

ENHANCING SUSTAINABLE TOURISM INNOVATION FOR COMMUNITY EMPOWERMENT IN KENYA

BACKGROUND

Tourism is Kenya's third largest foreign exchange earner, and a major employer, accounting for about 12% of the total employment and 13.7% of GDP. The tourism industry is based on a diverse range of natural, social, human and physical resources, but facing challenges for sustainable development. For example over 80% of total visits concentrate in 7 parks, and seasonal nature of tourism further aggregates the stress on natural resources during peaking seasons and reduces the efficiency of infrastructure and staff during the low seasons. In contrast to community tourism which emphasizes the involvement of local communities and the control of tourism resources by local communities the control of tourism resources is vested in a few investors. CBT is well positioned to contribute to creating new high value niche products that enable the tourist to discover local habitats and wildlife, and celebrates traditional cultures, rituals and wisdom.

OBJECTIVES

The project seeks to contribute to sustainable development of tourism in Kenya through promoting customer-oriented innovation and marketing of community-based tourism [CBT] to foster improvement in rural livelihoods and conservation of culture and natural environment.

Specifically it targets the transfer knowledge from international best practices to provide guidance for CBT development in Kenya.

ACTIONS

- » Development of CBT support package, including inspiring tools for translating demands of future tourists to CBT innovation and customize the support package for Kenya then design the package into training material.
- » Conduct baseline survey on CBT practices in Kenya according to developed Code of Conduct [CoC] and standard.
- » Mentoring of training organizations to develop new courses for CBT, and to integrate CBT in training curriculums of mainstream tourism.
- » Establish formation and prioritization of a Marketing Strategy, establishing market linkages, capacity building and piloting selected marketing strategies
- » Collect international CBT best practices of policy frameworks; conduct policy roundtable and discussion forum with Ministry of Tourism; draft policy documents [policy roadmap for CBT]; promote African CBT policy dialogue through dissemination and exchange at pan-African outreach events

COLLABORATING CENTRE ON SUSTAINABLE CONSUMPTION AND PRODUCTION

PARTNER:

Ecotourism Kenya
and Federation of
Community Based Tourism
Organisations

LOCATION:

Kenya

Budget



\$ 249,979.79

Timeline



36 Months