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Abstract

Purpose: This study sought to articulate the role of community-based economic activities and its contribution to sustainable tourism development in Busia County, Kenya.

Materials and Methods: The study used mixed method approach to collect both quantitative and qualitative data. Simple random sampling and purposive sampling techniques where 429 respondents were sampled from the study population. The study adopted questionnaires and interviews for primary data collection. Statistical software, especially the Statistical Package for Social Sciences (SPSS) and NVivo were used in data analysis where the results were presented in form of descriptive and inferential statistics.

Findings: The results of the study indicated that Community-Based Economic Activities (CBEAs) positively contributed to Sustainable Tourism Development (STD) in Busia County, Kenya. There was a statistically significant relationship between community-based economic activities and sustainable tourism development where ($P=0.032<0.05$). Therefore, development of more sustainable CBEAs emerged one of the strategies for tourism diversification, regional economic growth and

sustainable tourism development in Busia County, Kenya.

Implications to Theory, Practice and Policy: The study adopted Economic base theory and Network development theory, which directed the need for a collective approach for sustainable tourism development to be realized. By addressing the study objective, the study provided insights to researchers, policy-makers and key stakeholders encouraging diversification of tourism activities through the growth of community-based economic activities. The study recommended for the need by the government to development of all necessary infrastructures and proper policies that promote sustainable tourism development. In addition, there was need by the local communities to embrace community-based tourism by establishing more CBEAs through formation of community-based tourism enterprises (CBTEs) that would inspire the government and other donor organizations provide funds needed for economic growth and sustainable tourism development in Busia County, Kenya.

Keywords: *Community-Based Economic Activities, Sustainable Tourism Development, Busia*

JEL Codes: L83

1.0 INTRODUCTION

The growth of the tourism sector through existence of community-based economic initiatives contribute greatly to the economic development of many nations. Despite all the effort put in place by governments some of the challenges experienced in the tourism sector can not be addressed. Therefore, the establishment of community-based tourism initiatives to promote the economic growth at local level as well as contributing to sustainable tourism development has become an alternative way for tourism diversification (Romão et al., 2023). The existence of community-based economic initiatives has proved to create local development and also fosters unity among the people. Community-based economic activities (CBEAs) involve programs that support financial growth and productivity through utilization of locally available resources at the community level promoting poverty reduction, creating employment opportunities, empowering the local people as well as improving the general living standards (Westhuizen, n.d.).

Community-based economic activities (CBEAs) are part of community-based resources that have diversified tourism activities at the community level. Therefore, the governments need to allocate adequate funding to develop required infrastructures that support sustainable tourism development resulting from community-based economic activities. However, the development mechanisms and the implementation of the investment strategies to ensure maximum returns on savings and its success greatly depends on the participation of the local communities at the grassroot level (Vdovenko et al, 2023).

China's sustainable tourism development results from its history of the rich culture as well as the rapid economic growth. The Chinese economic sector sustainability had been powered by the loosening of the country's travel restrictions both on local and international travellers resulting to maximum utilization of all available community-based tourism resources (Xue et al., 2023). In the Sub-Saharan Africa, the region's gross domestic product declined in 2023 as a result of the social unrest and the weaker commodity prices. Nevertheless, the economic projections have once again indicated a rise by 3.7% and 4.1% in the year 2024 and 2025 respectively as a result of recovery in the global output on trade and lower inflation rates (World Bank, 2023). Similarly, the Economic survey report by the Kenya National Bureau of Statistics (KNBS) indicated a positive growth rate in most of the sectors of economy including agriculture, forestry and fishing being attributed by favourable weather conditions prevailing throughout the year anticipating to the development of the tourism sector (KNBS, 2024).

Agriculture being one of the CBEAs plays an integral role in the economic development through its direct and the indirect impacts. Agriculture creates employment opportunities directly by the people working in the sector and indirectly through its linkages with the other sectors, attracting foreign exchange earnings, ensuring the food security as well as contributing to Gross Domestic Product (GDP). 21.3% of GDP received in average between 2018-2022 period came from agriculture (Central Bank of Kenya, 2024). In addition, agriculture promotes sustainable tourism development where the progress of the world's economies relies on these rural economic activities. More than 80% of the world's population depend on agriculture alone which supports about 2.5 billion of the global population. Nevertheless, the susceptibility of tourism sector to some of the factors which hinder economic development has necessitated establishment of strategies to ensure promotion of socio-cultural values, environmental conservation as well as improving the quality of life as a result of CBEAs has been achieved through sustainable tourism development (Tshikovhi et al., 2023).

Advancement in the tourism sector through diversification has been accelerating recently and the economic growth of any country associates with tourism. Tourism development initiatives are known to provide job opportunities, brings foreign capital and supports other sectors which include transport, trade and hospitality hence strengthening sustainable tourism development. The development of CBEAs has enhanced sustainable tourism in many parts of world, has enhanced experience and an increase in earnings in the tourism sector by 31.5% in 2023 compared to 2022. 5.9 % of Africa's Gross Domestic Product and 10.4% of Kenya's Gross Domestic Product (GDP) coming from the tourism sector economic development (GOK, 2023).

Therefore, rural tourism through the exploration of CBEAs was a diverse strategy for regional development through stimulation of economic growth and improvement of the living standards of the local communities through income generation, development of other sectors and contribution to gross domestic product (Liu et al., 2023). Busia County, among the counties in the lake region economic bloc has an upper hand for integration with other county governments to address challenges that may arise in sustainable tourism development. Community-based economic activities in Busia County include agriculture, fishing, trade and tourism which contributes to the economic development in the region. These result from the good weather conditions as well as ready market for goods and services fueled by the existence of the border points which could not be taken for granted (County Government of Busia, 2023).

Problem Statement

The contribution of community-based tourism initiatives to sustainable tourism development has become a crucial research area given that these activities have social, economic and environmental values that continue to emerge among the local communities. According to Asere (2023), it was evidenced that cultural heritage has a potential on economic growth. (Atsiaya et al., 2023) explored the uptake of climate-smart agricultural practices among smallholder sorghum farmers in Busia and it was evidenced that the climate-smart agricultural practices required training among the people to encourage its implementation. (Obiero et al., 2023), explored on role of indigenous knowledge in fisheries resource management for aquaculture development which proved to contribute to sustainable development. The positive impacts of tourism activities have necessitated the need for more research in the current study area to diversify the tourism products through utilization of community-based economic activities contribution to sustainable tourism development.

Busia County being among the 47 counties in Kenya is gifted with natural and man-made features and its strategic location with direct access to the great lakes and as a pathway to the regional markets to Uganda, Rwanda, Democratic Republic of Congo and Southern Sudan makes the county attractive for investment and tourism activities (County Government of Busia, 2023). However, vibrant sustainable tourism development in Busia County has been hindered by poor infrastructures in place which can be improved through fruitful investments and development of interventions that centre around policy frameworks that would support sustainable development (Dedan, 2024). Therefore, the exploitation of the regions community-based economic resources through community-based economic activities was an alternative approach for maintaining an active local community while promoting economic growth and preventing environmental degradation (Liu et al., 2023).

Despite the growing popularity on the contribution of community-based tourism initiatives and its contribution sustainable tourism development, empirical evidence has shown that the existing literature on the reviewed studies does not provide adequate information necessary for the current study. The dependency on the existing literature introduces some form of biased information which becomes a limitation to the current study. Therefore, the need to analyze the contribution of community-based economic activities (CBEAs) to sustainable tourism development in Busia County, Kenya. The utilization of CBEAs also becomes a substitute to other forms of tourism hence reducing the over-reliance on the land resource alone by the high population in Busia County, Kenya.

2.0 LITERATURE REVIEW

Theoretical Framework

Network Development Theory

This theory was devised by John Law (1992). The explores that sustainable development results of several components that interact together inform of vertical and horizontal structures. The vertical structures consist of all the assets including the tourism infrastructures, trade partners and attractions that interact with each other in a vertical way to develop the tourism product of an area. The horizontal structures consist of the different investors within the same locality competing with one another to provide a comparative advantage to promote tourism development in the area. The theory explains the heterogeneous approach which describes relationships of components that promote sustainability of an area (Law and Singleton, 2005).

Economic Base Theory

This theory was invented by a German economist W. Sombart (1928). The theory explores that economic growth of an area results from the exportation of goods and services as a result of an economic specialization. The theory explained how the co-existence and competition of characteristics help in transforming the different types of economies characterised by mental attitudes, organizational features and technology. If well exploited would result to transformation and economic development (Hegemann and Landesmann, n.d.).

The theories were crucial in this study in understanding the power of dynamics which provided a framework for understanding the interrelationship between the components that promote sustainable development of an area. Therefore, theories aid in identifying areas of improvement to enhance realization of sustainable development. The existence of community-based economic activities if well exploited and managed would be able to promote sustainable tourism development in the region provided that the support infrastructures and policies are put in place to create competitive advantage that would bridge the gap in terms of sustainable development (Solarin et al., 2024).

Conceptual Framework

This study adopted a conceptual framework that displayed a hypothesized understanding of the relationship between the existence of community-based economic activities and sustainable tourism development in Busia County, Kenya as shown in the Figure 1 below

Independent Variable

Community-based Economic Activities

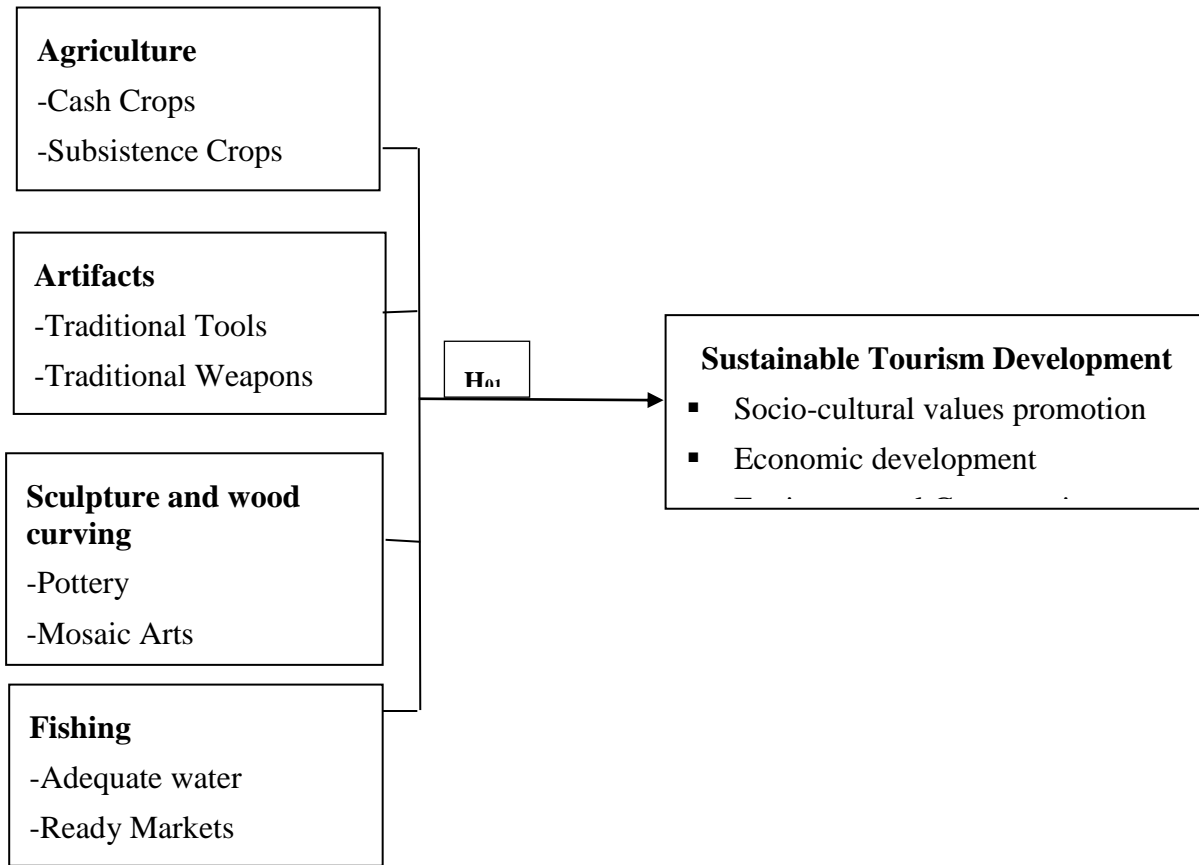


Figure 1: Conceptual Framework

Source: Adopted from Johannsson Gunnar Tho Network Development Theory of 1980s (Translated in 2005)

Empirical Review

Diversification of tourism by establishment of community-based economic activities has become as a possible driver for economic and sustainable tourism development. Utami et al (2023) analysed the success factors of rural tourism entrepreneurship for sustainable tourism village in Indonesia. Purposive sampling was used to collect qualitative data using semi-structured interview schedules in six (6) villages of Indonesia. The findings indicated that entrepreneurial factors influenced sustainable tourism development in rural villages in terms of social, economic and environmental sustainability. Similarly, the development of community-based tourism enterprises, for instance, the existence of border point trade in Busia County promote sustainable tourism development in the region (County Government of Busia, 2023).

According to Erdenetuul et al (2024), tourism activities in Mongolia in Asia, contributed to job creation, favourable economic environment for other businesses as well as attracting investors through its direct and indirect factors. Mongolia's tourism was a result of the availability of

natural and cultural resources that attract foreign tourists and the impact of tourism activities both on macro and micro level relies majorly on mining as the key economic activity.

Saad and Salameh (2023), assessed the role of energy management practices economic activities and how they contribute to sustainable tourism development in Jerash, Jordan. This was as a result of the growing concerns of high energy consumption and high levels of carbon dioxide emissions from the tourism sector that poses a challenge to the environment. The results indicated that energy management practices had a significant and a positive influence on sustainable tourism development. Therefore, this gives insights on how energy management practices promote sustainable tourism development pressing the need for more sustainable economic practices for sustainable tourism development of any region including Busia County, Kenya.

Amoah et al (2023), examined the factors contributing to the sustainability of Small to Medium Enterprises (SMEs) in the tourism sector in Ghana. Using structured questionnaires, data was collected from 310 Small to Medium Enterprises which were key in the economic development of many developing countries. The study relied on the Theory of Change (TOC) to explain how and why difference existed in organizations which was more relevant and similar to the Network development theory used the current study. The results showed that the factors which were price sensitivity, site maintenance and entrepreneurial competence had a positive and a statistically significant influence to SME sustainable development in the tourism sector. Therefore, the study gave an insight to the current study to identify the community-based economic activities in Busia County, Kenya that brings about reforms in tourism sector performance and economic development as a whole.

Fishing as an economic activity impacts on the economic and social development. Aquaculture for over twenty (20) years in Kenya evolved to contribute to the national food security becoming an incorporation in the national food systems with rapid growth considering transformations in feed ingredient production technologies, farm administration and value chains (Iwera and Iwara, 2021). Similarly, The Climate-Smart Agricultural (CSA) practices contribute to sustainable tourism development among smallholder sorghum farmers through provision of solutions to climate variation and unpredictability. The semi-structured questionnaires were used to collect data from 443 smallholder sorghum farmers and findings revealed that utilization of CSA practices in Busia County was generally low. Therefore, seeking for an enhanced farmers awareness through training to promote knowledge sharing to equip farmers with the necessary skills for efficient Climate-Smart Agricultural practices for economic and sustainable tourism development (Atsiaya et al, 2023).

Research Gaps

Methodological Gap: Most empirical studies relied on limited data collection techniques where data was collected as qualitative or quantitative data only. This limited on the quality of the results from the study, for instance, Utami et al (2023) relied on purposive sampling technique to collect only qualitative data in their study. Exploring this gap, the current study would use mixed method approach to collect both quantitative and qualitative primary data.

Theoretical Gap: The economic base theory illustrated that sustainable development comes from the export of goods and services as a result of specialization in an area. However, the concept of globalization and the need for intensive economic transformations and development, economies have encouraged collaborations and partnerships. Exploring this gap could yields insights for

more comprehensive research that would identify the factors that contribute to sustainable development and other theories that support economic growth.

Geographical Gap: Most studies referred to the study were concentrated in other regions such as Indonesia (Utami et al, 2023), Mongolia in East Asia (Erdenetuul et al, 2024), Jordan (Saad and Salameh, 2023). In Africa, Ghana (Amoah et al, 2023) and other regions (Tshikovhi et al., 2023). The exploration of research information on the impact of community-based economic activities to sustainable tourism development in Busia County, Kenya has been done although not extensively (Atsiaya et al, 2023). The exploration of this gap in different geographical setting helped in understanding the contribution of different economic activities to sustainable tourism development in different parts of the globe supporting the need to conduct the current study.

3.0 MATERIALS AND METHODS

The study adopted descriptive research design where mixed data collection approach being used to collect primary data from a total number of 429 respondents. The study area was Busia County, Kenya known as a gateway to East and Central Africa and also one of the leading economic hubs in Kenya as a result of the existence of the boarder points. Simple randomly sampling was used to establish quantitative data from respondents who were local community members in the households living within the community-based attraction sites and where community-based economic and socio-cultural activities were done which were believed to promote sustainable tourism development in the study area. In addition, purposive sampling was used to interview key professional informants for qualitative data who were the managers at the attraction sites and the government staff in charge of the tourism sector in Busia County.

The study adopted questionnaires and interview guides for primary data collection. The questionnaires which had structured questions were physically administered to the respondents who were household heads or the most senior and responsible member in the household which helped to reduce on non-responses. The selected sample units were members who were only 18 years and above. The same applied to the interview schedules, where the physical administration of questions was done except in a few cases where the respondents requested for extra time, which was done over the telephone. Data analysis was done using of statistical package for social sciences (SPSS) software and NVivo and the results were presented in form of descriptive and inferential statistics.

4.0 FINDINGS

The study sought to investigate the contribution of community-based economic activities to sustainable tourism development in Busia County, Kenya. Descriptive and inferential statistics were used to represent the results of the study. The results of the study indicated a response rate of 100%. In that both the questionnaires and interview schedules that were given to the respondents were answered and returned from the field. From the findings, there were more females (60.75%) who participated in the study compared to their male counterparts (39.25%). This indicated more females were involved in Sustainable tourism development than males. Similarly, studies have shown that women play a vital role in sustainable development compared to male. Women tend to give a lot of attention to perform sustainable development initiatives as compared to the male counter parts (Maram, 2022). The descriptive statistics of the contribution

of community-based economic activities to sustainable tourism development is shown in the table below.

Table 1: Descriptive Statistics for Community-Based Economic Activities

Statement	SD	D	N	A	S. A	Mean	Std Dev
Existence of favourable climate conditions that supports agriculture	18.0%	27.8%	12.5%	27.3%	14.5%	2.93	1.360
Existence of Cash crops that supports agriculture	18.0%	28.0%	12.3%	27.3%	14.5%	2.92	1.361
Existence of subsistence crops that supports agriculture	18.0%	27.8%	12.3%	27.3%	14.8%	2.93	1.364
Existence of oil producing crops that supports agriculture.	18.3%	27.8%	12.3%	27.5%	14.2%	2.92	1.360
Existence of livestock rearing for beef production that supports agriculture	18.0%	27.8%	12.3%	27.5%	14.5%	2.93	1.361
Existence of livestock for milk production that supports agriculture	18.5%	27.3%	12.3%	27.8%	14.2%	2.92	1.363
Existence of adequate water resources for fishing activity	10.5%	26.3%	35.3%	17.3%	10.8%	2.92	1.132
Availability of ready fish market for fish products	10.5%	26.0%	35.3%	17.5%	10.8%	2.92	1.132
Availability of Skills and training to enhance adoption of fish farming	10.5%	26.0%	35.3%	17.8%	10.5%	2.92	1.129
Existence of traditional tools	15.0%	30.3%	16.8%	14.8%	23.3%	3.01	1.409
Existence of traditional weapons	15.0%	30.5%	16.5%	14.8%	23.3%	3.01	1.410
Existence of traditional clothes	15.5%	30.0%	16.8%	14.8%	23.0%	3.00	1.412
Existence of pottery making	21.8%	30.5%	11.3%	28.5%	8.0%	2.71	1.303
Existence of mosaic arts	20.8%	30.8%	11.0%	30.8%	6.8%	2.72	1.281
Existence of wood carvings	20.5%	30.8%	11.3%	29.8%	7.8%	2.74	1.292
Existence of monuments within the county	20.3%	28.7%	11.5%	29.3%	10.3%	2.81	1.329
Average						2.8944	1.3124

A 5-Point Likert scale was used: S. D= Strongly Disagree, D=Disagree, N=Neutral, A=Agree and S. A=Strongly Agree.

Source: Field Data, 2024

According to the results in Table 1, 41.8% (27.3% +14.5%) of the respondents accepted that the existence of favourable climate conditions supported agriculture as a community-based economic activity contribute to sustainable tourism development (STD). Similarly, the same, 41.8% (27.3%+14.5%) acknowledged that the existence of cash crops that reinforced agriculture as a community-based economic activity contribute to STD. Existence of subsistence crops, oil producing crops, existence of livestock for beef and milk production was accepted by 42.1% (27.3%+14.8%), 41.7% (27.5%+14.2%), 42.0% (27.5%+14.5%) and 42.0% (27.8%+14.2%) respectively as community-based economic activities that contribute to sustainable tourism development (STD).

Further, 38.1% (17.3%+10.8%), 38.3% (17.5%+10.8%) and 38.3% (17.8%+10.5%) of the respondents admitted that the existence of adequate water resources for fishing activity, availability of ready market for fish products and availability of skills and trainings that enhanced of fish farming respectively contribute to sustainable tourism development. In addition, artifacts as community-based economic activities, the existence of traditional weapons was supported by 38.1% (14.8%+23.3%) of the respondents. The existence of traditional tools was supported by 38.1% (14.8%+23.3%), and finally 37.8% (14.8%+23.0%) supported that existence traditional clothes worn by the local communities contribute to sustainable tourism development.

On sculpture and wood carving, 36.5% (28.5%+8.0%) of the respondents accepted that pottery making as community-based economic activity contribute to sustainable tourism development. 37.6% (30.8%+6.8%) acknowledged that existence of mosaic arts among the communities as a community-based economic activity contribute to STD. 37.6% (29.8%+7.8%) admitted wood carving among communities as community-based economic activity contribute to sustainable tourism development. 39.6% (29.3%+10.3%) of the respondents accepted that existence of monuments within the county contribute to STD in Busia County, Kenya. The overall mean 2.8944 indicated that most of the respondents were neutral (N) with the statements about the relationship between existence of community-based economic activities and how they contributed to sustainable tourism development. The standard deviation of 1.3124 showed the difference in the responses from overall mean.

A regression model was fitted to the data on the relationship between existence of community-based economic activities and sustainable tourism development. The model fit statistics indicated in Table 2 exhibited that existence of community-based economic activities contribute to only 1.1% ($R^2= 0.011$) variation to sustainable tourism development while 98.9% of the changes were a result of other factors outside the scope of this study.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
	.107	.011	.009	.70161

Source: Field Data, 2024.

The Analysis of Variance (ANOVA) statistics indicated in Table 3 shows that the model used to establish the relationship between the existence of Community-based economic activities and sustainable tourism development was statistically significant proved by the F- Statistic value (4.608) and the P-value $0.032 < 0.05$.

Table 3: ANOVA Table

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2.269	1	2.269	4.608	.032
Residual	195.921	398	.492		
Total	198.189	399			

The Null Hypothesis (H_{01}) of the study was specified as:

H₀₁: There is no significant relationship between community-based economic activities and sustainable tourism development in Busia County, Kenya.

Source: Field Data, 2024

A simple linear regression was used to test the above null hypothesis where a criterion for rejecting or accepting was determined by the calculated t-value whether greater or less than the critical value 1.96. The results of simple linear regression are represented in Table 4.0 below

Table 4: Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.735	.155		17.645	.000
Economic Activities	.112	.052	.107	2.147	.032

Source: Field Data, 2024

Based on the results in Table 4.0, community-based economic activities and sustainable tourism development showed a positive significant relationship ($r=0.107$, $P= 0.032$). The beta value, 0.112 indicated that any slight change in the level of community-based economic activities would result to an equivalent of the beta value increase in sustainable tourism development.

The calculated t-value 2.147 was greater than the critical value 1.96 and thus rejection of the null hypothesis. Therefore, there is a significant relationship between the existence of community-based economic activities and sustainable tourism development in Busia County, Kenya.

From the interviews with the managers at the attraction sites and county government staff in charge of the tourism sector, it was noted that community-based economic activities contributed greatly to the economic development of Busia County as a result leading to sustainable tourism development. For instance, one respondent from the interviews stated that,

“The destination was visited by both local and international tourists and the existence of border points at Malaba and Busia towns has fuelled many cross border economic activities in the County, therefore, making it attractive for more visitors.

Many nations depend on economic activities to promote sustainable development where the export sector drives the growth especially in the developing counties and also as a means for promoting country’s tourism activities (United Nations, 2023). In Kenya economic development has been achieved as a result of economic activities resources. Kenya as nation has achieved high growth rates over the years with an average of 5.0% at the back of the investment-led growth model. Kenya graduated from a low-income to a lower middle-income nation in 2021 and currently striving to attain an upper-middle income status by 2030 through a strategic development to overcome challenges hindering sustainable tourism development and economic

growth. This was through the establishment of the United Nations sustainable Development Cooperation Framework which aims at promoting economic reforms and transformations for realization of sustainable development goals (United Nations, 2022).

5.0. CONCLUSION AND RECOMMENDATIONS

Conclusion

The results of the study indicated that community-based economic activities contributed to sustainable tourism development was an indication for regional economic growth. Some of the community-based economic activities highlighted in the study included agriculture, fishing and craft works where traditional weapons and sculptures were traded. The study established that community-based economic activities showed a positive and statistically significant relationship with sustainable tourism development. In conclusion, community-based economic activities are important at influencing sustainable tourism development in Busia County, Kenya.

The study employed literature review method to gather a lot of secondary data which was relevant to the study where data was got from internal and external sources. While this method provided comprehensive literature on existing knowledge, limitations tend to be realized in the study. For example, the selection criteria of the previously published work may have created a bias based on the publications referred to leaving out others which would be of great importance to the study. Therefore, future studies should aim at addressing the limitations by focusing on use of only primary data collection method like surveys and experiments which allows validation of conclusions got on secondary data.

Recommendations

The study gives recommendations based on theory, practice and policy.

Theory: Studies to be conducted in future should explore on more theories that would explain the concept of globalization and economic transformations which encourages cooperation among nations as well as explaining the design preference in terms of tourism destinations attractions and sustainable tourism development despite having realized equal opportunities.

Practice: Given that economic activities contribute greatly to the development of any region, there is need to ensure that all the economic activities are sustainable. Community-based economic activities in Busia County needed to be developed to the level that the benefits realized should compete those of other regions in terms of economic development and gross domestic product. The following recommendations should therefore be considered for practice:

- The local communities should embrace community-based tourism and come up with community-based tourism enterprises (CBTEs) as the only strategy to benefit from government funding inform of donations and grants both at county and national government.
- Community-based economic activities in Busia County should aim at adopting modern technologies in order to curb on the challenges that hinder sustainable development. For instance, Climate-Smart Agricultural practices and gender-based inclusion in economic activities practices should be encouraged through trainings and capacity building.
- Economic activities practices and sustainable development should consider the input of all key stakeholders in the process of development and implementation.

Policy: The following recommendations should be considered by policy-makers.

- The policy-makers should come up with strategies to ensure sustainable development cooperation frameworks and policies should be implemented uniformly in all parts of the country.
- Allocation of funds to sustainable economic development should be shared on the need basis formulae where less developed regions should be given much priorities compared to other developed regions.
- There is need to mainstream all the tourism activities, including community-based economic activities in all parts of the world into the education systems and information over the same should be availed and accessed by the public any time when needed through publication. For instance, by incorporating sustainable tourism, agriculture, and entrepreneurship courses into school curriculums and also establishing training programs at community level through the support of the government.

Conflict of Interest

The authors declare no conflict of interest in regard to the publication of this article.

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