



INNOVATIONS IN TOURISM

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MAKINI ACADEMY

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I am **Caroline Karanja** of Makini Academy. I am 16 years of age and live in **Nairobi, Kenya.**

Hobbies: Travelling, Reading, Playing Basketball and Playing the Guitar

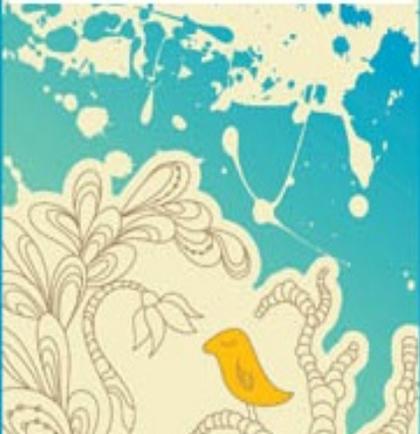


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INTRODUCTION

Location and topography of Kenya

Kenya is a medium-sized country by continental standards, covering an area of about 586,600 km sq. It is situated in the eastern part of Africa and has a portion of 83,603 km sq. at the coast. Inland water bodies cover some 10,700 km sq. the bulk being Lakes Victoria and Turkana. Kenya has tremendous topographical diversity.



The geography of Kenya

The map of Kenya will show a land of vast plains, mountains, deserts and a tropical coastline.

Central to Kenya's topography is the Great Rift Valley-the geographical feature splits the continent and has shaped some of Africa's most dramatic wilderness regions.

Home of the legendary Maasai Mara and the great wildebeest migration, Kenya is a wildlife paradise with as many as twenty reserves and national parks located throughout the country.

The reserves range from the northern arid and semi-arid regions of Lake Turkana and Samburu to the mountain forests of Mount Kenya and the Aberdares and the vast plains of the Maasai Mara and Tsavo.

The lakes of the Rift Valley such as Lake Nakuru host breathtaking images of millions of flamingoes feeding in the shallows and wildlife grazing on the shores.

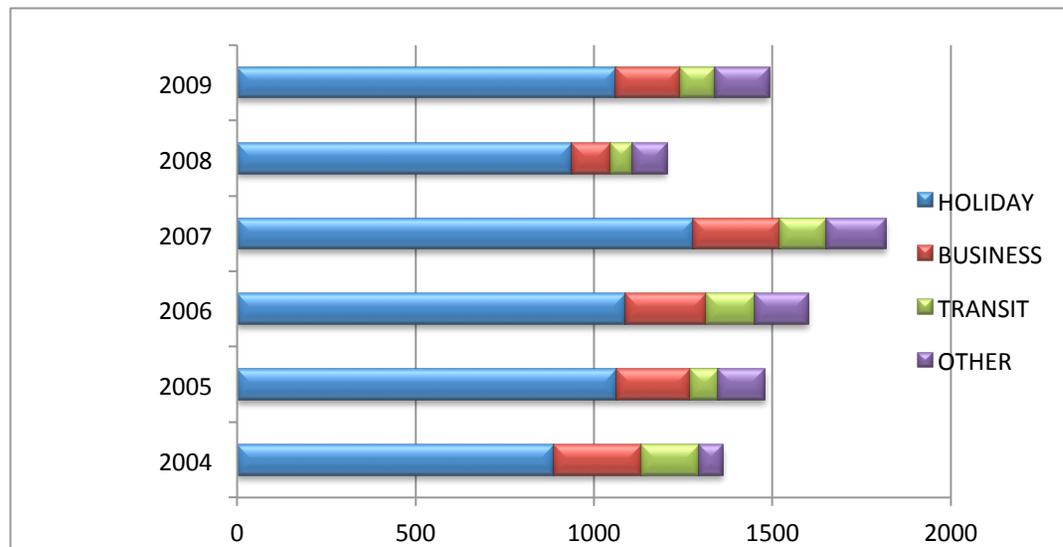
The Kenyan coast is the most dramatic and pristine coastline on the continent with islands such as Lamu dotting the Indian Ocean.



Area of Kenya in square kilometers: 58,2650 km²

TOURISM IN KENYA

	HOLIDAY	BUSINESS	TRANSIT	OTHER	TOTAL
2004	885.6	246.4	162.2	66.5	1360.7
2005	1,063.2	206.1	79.8	129.9	1478.7
2006	1,087.5	226.2	137.2	149.8	1600.7
2007	1,278.5	242.2	130.9	165.2	1816.8
2008	936.1	109.4	62.0	95.8	1203.3
2009	1,061.2	180.6	98.4	150.2	1490.4



In Kenya, the environment and tourism have always been inextricably linked, and this is a truly symbiotic relationship. Wildlife in particular has always served as one of our major tourist draw cards, and the resultant revenue has played a major role in the great priority placed on wildlife preservation in Kenya.

Definition of key terms

Tourism

Tourism is the act of persons travelling to and staying in places outside their usual environment for some time for leisure, business or any other purpose.

Tourist

A tourist is a person who travels for recreation, holiday, business, religion, sport, family reasons, professional or intellectual pursuits, staying at least 24 hours but not more than one year.

Sustainable tourism

The development of a region's tourism industry in such a way as not to damage or deplete the resources and attractions that make the region attractive to tourists.

Home Stay Tourism

Home stay is a form of tourism that allows the visitors to rent a room from a local family to better learn the local lifestyle as well as improve their language ability.

Innovation

The ability to deliver new value to a customer.

HOME STAY TOURISM IN KENYA

Home stay is a unique hospitality system in which the tourist stays with the family as a member of the family. It aims at equipping the tourist with the knowledge of the host's way of life such as cuisine, culture, the agricultural system, folk arts, sculptures and sports etc.

WHAT HOME STAY IS ALL ABOUT

A home stay is not a hotel, motel nor a typical Bed & Breakfast. It is a non-commercialized, private residence with paying guests who enjoy staying in the comfort and security of a family home. Further, these guests will stay in the family home for an extended period of time. Home stay is a home owner-occupied private residence where the primary aim is residence, and the secondary purpose is providing accommodation to a few paying guests. It is safe, affordable housing for visitors looking to experience and learn the host's lifestyle.

A home stay is typically located in a residential area where the Home stay Host welcomes one or more guests to share his/her home. The home owner may have one or more rooms to rent. It is usually a very relaxed type of accommodation, keeping the majority of space for the Host's family.

CRITERIA FOR HOME STAYS

Identification of Home stay units will be carried out by the Ministry of Tourism in collaboration with the Kenya Community Based Tourism Network for the purpose of accreditation, approval and licensing based on categorization into types of Home stays, namely Community Home stays, Farm stays and Modern urban private homes and graded into classes following five (5) broad criteria:-

1. Location and accessibility of the house.
2. Premises' quality in terms of facilities and amenities for offering to tourists.
3. Hygiene and Sanitation.
4. Safety and Security.

5. General Services.

MAASAI COMMUNITY OF KENYA

The Maasai community is one of the most identified and is largely unaffected by the changes in the modern world. Rich in culture, it is one of the best communities for a tourist to go and learn the culture.



First day of the tourists' home stay (Maryanne)

The Maasai live in a homestead that can consist of a family that has a house each for the mother, father, children and initiates. The women of the Maasai community are the ones that build the houses. Their diet consists of mainly meat, blood, milk and recently, they added maize meal. Their clothing consists of the colours red which symbolizes the blood from the cow, white for the milk and blue for the sky. They live on savannah grasslands secluded from other communities.



Tourists waiting anxiously for their first meal (Maryanne)

Traditional Jumping Dance (Wikipedia)



Their many ceremonies include the second birth ritual for young boys and *Eunoto* festival that signifies the coming of age of young warriors. This festival can involve ten days of singing, dancing and ritual. The warriors of the *Il-Oodokilani* perform a kind of march-past as well as the *adumu*, or *aigus*, sometimes referred as “the jumping dance” by non-Maasai. (Both *adumu* and *aigus* are *Maa* verbs meaning “to jump up and down in a dance”).



Traditional dress (Wikipedia)



Tourists ‘chilling’ with the host family as they make jewellery (Maryanne)



*Couple being shown archery by Maasai warriors out in the Savannah
(Wikipedia)*

LUO COMMUNITY OF KENYA



Tourist joining in the dance “Look at him move” (Maryanne)

The Luo mainly inhabit the western region of Kenya around Lake Victoria (the second largest fresh water lake in the world). This explains why their main economic activity is fishing. They have initiation ceremonies in which they remove the six lower front teeth of young men and women. They are polygamous and spouses are usually chosen by matchmakers. The first ceremony of marriage is “**Ayie**” which involves payment of the bride price where money is given to the mother of the bride and later cattle is given to the father.

They live in homesteads, consisting of houses for each wife and one for the ‘man of the house’. After the death of the father, the oldest son of the wives takes over. Luo music is differentiated according to the ceremony. They have a large number of traditional instruments such as the **Bul** which is a narrow cylindrical drum hung at the neck of the player.



Traditional Homesteads (Maryanne)



There are several types of rural houses. A common house is made of mud and wattle (woven twigs) walls with a thatched roof. Another style includes mud and wattle walls, with a roof made of corrugated metal. A more elaborate, permanent house has brick walls and a roof covered with iron sheets or tiles. Bricks, iron sheets, and tiles are all items of prestige, and their ownership symbolizes success in farming, animal husbandry, or some modern occupation such as teaching, the ministry, or shop-keeping.

Tourist helping prepare the maize (Maryanne)

*Tourist helping out at the host's stall
(Maryanne)*



RESEARCH OBJECTIVES

In order to research successfully, it is advisable to hypothesize. We therefore came up with the following objectives:

1. To learn more about home stay tourism
2. To know the opinion of locals and tourists about home stay tourism
3. To discover places that promote home stay tourism
4. To determine the circumstances in which this concept can be used to modify and advance cultural tourism
5. To perhaps educate tourists and locals about home stay tourism
6. To prove that home stay tourism is an innovation in our country that can boost tourist arrivals

SIGNIFICANCE OF RESEARCH

Wildlife in particular has always served as one of our major tourist attractions, and the resultant revenue has played a major role in the great priority placed on wildlife preservation in Kenya. However, due to the pressure on wildlife, the number of animals is reducing at a high rate. Kenya therefore needs to give the tourists another reason to visit.

The land is extremely fertile and the cultures of the local people are retained and are still practised, particularly among the pastoralist tribes. They have not been greatly affected by the modern world.

This would make home stay tourism very effective in Kenya because one would get to see how we, as a nation, celebrate our festivals and also experience the cuisine from different parts of the country.

Through this research, we hope to achieve what has not really been achieved - a display of genuine Home Stay Tourism in Kenya.

This would greatly benefit the local community as well as the country as a whole. There would be income-generating opportunities which, consequently, would result in the improvement of the living standards of the citizens.

DATA ANALYSIS

We collected our data by use of questionnaires that were handed to tourists who have experienced Home Stay tourism and locals who were hosts for home stay tourism. Copies of this are to be found in the appendices.

The majority of the visitors who answered the questionnaires fell into the age bracket of 25-45. This shows that home stay is enjoyed mainly by the middle-aged. Nearly all visitors we came across told us that they had learned about it through a friend. Therefore, advertisement techniques do not seem to be yielding fruit.

The responses we got were that it was an enjoyable experience. Most of the tourists liked the fact that they got to know more from locals than they would have if they had been in a hotel and gone for tours. Tourists also liked the fact that they got to taste the actual cuisine of the communities concerned. It was also more “homey” for they got to interact with their hosts and became friends with them.

We met one of the tourists and her hosts who seemed to be quite pleased with the experience and could not wait to go back home to tell her friends about it. She could also not wait to return and stay with another family from a different community. She made friends with her hosts which she says is a great way to stay connected when overseas and find out what is happening in the country.

She told us that her wish is that home stay tourism be developed and also more publicized to the world. The main problem was that not all the people she interacted with could understand her but she overcame it by having a interpreter.

From the locals who practice home stay tourism we found out that it is a great way of earning money. It is also a learning experience for they got to learn about the tourist’s lifestyle. The main problem was integrating the tourist into the local lifestyle, particularly when certain modern amenities e.g. sanitation were lacking.

Activities they did together include: cooking the traditional food of the host family, visiting local markets, helping around the house, visiting nearby schools and learning about the local school system, going to local tourist sites like game parks and reserves etc.

BENEFITS OF HOME STAY TOURISM TO THE TOURIST

- He gets to learn firsthand about the community from the host family
- He gets to have a real taste of the traditional cuisine
- The tourist gets to interact with the hosts forming real friendship
- It is more “homey” and makes the tourist more comfortable
- It is a lot cheaper than staying at hotels
- It is easier for one to learn the national language (in Kenya that is Kiswahili) and the local dialect when living with people who speak it

BENEFITS OF HOME STAY TOURISM TO THE HOST

1. Earning additional income from tourists besides the regular income and sustained employment.
2. Use of Official Government Tourism Brand, linkages and Websites for marketing.
3. Support from the Government in Capacity Building.
4. Facilitation by the Government in getting loans from financial institutions for the improvement of the existing Home stays or conversion of houses into home stays.

LIMITATIONS

Social problems

1. The tourist may have less privacy than he or she wanted
2. There may be a language barrier even if one is required to speak a common international language e.g. English.

Economic problems

1. Lack of funds to improve on site facilities.
2. Poor advertising techniques.
3. Poor infrastructure.
4. Lack of support from the government.
5. Lack of permanent national security politically which affects client flow.

SUMMARY AND CONCLUSION

Through this research, we have found that home stay tourism makes the tourism experience denser with exciting experiences. The tourist gets a more basic understanding the different cultures in a country. He or she is given a better and more thrilling experience for less money. The interaction between the host and the tourist widens both their lines of thought, making them see life through each other's eyes. The experiences are unforgettable. One is also able to redo this experience at a host family from another community in the same country so this experience never ends and can be done for generations to come.

Regardless of lack of knowledge of home stay tourism by the general public and tourist we are here to prove that **HOME STAY TOURISM IS THE LATEST INNOVATION IN TOURISM FOR KENYA!!**

RECOMMENDATIONS

We recommend this tourism to the government of Kenya because of the advantages stated above. We also recommend it to tourists for they will get a more dense and raw feeling of what our magical country Kenya is all about.

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- www.kenyatourismindustry.com

Books and Magazines

- Travel brochures

Photographs?

- By Maryanne

APPENDIX 1

Questionnaire to visitors

Instructions

Fill in the following questionnaire

1. How old are you?

18-25 26-32 33-45 45 +

2. How did you learn about this host?

Web Newspapers Brochures From a friend Other

3. Where do you come from?

4. How did you travel to this host?

Air Road Rail Water

5. What do you think of this host?

6. How would you describe Home Stay Tourism?

7. According to you, is this host practising Home stay Tourism? Give your reason.

8. What challenges have you encountered trying to access this host?

Questionnaire to the administration

1. What does Home Stay Tourism mean to you?

2. Would you say you practise Home Stay Tourism? If yes, how?

3. Is it a community-based project or an individual's initiative?

4. How do you advertise your home?

5. What extra measures do you take to care for the environment?

6. What challenges do you face in the business?

7. Are there possible solutions to these challenges?

8. How is this business beneficial to the neighbouring community?

APPENDIX 2

TEACHER'S GUIDE

The teacher's guide is based on a case study on **INNOVATIONS IN TOURISM**. The case study was carried out in various parts of the country such as Narok, Kisumu, Nyeri and Nairobi.

This guide has resources to assist the learner to:

- i. Understand the latest innovations in tourism
- ii. Identify the various new innovations in the Kenyan Tourism industry
- iii. Promote Home Stay tourism activities in Kenya's tourist attraction sites
- iv. Identify the hurdles of Home Stay Tourism in Kenya
- v. Assess the benefits of Home Stay Tourism in Kenya, Africa, and the world.
- vi. Make recommendations on ways and means of improving Home Stay Tourism in Kenya.

BENEFITS OF THE WHOLE STUDY

The learner shall be assisted to develop the following skills;

- a) Observing, interviewing and questionnaire as methods of data collection to browsing on the internet.
- b) Improving her/his communication skills.
- c) Processing and analyzing data acquired from the field of study.
- d) Presenting the data using appropriate data presentation methods.

The teacher's guide contains lesson plans, assessment sheets and questionnaires to be used during field work.

LESSON PLAN

This plan is designed for teaching the concept of Home Stay tourism.

EXPECTED OUTCOME

The learner will be able to describe the concept of Home Stay tourism, its benefits to the communities.

METHODS OF EVALUATION

- i. Oral evaluation: Asking oral questions to individual learners, and learners giving oral answers.
- ii. Writing down answers to written questions.
- iii. Drawing diagrams and charts depicting Home Stay tourism.

OBJECTIVES

- To describe the concept of Home Stay Tourism
- To identify areas in Kenya where Home Stay tourism is practised.
- To identify hurdles of Home Stay tourism in Kenya.
- To assess the benefits of Home Stay tourism activities in Kenya.

CLASSROOM ACTIVITIES:

- Making notes on board on definitions of Home Stay tourism and its activities in Kenya and in the world.
- Dividing the class into groups.
- Issuing worksheets to groups and supervising group discussions.
- Presenting group findings to the class by group representative.
- Drawing charts and diagrams to represent Home Stay tourism activities



WELCOME TO **MAGICAL** KENYA

