private, Blind

## **Introduction**

This paper embraces four windows of research and development which lead to sustainable development wildlife conservation and tourism industry. The term “research” means to look for, examine, investigate or explore (Kombo and Tromp, 2011). In this sense scholars move around the world to explore, to examine and investigate new phenomena through the application of four windows in research. Different scholars have defined research differently, such as Orodho and Kombo (2002:2) define research as the process of arriving at dependable solutions to problems through the planned systematic collection, analysis and interpretation of data. Futher Tuchman (1978:1) describes research as a systematic attempt to provide answers to questions. Therefore, tourists who visit various sceneries which are unknown, ask questions related and get answers to the questions asked. Also Kerlinger (1973:11) defines research as a systematic controlled empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena.

The four windows of research and development lead to situation analysis which is vital for research work. Situation analysis is a process through which the characteristics or features and risks or problems that are identified in new scenery through tourism industry. It involves the identification and definition of characteristics and problems specific to an area that research study will be monitored, implemented and evaluated.

The windows are first, public [known] what is known to others through literature review (sceneries) and wildlife conservation what others have done on that research; this window makes people travel within their country from different regions and from other countries to go and visit those known areas for tourism purposes for example Tour iffel in Paris in France, Taj Mahal and Agra fort in Agra city Uttah Pradesh in India and so on, second [confidential[not known]to others and people visit the scenery to know more about it. What the research wants to study or investigate and give the results for example there are many local geographical and historical features with other people are not aware whether they exist. Third, private [known to others], what other people know about the facts and common sense and the researcher wants to receive through respondents and make others know more about the concept under study and fourth window , blind [unknown] to all people and the research wants know when analysed and results concluded and recommended.

There are many things of study for researchers from all disciplines and that is why the current paper use four windows to give the path for research and sustainable development. There is no sustainable research, without creativity and innovation. Different environments are endowed with different species of animals and plants in different parts of the world.

## **The statement of the problem**

The problem is policies in wildlife conservation and tourism are framed and dominated by western environmental values and scientific philosophies and indigenous people provide significant information which tourist use in research without acknowledging.

## **The objective**

The objective of the study is to embrace the culture of research and development in Kenya for the conservation of wildlife and sustainable tourism through indigenous research and innovation.

### **Justification of the research**

This research study is justified on the ground or framework that social research is about investigating some aspect of social world (Quinlan,2011).the process of social research involves developing a question or a statement and then gathering data on the particular phenomenon being investigated in order to answer the question or respond to the statement. It is therefore, important as Anthony Giddens (2001:639) connotes that good researchers try to make the research question or statement posed as precise as possible and then they gather empirical evidence (data) on the topic before coming to conclusions. The term empirical is applied here to describe the information, experience or experiment from the tourists who visit new places or sceneries in the world using the four windows of research and development.

### **Literature Review**

Research is significant in every society for scientific study and the findings are used for solving problems of various phenomena. According Singh and Singh (2012),in any research form of research a phenomena can be studied with three approaches: either from its genesis to up to its facts. We have to wait for next data and observation or apply a cross-sectional approach in which any aspect of the phenomena can be studied at any time and we have not to wait for time, this is what applies to window 2 in the current research work. Or scientific approach can be applied, which is a special systematized form of all reflective thinking and inquiry which applies to the tourism industry world wide.

The four windows in research correlate with the methods of inquiry. The methods of acquiring scientific knowledge, which humankind from earlier times sought answers to their problems can be classified into six categories as follows; (1) Authority (2)Tradition (3)Experience (4)Deductive-reasoning(5)Inductive reasoning and Scientific Method (Singh and Singh,2012).

In this research study, the first category of authority appeal and seek its advice was well established method of solving problems even in the earliest civilisations of Egyptians, Mesopotamia, Chinese and Indian civilizations. We can find examples of reliance upon authority for truth, particularly during calamities in the ancient times, when floods, famine or diseases terrified humankind. Traditions are the second source of knowledge and are close to the authority in seeking knowledge. Traditions are used by man for solutions to many of his problems in the society. For example nobody questions the customary styles of dress, food, speech and worship of their forefathers instead accepts wholesomely and holistically. The third source of knowledge is experience or personal experience was very important source of knowledge for example people visit unknown tourist places to seek knowledge from the indigenous people living near the scenary.for example in the ancient times the nomads and pastoralists from their personal experience visited areas and remembered that certain fruits once eaten caused illness and some grains ripened at a particular time of the year and drought

occurred in certain periods and so on. Also modern man, when confronted with problems, tries to seek answers through their own experiences through the four research windows on tourism and wildlife.

The fifth source is the deductive reasoning which was used by Greek philosophers like Aristotle and his followers who made a significant contribution towards the development of a systematic method for obtaining reliable knowledge. Aristotle developed **sylogism**, which can be described as a thinking process in which one proceeds from general to specific statements by deductive reasoning. It provides a means of testing the validity of any given conclusion or idea by proceeding from the known to the unknown. The syllogistic reasoning consists of (1) a major premise based on a self-evident truth or previously established fact or relationship, as applied in the four windows of research and sustainable tourism industry.(2) a minor premise concerning a particular case to which the truth, fact or relationship invariably applies and (3) a conclusion. If the major and minor premises can be shown to be true, the conclusion arrived at is necessarily true for example in tourism and wildlife industry.

Inductive reasoning is the sixth source of knowledge where, conclusion derived from generations and from statements of presumed authorities by deducting reasoning is true only if they are based upon true premises. To determine whether the premises are true, Francis Bacon stressed the need for basing generation conclusions upon specific facts gathered through direct observations. The direct observations cannot be done without the four windows of research and development.

The seventh source of knowledge is intuition, which is the perception, or explanation or insight into phenomena by instinct. In other words, it is the ability to gain knowledge without conscious reasoning or rational process (Mugenda and Mugenda, 2003:4).This can be applied through the use of the fourth window of research.

## **Methodology**

The paper is theoretical, uses analytical method and document analysis.

## **Key findings**

The key results are wildlife conservation and tourism programmes are attuned to rural resource strategies and environmental values only without academic values. The four windows indicates key findings such that window one (known)-in Kenya, there are many tourism areas which influence business enterprise and promote research and innovation in wildlife conservation and sustainable tourism industry. This reinforces the importance of some protected icons in Kenya as receiving both many tourists as well as having potential. Such protected areas include Amboseli National park, Maasai Mara National reserve, Lake Nakuru National park, Abardares National park, Nairobi National park and Tsavo East and West National park (Akama, 2013). Therefore, this is public [known]what is known to others through literature review(sceneries)and wildlife conservation what others have done on that research; and researchers can do research on various kinds depending on what facts they need from those known areas. For instance, a research scholar who wants to know more about

birds (Flamingos) can visit Lake Nakuru National park, for the study of lions Tsavo National park would be significant. This means that the known facts lead to wildlife conservation and sustainable tourism industry in Kenya. The protected areas have a diversity of birds, mammals and plants that can be utilized for wellbeing of the rural poor communities (Akama, 2013).

Second window is [confidential [not known] to others and people visit the scenery to know more about it. What the research wants to study or investigate and give the results. In this window there are unknown tourist sceneries which are important for tourism and fostering business enterprises in those places. According to Johnson (2000), noted that one possible alternative explanation for unrealised potential for coast tourist destination is the fact that there are sunny beaches in other places of the world, which seem even more attractive, secure and exotic than the Kenyan coast. Many tourist leading tourist destinations of the country which are unknown are numerous for example in Kisii County, there is *emanga* (Manga ridge) which is not popular to international and national tourists but known or popular to the local tourist or people from the area. There is Ngoro mwaga (magic hole) near Manga ridge which was used for rituals by Abagusii. Next on the foot of the Manga ridge there is Lake Okari which was formed as a result of down warping. In Turkana County, there are unknown tourists and wildlife sceneries including Kapendo spring, which its waters has healing effect on the patients with skin diseases. This scenery is unknown to many tourists in the world and there is need to be conserved for tourism purposes. There is a historical scenery near Kalikol known as *namolitunga*, which is historical fact signifying the aturkana villagers who were dancing *endonga* (Turkana dance), mystically turned into stones. This can be clearly merged with tourism scenery near Lake Turkana, leading to new potential and significance in business or income generation through tourism in the county. In Kakamega county, there is *Ikhonga Murwe*(Crying stone)which is important tourism scenery but not utilized by the community for tourism and leading to entrepreneurship.

Third window is, private [known to others], what other people know and the research wants to receive through respondents and make others know. Individuals, groups or community mobilise resources and create wildlife conservation for tourism purposes. The example is Ndula farm tourist centre. The canter has a collection of unique animals with deformities. This includes, a cow of three legs, a donkey without a tail and so on. This tourism canter is located near Kitale town. It has a unique and ecologically intriguing ecosystem, which can be marked specifically for scientists and student tourists more biased towards intellectual endeavours and satisfaction. The Kenya wildlife society should encourage the private tourism centres with tourism potential to individually participate in their own marketing efforts.

Fourth, blind [unknown] to all and the research want know when analysed and results concluded and recommended. These are areas which have wildlife potential and not known by others and need to mapped and conserved for tourism purposes.

## **Discussion and conclusion**

It is concluded research should be transformed from basic research to applied research and action research, for local communities' participation in wildlife and tourism development. Realising the inability of the current land and resource tenure to promote community participation in wildlife conservation, some countries in sub-Saharan Africa are currently reviewing their land policies and wildlife legislation. This is aimed at integrating indigenous land rights and traditional resource management systems in contemporary approaches to wildlife conservation as well as providing secure rights for local communities (Ipara, 2013). Unlike Kenya, these policy and legislative changes have been more significant in Zimbabwe, South Africa, Ghana, Cameroon, Mozambique and Central African Republic (Metcalf, 2010).

It concluded under window one public/known-public or known facts, underlying social trend in wildlife conservation policies and programmes in Kenya has been to take away the wildlife resource use-rights of the rural peasants and pastoralists. The establishment of national parks and reserves, the social and economic forces influencing conservation and use of wildlife resources have come to be controlled by the state, conservation organisations and tourism groups (Akama, 2013). Therefore, there is need for introducing alternative wildlife conservation policies and programmes aimed at the social and economic empowerment of rural peasant and pastoralists.

### **Recommendation**

It is recommended research would be significant for three purposes as to add knowledge, to correct the errors of the previous researches and to encourage and enhance others to improve on the same field of study, and encourage local participation in the design, implementation and management of tourism projects.

From the discussion and conclusion, it recommended in window one, the individuals to develop alternative conservation strategies that would take into account the interests of rural peasant and pastoralists. This means if the communities surrounding the national parks and game reserves, the local residents would themselves benefit from wildlife resources on an economically and ecologically sustainable basis and there would be an opportunity for their support and lessening the escalating conflicts of interests of the wildlife resources in their regions.

In window two, it is recommended, individuals or community groups should mobilise resources for the conservation the wildlife in their area for the objective entrepreneurship and sustainable development.

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