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Socio-Cultural Inhibitors to Beach Operators' Quality of Life. A Case of Kenya's North Coast Tourism Circuit

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Abstract

Though tourism has been touted as a means of creating equality and improving the quality of life of host communities, negligible evidence relating to its trickle-down to the host communities exists. This is despite them being the ones living and doing business along Kenya's North Coast Beaches. This study therefore sought to examine the socio-cultural inhibitors of Beach Operators' quality of life within the North Coast Tourism Circuit. Based on the Social exchange theory, this study adopted a cross-sectional research design using quantitative data. It targeted registered beach operators found along Kenya's North Coast circuit beaches. The study utilized stratified sampling by dividing the population into three strata representing beach sites, then sub-strata representing Curio Sellers, Water sports operators, Glass bottom boat operators and Massage parlour operators. Simple random sampling was then used to identify respondents to be engaged from each stratum. Questionnaires were used to collect data from the sampled beach operators. The findings from the regression analysis were; $F_{(1,247)} = 72.110$, $P<0.000$) with an adjusted R^2 of 0.226. This finding suggests that socio-cultural inhibitors accounted for approximately 32% of beach operators' QOL. This implies that the socio-cultural networks of beach operators plying their trade along Kenya's North Coast tourism circuit greatly inhibited their QOL. This finding will help revitalise legislation at both the County and the National levels by including clauses that enable beach operators to utilise returns from their ventures sustainably and improve on their QOL.

Keywords: Socio-Cultural Inhibitors, Beach Operators, Quality of Life, North Cost Tourism Circuit, Objective Quality of Life Theory

INTRODUCTION

Globally, tourism sector is the second largest contributor to foreign exchange earnings of over US$1.57 billion and has created 1.1 million jobs. The industry directly creates 1 in every 10 jobs globally, an equivalent of 319 million jobs. In recognition of the transformative role that the tourism sector plays in uplifting the quality of life of residents at destinations, the United Nations World Tourism Organization (UNWTO), adopted Pro-Poor Tourism (PPT), an all-encompassing strategy for achieving the Millennium Development Goals (MDGs). In this regard, the Sustainable Tourism-Eliminating Poverty (ST-EP) Initiative and Foundation was launched and endorsed as a key driver for poverty reduction and sustainable development among tourism dependent households (Zhao & Ritchie, 2007).

Kenya's Coastal strip is a major tourism hub. This strip covers the area south of Mombasa City (South Coast Circuit), and that on the north (North Coast Circuit). The North Coast circuit which covers part of Mombasa and the adjacent townships receives over one-third of international tourist arrivals to Kenya. It is also a leading tourist hub in Eastern Africa, with the highest concentration of tourism and hospitality facilities and infrastructure (Muragu, Nyadera & Mbugua, 2023).

Beach operators who form part of the host community within this circuit earn a living by offering products and services to visiting tourists and form part of the tourism landscape (Chepkwony & Kangogo, 2013). They are informally self-employed in a range of tourist-oriented jobs, are generally versatile and ready to informally serve tourists in a variety of ways while supporting their family members; their children, life partners (wives and girlfriends), parents, and younger siblings among other relations (Chege 2014, 2017). They make a living out of selling safaris, fishing, selling curios such as handmade wood carvings, necklaces, *khikois*, *lesos*, sea shells, and hand-woven bags, and offer services such as massage, saloon and local excursions, all in the hope of enhancing their quality of life (QOL).

According to the World Health Organization (WHO), QOL is one's perception of their position in life in the context of the culture and value systems in which they live and concerning their goals, expectations, standards and concerns. According to Pettinger (2021), quality of life not only relates to a region's Gross Domestic Product (GDP). Many other factors suffice. This includes material living conditions, health, environmental, economic security, physical safety, governance and basic rights. Specifically, material leaving conditions, a focal reference of QOL for the current study, includes; household disposable income, food, clothing, housing quality, access to utilities and quality leaving conditions

On its part, socio-cultural networks and relationships encompass; social support systems; networks of friends, family and community connections, and leisure and recreation; opportunities for engaging in enjoyable activities and hobbies.

Despite tourism being touted as an effective catalyst for poverty reduction amongst host communities with unlimited opportunities (Ondicho, 2017), this is yet to be realised by beach operators within this circuit (KNBS, 2013; Kihia, et al., 2023). According to Srisantisuk (2015), more than 57 % of coastal residents are classified as 'very poor', living on less than the international poverty line of 1.9 US$/day. Beach operators on their part have been severely rated poor (KNBS, 2013; Kihia, et al., 2023) despite engaging in a lucrative industry. It was not clear whether their socio-cultural set-up inhibited the state of their QOL. This

study therefore sought to establish whether a relationship existed between socio-cultural networks and the Quality of life of Beach Operators. The study hypothesised that;

> **H01:** *There is no significant relationship between socio-cultural inhibitors and the Quality of life of Beach Operators in Kenya's North Coast Circuit.*

LITERATURE REVIEW

This study was premised on the Objective Quality of Life (OQOL) theory, an integrative theory of the global quality of life concept espoused by Ventegodt, Merrick, and Andersen (2003). According to this theory, one's quality of life is perceived by the outside world. This perception is built on the culture in which the people live but without touching on their personal lives. The objective here is used non-subjectively to measure external and easily established conditions of life that many observers can cognitively rate. In the current study, this is tied to the socio-cultural networks beach operators need to be adjudged based on their quality of life.

Beach operators are important stakeholders in the tourism sector because the industry relies on them to diversify the tourist experience. As such, their needs should be considered to ensure an amicable interaction with the tourists. This, in turn, may enhance the tourist experience and thereby sustain the industry.

The pursuit to attain quality of life (QOL) has been a preoccupation for many countries. Poverty reduction has been identified as a key agenda and priority area, especially for developing countries (Gonzo, 2023). QOL is an individual's perception of his position in life in the context of the culture and value systems in which he lives to his goals, expectations, standards and concerns (WHOQOL, 1995). This may be influenced by events that take place within all domains of life. According to (Schalock & Verdugo, 2002), quality of life comprises eight core domains. This includes; economic status, security and physical safety, health, environment, spirituality, liberty, governance and basic rights, and material living conditions and consumptions. These indicators give observers information on how well a community, country or government performs in comparison to other communities, countries or previous governments.

Material leaving conditions, the focal point of this study encompasses; one's level of comfort, epitomised by their possessions such as Wi-Fi, television sets, radio and other related facets, necessities such as food and clothing, and material goods available in his geographic area. The materials in concern include housing conditions, specifically the standard and quality of housing and related amenities (Pettinger, 2021). On its part, consumption includes their general household consumption patterns, and their ability to purchase goods and services.

The current study further centred on socio-cultural networks. A community's socio-cultural networks have been expressed differently. According to Kim (2002), they may be categorized under; community well-being, emotional well-being, and health and safety well-being. On his part Berkman and Glass, (2000) define them as a web of person-centred social ties whose assessment includes the structural aspects of social relationships, such as size (the number of network members), density (the extent to which members are connected), boundedness (the degree to which ties are based on group structures such as work and neighbourhood), and homogeneity (the extent to which individuals are similar to one another). Its valuation also may extend to aspects including frequency of contact, extent

of reciprocity, and duration. It also includes assistance that people receive from their social networks.

Conversely, Kawachi, Kim and Coutts (2001) categorise socio-cultural networks into three; instrumental, emotional, and informational support. Instrumental support refers to the tangible resources (such as cash loans, labour in kind) that people receive from their social networks, while emotional support includes less tangible (but equally important) forms of assistance that make people feel cared for and loved (such as sharing confidences, talking over problems). Informational support refers to the social support that people receive in the form of valuable information, such as advice about healthy diets or tips about a new cancer screening test.

Socio-cultural networks play an important role in communities' well-being. Kawachi, et al. (2001) posit that it does not only buffer the effects of stressful life events and minimise the onset of psychiatric disorders, particularly depression but also improves the ability of communities to exercise informal social control over deviant behaviours. It also enables collective action for mutual benefit through functions such as funerals, burial practices, family and friends support, recreation and lifestyles. Much as socio-cultural networks may be beneficial, they may be a boon to improving a society's QOL. According to Akintoye and Saliu, (2020), Socio-cultural inhibitors are large-scale forces within societies and cultures that affect the thoughts, behaviours and feelings of individual members of those societies and cultures.

In a study in Israel, Cohen and Shamai (2010) found a positive relationship between subjective well-being and the values of benevolence, self-direction and achievement. The same was observed by Berkman and Glass (2000) who observed that high-value levels of the dimension benevolence (close interpersonal relationships), were associated with high levels of life satisfaction. Benevolence in his case concerned the well-being of people with whom one is close, tradition respect, commitment and acceptance of traditional conservatism and religious customs and ideas. Conversely, an earlier study by Urzu´a, Miranda-Castillo, Caqueo-Urı´zar and Mascayano (2012) pointed out that persons who showed higher levels of intrinsic values (self-direction, universalism and benevolence), placed less importance on economic income since their life satisfaction was seen to be less affected by a possible salary reduction.

Since the local communities along Kenya's coastal strip, more specifically, the beach operators held their socio-cultural networks closely, this study sought to establish whether these practices inhibited their objective quality of life.

Local and national governments are custodians of the life and well-being of their subjects. As such, they are directly responsible for providing a clean environment, nature, and Ecosystem. This involves preparing and implementing tourism development plans and enforcing values and standards for tourism development in conformity with the prerequisites of environmental sustainability. According to Baloch et al. (2023), governments can help tourism development by providing financial and budgetary support, regulatory framework, land, physical resources and infrastructure. Since the host community's needs are heterogeneous, with different groups of individuals holding different attitudes to tourism, depending on their perceptions of the industry's benefits and costs (Nunkoo, Smith, & Ramkissoon, 2013), it was not clear whether the Kenyan government had set up appropriate legislations, technical advice, extension services and training to address their quest for an improved quality of life.

METHODOLOGY

The study adopted a cross-sectional research design using quantitative approach. It was carried out within the North Coast tourism circuit that encompasses beaches lying adjacent to Watamu, Malindi and Mombasa Marine National Parks. This circuit is one of the most popular in East Africa, with the highest concentration of tourism and hospitality facilities and infrastructure. The beaches in this area form part of the trading ground of beach operators, the target of the present study. By the time of this study, the north coast tourism circuit had 851 registered beach operators consisting of Curio sellers, Water sports operators, Glass bottom boat operators and Massage parlour operators (TRA, 2024). The accessible population consisted of all beach operators' cadres under study in the representative sample. Taro Yamane's formula was used to settle on the minimum sample size of 276 respondents who were stratified and simple random sampled from the population as captured in Table 1.

Table 1: Sampling Frame for the Beach Operators

Strata	Sub-strata	N	n	%
1. Malindi Beaches	Curio Sellers	127	23	8.33
	Water sports operators	69	23	8.33
	Glass bottom boat operators	30	23	8.33
	Masseurs	89	23	8.33
2. Watamu Beaches	Curio Sellers	108	23	8.33
	Water sports operators	45	23	8.33
	Glass bottom boat operators	20	23	8.33
	Masseurs	41	23	8.33
3. Mombasa Beaches	Curio Sellers	122	23	8.33
	Water sports operators	68	23	8.33
	Glass bottom boat operators	30	23	8.33
	Masseurs	102	23	8.33
Total	Curio Sellers	357	69	25
	Water sports operators	182	69	25
	Glass bottom boat operators	80	69	25
	Masseurs	232	69	25
Grand Total		**851**	**276**	**100**

Stratified sampling technique was used to settle on the beach operators doing business within the three beaches where the respondents were grouped according to the type of activity, they engaged in. The total population was thereafter divided into four sub-strata to represent; Curio Sellers, Water sports operators, Glass bottom boat operators and Masseurs. After obtaining a list from each cadre, the simple random technique was used to disproportionately settle on the 23 respondents from each sub-stratum and ensure an equivocal number of respondents were represented from each stratum.

The study questionnaire was pre-tested on 28 beach operators that were randomly selected from each of the beach sites. Its validity was determined using a panel of expert judges drawn from Pwani University, Kenya Wildlife Service (KWS) and the departments of tourism at the county governments of both Mombasa and Kilifi. The experts adjudged that the content, congruence, face and structure were valid. To establish the extent to which

the questionnaire was error-free to ensure consistent measurement across the various items in the research instrument, a Cronbach's alpha measure of reliability was run. The questionnaire yielded a reliability coefficient of 0.895. This was considered very good as it could support deriving reliable outcomes in this study.

Table 2: Reliability Statistics for Beach Operators' Questionnaire

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.920	**.895**	69

Before the start of data collection, authorization letters were obtained from Pwani Graduate School, Kenya Wildlife Service, Mombasa and Kilifi County government tourism officials. Respondents were assured of the importance of the study and that the data they shared would be treated with confidentiality and used solely for study purposes. Since most of these beach operators are very busy between 10.00 am and 12.30 pm because of the high coastal tides, data were collected between 12.30 pm and 5.30 pm during low tides. This was important as it gave the respondents ample time to respond as accurately and honestly as possible without compromising their time for attending to their businesses. By the end of data collection, a total of 249 questionnaires had been collected. This presented a response rate of 90.22% which was considered, according to Fowler (2018) as good.

FINDINGS

Of the 249 beach operators surveyed 67% (n=167) were male, while 33% (n=82) were female respectively. The majority 37.80% (n= 94) of these operators fell in the age bracket of 34-41 years followed by those between 26-33 (20.50%, n=51), 42-49 (18.90%, n=49), and 50 years and above (4.80%, n= 12,). The majority of these beach operators are thus youthful since they fall within the 18–49-year age bracket as shown in Table3.

Table 3 Demographic Characteristics of Beach Operators

Variables	Categories	Frequency (n)	Percentage (%)
Gender	Male	167	67
	Female	82	33
	Total	**249**	**100.0**
Age	18 and 25	45	18.1
	26-33 years	51	20.5
	34-41 years	94	37.8
	42-49 years	47	18.9
	50 years and above	12	4.8
	Total	**249**	**100.0**
Highest level of education	High school	142	57
	Primary	107	43
	Total	**249**	**100.0**
Marital Status	Single never married	47	19
	Divorced	105	42
	Married or cohabiting	72	29
	Widow or widower	25	10

	Total	249	100.0
Length of stay at the current position	Below 3 years	65	26.1
	3-6 years	82	32.7
	Above 6 years	102	41
	Total	249	100.0

Additionally, 42%, n=105) of the beach operators within this circuit are divorced. This is followed by those who are either married or cohabiting (29%, n=72), single or never married (17.0%, n=47) and widowed (10% n=25). Further, the majority of beach operators within this circuit (57%, n=142) were educated up to secondary school level. This was followed by those educated to the primary level (43%). Unfortunately, none of the respondents had a university or college-level attainment. In addition, the majority of beach operators (41%) had conducted their businesses for over six years at the same venue. This was followed by those who had conducted businesses between 3-6 years (32.90%) and lastly by those who had conducted their businesses below 3 years (26.10%), as depicted on Table 3.

To identify socio-cultural inhibitors of Beach Operators' quality of life along the coastline beaches of the north coast circuit, data were entered into a database in SPSS17 to calculate the means and standard deviations as captured in Table 4

Table 4: Descriptive Statistics for Socio-Cultural Networks and Beach Operators' Quality of Life

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
Fund-raising to off-set burial expenses	249	3.66	.041	.647
Travelling up-country to attend friends' funerals	249	3.67	.050	.781
Organizing lavish memorial services for relatives	249	3.91	.038	.596
Blocking expensive rooms during high-pick season	249	2.53	.061	.963
Taking alcohol in high-end pubs	249	2.67	.053	.841
Taking meals in expensive food outlets	249	4.00	.020	.311
Buying clothing for friends/self during peak season	249	4.49	.046	.719
Organizing family trips in hired vehicles	249	3.04	.064	1.003
Supporting extended family members	249	4.34	.071	1.114
Promiscuous lifestyle	249	3.01	.076	1.200
Attending funeral and funeral planning meetings	249	3.91	.047	.746
Engaging in promiscuous affairs to replace the dead	249	3.06	.069	1.095
Abusing drug	249	3.24	.055	.870
Valid N (listwise)	249			

Values closer to 5 represent the strongest values

As seen in Table 2 above, seven (7) variables out of thirteen (13) produced mean scores which fell at the agree column of the Likert scale with low standard deviations indicating that respondents agreed that some socio-cultural practices harmed the communities' way of life namely "Buying clothing for friends and self during peak season" (M=4.49, SD=0.719); "Supporting extended family members" (M=4.34, SD=1.114); "Taking

meals in expensive food outlets" (M=4.00, ⊦SD=0.311); "attending funeral and funeral planning meetings" (M=3.91, SD=0.746); "Organizing lavish memorial services for the friends/relatives" (M=3.91, SD=0.596); "Travelling up-country to attend friends/relatives' funerals" (M=3.67, SD=0.781); and "Fund-raising to off-set burial expenses of relatives/friends" (M=3.66, SD=0.647). The other six variables produced mean scores that fell in the "Not sure" column if rounded off to the nearest whole number which means that some respondents either did not understand the question or had no reply about whether some social cultural practices had a negative impact on communities' quality of life.

To establish whether there were socio-cultural inhibitors to the beach operators attaining a desired Quality of life, a null hypothesis was set;

> *Ho₁: There is no significant relationship between socio-cultural inhibitors and the Quality of life of Beach Operators in Kenya's North Coast Circuit.*

Since the data in the research questionnaire was in likert scale (ordinal data), the data was first transformed to interval data by computing composite scores for all variables in the statistical package for social sciences (SPSS) then linear regression analysis used to ascertain whether there was a significant relationship between socio-cultural networks and quality of life of beach operators. The results of the linear regression are as presented in the following three tables: -

Table 4: Model Summaryᵇ for Relationship Between Socio-Cultural Networks and Quality of Life of Beach Operators

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.475ᵃ	.226	.223	6.50563	.226	72.110	1	247	.000

     a. Predictors: (Constant), sociocultural

     b. Dependent Variable: quality of life

The first table to consider in linear regression analysis is the model summary in Table 3 above. The table provides the R and R² values. The R represents the simple correlation which in this case is 0.475 (the "R" column) which indicates a moderate degree of correlation between socio-cultural networks and quality of life of beach operators. The R² value indicates how much of the total variation in the dependent variable (quality of life) can be explained by the independent variable (socio-cultural networks). In this case, 22.6% can be explained.

The next table to consider in linear regression analysis is the ANOVA Table 5 below

Table 5: ANOVAᵃ for the Relationship Between Sociocultural Networks and Quality of Life of Beach Operators

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	3051.913	1	3051.913	72.110	.000ᵇ
1	Residual	10453.830	247	42.323		
	Total	13505.743	248			

a. Dependent Variable: quality of life

b. Predictors: (Constant), sociocultural

The ANOVA (Table 4) above reports how well the regression equation fits the data (i.e. predicts the dependent variable). This is determined by looking at the "regression" row, "sig" column. From this row, it shows that "sig" =0.000 is less than 0.05, this indicates the statistical significance of the regression model applied. It implies that the regression model statistically significantly predicts the outcome variable *(F (1,247) = 72.110, P<0.0005).* The third table to consider is the coefficients Table 6 below: -

Table 6: Coefficients[a] for Relationship Between Sociocultural Networks and Quality of Life of Beach Operators

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	57.128	2.945		19.398	.000
	sociocultural	.544	.064	.475	8.492	.000
a. Dependent Variable: quality of life						

The coefficients, in Table 5 above, provide the necessary information to predict whether socio-cultural networks statistically contribute to the model by looking at the "sig" column. The coefficients table provides the regression equation as follows: -

Quality of life=57.128+ 0.544(socio-cultural networks)

This regression equation shows that for every additional element of socio-cultural inhibitors, beach operators' quality of life will be expected to be affected as per the values indicated in the "B" column. Further, the relationship having produced a low P value *(P=0.000)* implies that this finding can be generalized to the population from which the sample was drawn. The findings from the regression analysis imply that socio-cultural networks had a statistically significant influence on the beach operators' quality of life. Therefore, the null hypothesis was rejected and the alternative was accepted. This implies that Kenya's north coast circuit beach operators' socio-cultural networks impacted negatively on their objective quality of life.

DISCUSSION

Tourism plays an important role in the economy of most countries experiencing high poverty levels. Most of these countries anchor on it as a means of improving their subjects' quality of life by aiding to eradicate poverty (Zhao & Ritchie, 2007). Though sceptics argue that the industry is driven by private sector interests and has limited potential of minimizing poverty (Bolwell & Weinz, 2008), in developing countries, the returns made by host communities at a personal level are favourable. That is, if compared to other income-generating activities practised in their environs. That may explain the reason why members of such host communities have remained tourism-dependent.

However, it is important to note that the returns they make in their ventures are not reflective of their objective quality of life as espoused by Ventegodt et al. (2003)'s. OQOL theory, which opines that one's quality of life is perceived by the outside world to easily established conditions of life that many observers can cognitively rate.

As established in the current findings, Kenya's North Coast Circuit beach operators' quality of life is greatly inhibited by their socio-cultural practices such as buying clothing for friends and self during peak season, supporting extended family members, attending funeral and funeral planning meetings, organizing lavish memorial services for the friends/relatives, travelling up-country to attend friend's/relatives' funerals and fund-raising to off-set burial expenses of relatives/friends. Their fairly low literacy level and age further compound this lifestyle. It is no wonder that a greater percentage of them are divorced, most likely, as a result of activities attached to these functions.

This finding corroborates those of Cohen, et.al., (2010), Berkman et al., (2000) and Urzu´a, et al., (2012). Part of Cohen's study established a positive relationship between subjective well-being and the values of benevolence, whilst Berkman (2000) observed that high-value levels of benevolence (close interpersonal relationships), were associated with high levels of life satisfaction. In as much, Urzu´a, et al. (2012) argued that persons who showed higher levels of intrinsic values (self-direction, universalism and benevolence), placed less importance on economic income since their life satisfaction was seen to be less affected by a possible salary reduction. This implies that preference is placed on maintaining socio-cultural networks over objective quality of life.

Funerals and burial practices are a worldwide human social experience, and every society has a unique pattern of dealing with the death of its members. Though a universal phenomenon, people in different cultures have different ways of dealing with it. Holloway (2002) avers that most of the American countries view mourning as a private matter. Conversely, funerals are open to many visitors in West and East Africa (Jack, Amoah & Hope, 2020). These functions are extremely expensive for the concerned families as cattle, sheep, goats, and poultry, are either offered or consumed. While campaigns are underway in some countries including the UK and the USA to minimise spending on funerals among the poor and the vulnerable (Quaker Social Action, 2015; Royal London, 2015, 2017) not much happens in Africa. Such socio-cultural practices suck in much-needed financial resources that would otherwise uplift the host community's QOL.

CONCLUSION

The QOL of beach operators plying their trade along Kenya's North Coast tourism circuit is greatly inhibited by their sociocultural networks. This may partly be compounded by their low literacy level and fairly young age. The theory of objective quality of life best fits in the current disposition. This is because the beach operators' QOL was aptly perceived and related to their socio-cultural networks. Much as the activities they engage in are a means of enhancing social capital, it greatly wears off their resources which could have been used to enhance their objective quality of life. The current finding will help revitalise legislation at both the County and the National levels by including clauses that enable beach operators utilise returns from their ventures sustainably and improve on their QOL

RECOMMENDATIONS

Considering that most of the beach operators have low educational attainment, there is a likelihood that this has a heavy toll on their perception of QOL. The Kenyan government through its relevant arm, the Tourism Fund, should organise regular short-term courses that offer them life skills, encourage impactful socio-cultural practices and

shun retrogressive ones which hurt their QOL. This may include proposals on where to invest their disposable income, and how to minimise expenditure on leisure.

Through their socio-cultural networks, they could also form SACCOS where they would save each day a stipulated amount of money. This could help them pull resources to either invest in medium profit-generating ventures or collaborate with their respective county governments to set up tourism enterprises or initiatives that may help boost their QOL.

Since most of these beach operators are less active during low tides, instead of engaging in leisure activities, the local government should endeavour to engage them in activities that strengthen the region's ecological footprint such as mangrove planting, turtle rescue, waste disposal, and renewable practises to enhance sustainability. In turn, the county government should encourage them by offering them incentives such as tax breaks or subsidies. Better still, they can give them credit points or budges to display when on duty extolling their efforts in conserving their environment.

The current study succinctly covered the socio-cultural inhibitors of beach operators attaining their QOL quantitatively. Though the results revealed that their socio-cultural inhibited their QOL, it was not clear why they continue practicing these retrogressive activities which greatly affected their QOL. A more robust qualitative tool such as a focus group discussion or interview schedule is likely to unravel more underlying information. This will enable the formulation of tailor-made programmes that will enable them to make greater savings, hence improve on their QOL.

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