

GLOBAL TRAVEL & TOURISM PARTNERSHIP (GTTP)

The Development Of Kayaking as a Source of Sports Tourism



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KENYA





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Teacher: Miss Irene Simiyu

I feel privileged to be among the first teachers to introduce this wonderful course in Kenya. It has given me an opportunity to learn more about tourism and to view it from a different perspective altogether. The opportunity to represent Kenya at the Global Travel and Tourism Student-Teacher Conference is so fulfilling.

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INTRODUCTION

i. Location and topography of Kenya

Kenya lies astride the equator on the eastern coast of Africa, It is a medium-sized country by continental standards, covering an area of about 586,600 km sq. Inland water bodies cover some 10,700 km sq, the bulk of this in Lakes Victoria and Turkana. Kenya has tremendous topographical diversity.

WHY KENYA?

No other country on earth can offer the visitors as much to see and do. Within the borders of a single country, you will find savannas rich with game, cultures unchanged by the modern world, pristine beaches and coral reefs, equatorial forests and snow-capped mountains, searing deserts and cool highland retreats and endless opportunities for adventure, discovery, relaxation; more than a visitor would ever expect.

ii. Tourism in Kenya

Kenya has solidified its position in the global tourism arena following the election of the Tourism Minister Najib Balala as the first vice-chairman to the executive council of the UNWTO.

He will now be one of the top officials of the executive council.

“It gives Kenya an opportunity in setting the pace and shaping tourism policy and strategy at the global level in the next 4 years”, says Balala.

The session addressed 4 key challenges facing tourism globally namely: the impact of the global economic crisis on tourism and effects of climate change, reviewing tax and visa barriers.

In 2008, the tourism sector in Kenya recorded one of its worst performances ever. This was mainly because of the post-election violence and the subsequent travel bans from various countries. As a consequence, tourism earnings decreased by 19.2 % from 65.2 billion in 2007 to 52.7 billion in 2008.



VISITORS ARRIVALS BY PURPOSE OF VISIT 2003-2007 (000's)

Purpose	2003	2004	2005	2006	2007	2008
Holiday	684.00	885.60	1063.10	1087.40	1278.50	936.10
Business	182.10	246.40	206.10	226.20	242.20	109.40
Transit	219.10	162.20	79.80	137.10	130.90	62.00
Other	61.00	66.50	129.90	149.90	165.20	95.80
Total	1146.20	1360.70	1478.90	1600.60	1816.80	1203.30

Ministry of Tourism

iii. Adventure and leisure tourism

Adventure tourism involves exploration or travel to remote or exotic areas where the traveller should expect the unexpected. It is rapidly growing in popularity as tourists seek different types of vacation but tourists also need to know that sports tourism can also give them the same opportunity as adventure tourism because they can engage in new sports which would be an adventure to them.

Kenya won the Best Leisure Destination award at the World Travel Fair in Shanghai, China in April 2008. Rebecca Nabutola, the Permanent Secretary of Ministry of Tourism stated, "The award goes to testify that Kenya has a unique world acclaimed tourism product. The recognition has no doubt boosted Kenya's tourism and enhanced its profile as a leading destination." This shows that leisure tourism which includes the sandy beaches on the coast of Kenya and the wildlife are famous and attracts most of the tourists.

What most people do not know is the potential Kenya has in sports tourism. It is a great sporting nation. The name Kenya has become a byword for athletic prowess. At many recent Olympic Games and other international athletic competitions, the sight of Kenya holding the gold, silver and bronze medals for a single athletic event has become commonplace. The Kenyan love of sport means that there is plenty for visiting sport enthusiasts to see and do. This is the ideal destination for a sporting traveler.

Away from the big game of our Parks and Reserves, there are plenty of other types of Big Games. From Rugby Sevens to the world's most grueling off-road rally, there is a wide range of spectator sports throughout the year. If you do not want to sit down and just spectate such sports as bull-fighting in Kakamega – West Kenya or donkey racing in Lamu, an island off the coast, Kenya can still keep you busy. We take sport seriously and have world class facilities to prove it.



Golfers will be delighted to discover some of the finest golf courses in Africa. Tee off in the pure highland air of Mt. Kenya where you can enjoy also mountain climbing, rock climbing and fishing. We also have sports like white water rafting.

iv. Kayaking, a whole different and new experience of sport

During our research on sports tourism, we had an option of many sports to pick on but we settled for kayaking because in our opinion it is an adventurous and thrilling sport that takes people out of their comfort zone and allows them to experience the wild waters of nature that our rivers offer.

Kayaking is not well known and thus we saw this as an opportunity to promote it which would give tourists a chance to experience something new and different. In addition to that, it is one of the few sports that fully depend on the natural resources, thus giving one an opportunity to experience a different side of nature.

Kayaking also helps one develop confidence as one kayaks and also amazingly the British Army comes here to train, hence this would attract not only tourists but also possibly the armies of other countries. A wonderful experience for everyone.

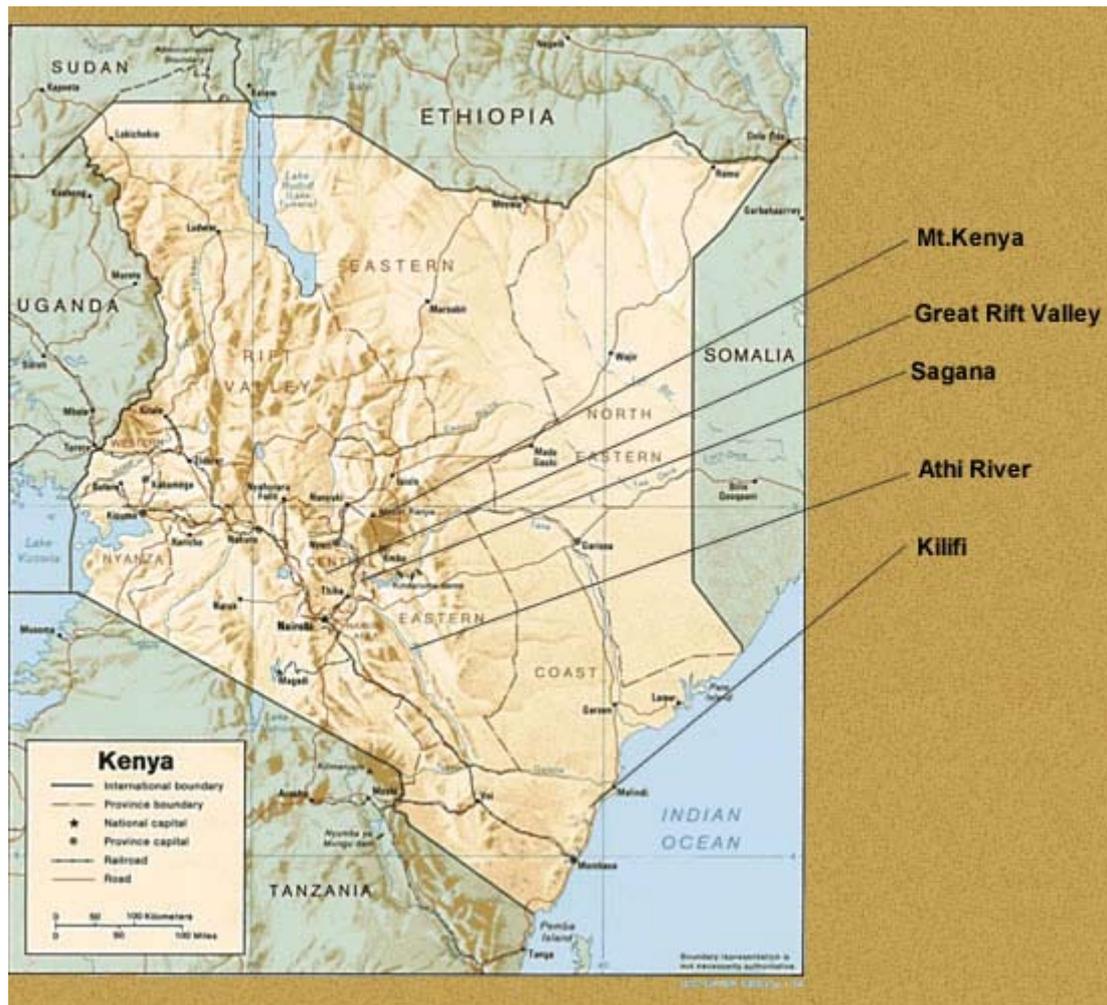
We also thought that kayaking would give most people a challenge as it is a sport foreign to most. It also lets people compete, thus leading to competitions where people from all over the country would be able to come and compete.

v. Topography and climate of Sagana, Kenya

Sagana is situated at the edge of a large plain at the southern foot of Mt. Kenya, resulting in a climate that is slightly warmer than areas just 30 km farther north.

The average temperature of the area is as presented below:

- Daily average: 17 to 23°C
- Cool season average: 17 to 19°C
- Warm season average: 19 to 23°C
- Daily minimum: 14 to 19°C
- Daily maximum: 20 to 30°C



The 30-year average annual rainfall at Sagana is 1,166 mm. Total rainfalls for the interval from 26 November 1997 to 26 November 1998 was 1,385 mm, as compared with a total of 1,570 mm for 1997.

Humidity in the highland region surrounding Sagana ranges from around 90% in the early morning to about 40% in the afternoon during the dry season to 50-60% in the rainy season (Nelson, 1984).

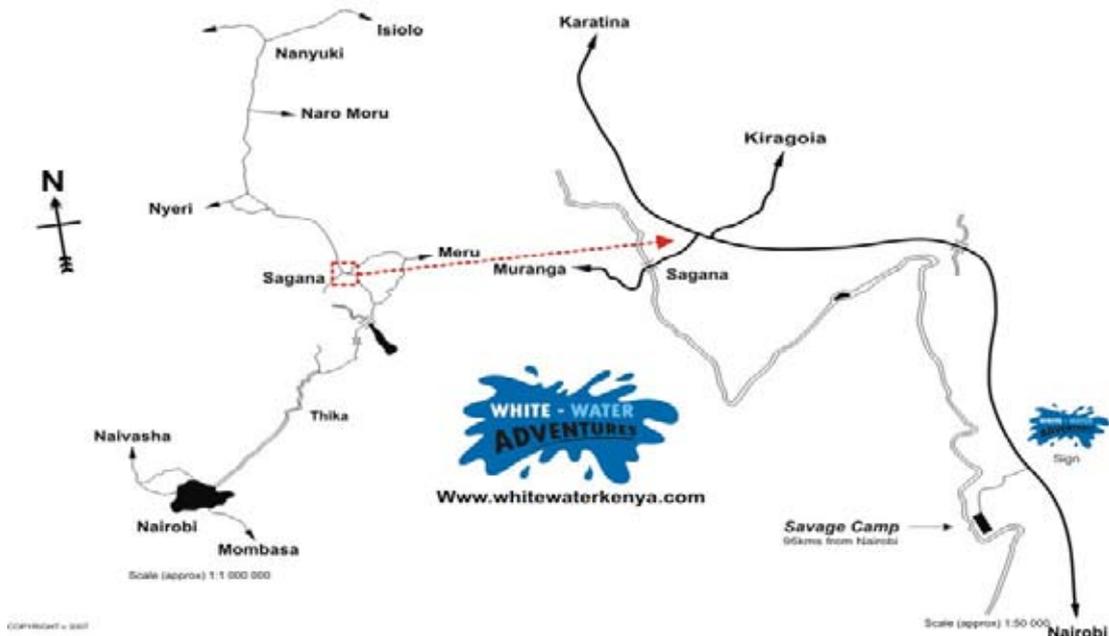
The warmest period is February through April.

vi. A description of Savage Wilderness Safaris

The Savage Wilderness Safaris is located in Sagana, in the Central Province of Kenya. Its geographical co-ordinates are 0 degrees South, 37 degrees East.

The location is 95km from Nairobi which is about one and a half hours by car.

Development of Kayaking in Kenya



Savage Wilderness Safaris pioneered Whitewater Rafting and Kayaking in Kenya in 1990 with the now legendary first descent of the Athi River by Mark Savage. It all started with Mark's bush pilot days. After viewing a rafting video of the Zambezi, Mark thought about the potential for rafting on the wild Kenyan rivers he regularly flew over. The first boat was purchased a few months later along with a set of paddles. Volunteers signed up for the first (non-commercial) trip down the Athi and the rest, as they say, is history!



[Photographer: Shei]



There are cottages at the reasonable rates of 40.04US \$ (3000Ksh) for two and 6.67US \$ (500Ksh) for camping. This is inclusive of transport from Nairobi, half board meals and accommodation. An extra fee however is required for tents.

The cottages are well ventilated and quite clean, each with two beds and a bathroom.



[Photographer: Shei]



[Photographer: Shei]



Definition of key terms

Tourism

Tourism is the activities of persons traveling 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.

Sports tourism

This is the activity of persons traveling to other countries or other areas they are not familiar with for sporting purposes.

Kayaking

It's a sport of canoeing in rivers with rapids and cataracts and waterfalls in a light canoe known as a kayak.

Canoeing

It is the activity of paddling a canoe for the purpose of recreation (also called a float trip) or transportation.

Sports

It's an activity that you do for pleasure and that needs physical effort or skill usually done in a special area and according to fixed rules.

A kayak is propelled using a paddle with two blades where paddlers sit with their legs mostly extended in front of them, whereas canoes are propelled using single- or double- bladed paddles where the canoer is kneeling or sitting on a seat or thwart with their knees bent and their legs more or less beneath them.



A short history of the kayak



“The Arctic kayak appeals to us on an emotional level beyond that inspired by more prosaic items of material culture. It has a romantic image associated with fur-clad Eskimo silently gliding along, hunting their sustenance or playing like otters in the waves; it illustrates the artistry and ingenuity of man in fashioning a superior means of transportation in an unforgiving climate. But perhaps we relate to the kayak on an even deeper level - it represents a means of man becoming at one with the rhythms of the sea; and as a means of transportation, it represents a singular image of freedom.” *David W. Zimmerly (from Qajaq, Kayaks of Siberia and Alaska)*

The skin-covered kayaks of the Arctic people are excellent examples of a technology developed over centuries of experimental refinement and everyday use. Geographical boundaries, cultural needs and individual craftsmanship made each kayak design unique to its region.

These craft were constructed with wood frames lashed together with sinew and covered in seal skin. The Arctic craftsmen did an amazing job of designing and constructing kayaks, many with complex shapes, using only the limited materials available to them. Kayak designs flourished throughout the Arctic with distinctive designs evolving in Greenland, Baffin Island, the Bering Strait area and the Aleutian Islands.

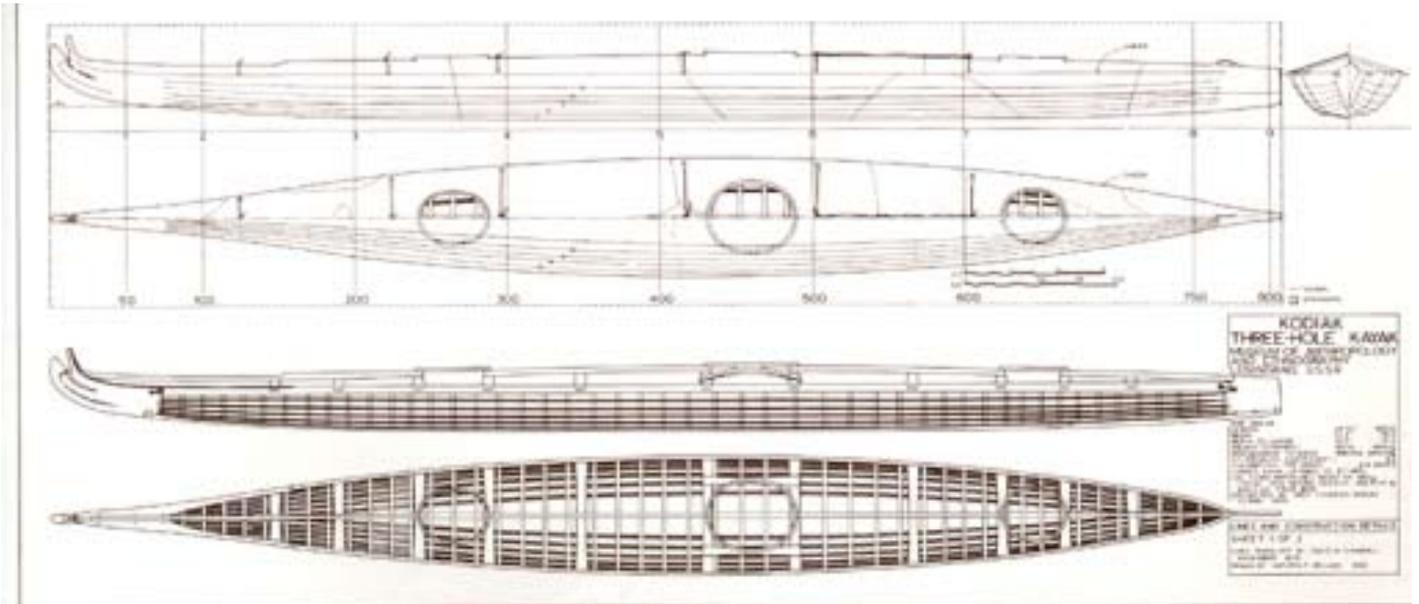
Greenland kayaks were distinct in their sleek lines and low profile. A graceful upswept bow and stern, combined with an extremely low deck profile, gave these kayaks great visual appeal.

The narrow, single chine V hull on this hunting craft required a highly skilled paddler.

Baffin Island and Labrador kayaks were long, wide, and high volume. An extremely high cockpit coaming was designed to give the paddler a dry ride even in rough conditions. These load-carrying kayaks had a very stable, flat hull with flared sides.



Development of Kayaking in Kenya



Kayaks from the Bering Strait area (top) were short and wide with multi-chined hulls and high crowned decks. These kayaks had tremendous storage capacity for their length. They were stable, efficient and very easy to use.

The Aleuts designed and built fast, seaworthy kayaks. These cruisers were long and narrow with multi-chined, rounded hulls. In order to increase seaworthiness, they often carried ballast of up to sixty pounds. A unique forked bow design was created to maximize the efficiency of slicing through waves while maintaining sufficient buoyancy in rough conditions.

The people of the north developed a multitude of kayak designs. Each design reflected the needs of its people and their fine artistry. Some modern day kayak designers have drawn upon this rich heritage to develop today's recreational sea kayaks. At 'Current Design', we have a great respect for the tradition of kayaking and have a desire to learn from what has gone before. We have 12 different kayak designs for a wide range of skills and interests. Each model is a signature of its designer, the manufacturing team and the niche it fills.



Chapter 1: Research Outline

RESEARCH OBJECTIVES

To motivate ourselves, we came up with the following objectives:

- To know more about kayaking.
- To know the number of kayaking sites in the country that exists.
- To discover why it is not so talked of by locals.
- To determine the circumstances in which this concept may be used to improve sports tourism.
- To differentiate between canoeing and kayaking.

With the above objectives, we researched by use of primary and secondary means. This was done by use of questionnaires, oral interviews and visiting the sites. The internet was also a great source of information.

SIGNIFICANCE OF THE RESEARCH

Kenya earns most of its foreign currency from tourism. The major tourist attraction is wildlife 'the big five'. However; the number of wild animals has been reducing due to an increase in drought and famine as well as poaching. The lions for instance are, at a very quick pace, heading towards extinction in Kenya. Statistics prove that there are only 2000 lions left in the country. This is a cause for alarm and Kenyans should do something about it.



Willart Productions

If sports tourism is developed in the Country, it will earn Kenya even more foreign currency and also give tourists other reasons to visit the country. Sports tourism would also give the domestic and foreign tourists exposure. Because most of the sports are practiced in numerous countries, it gives one the experience of differences in location and so, improves one's skill.

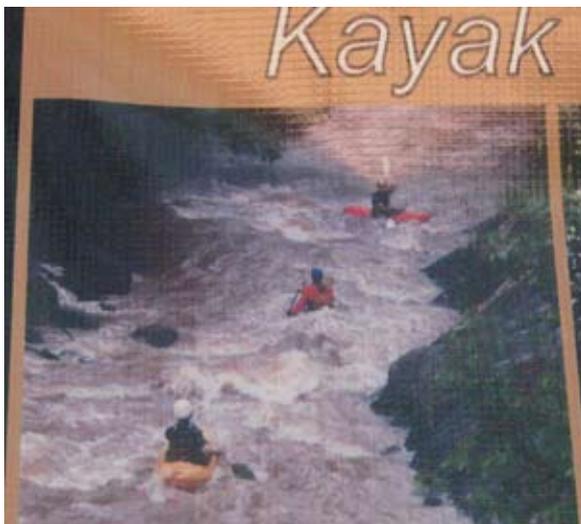
It also raises the living standards of the majority working in the sites or in the businesses. It earns them revenue, which may be used in the education of others. This way, more ideas on tourism may come up.



Chapter 2: Sports Tourism in the World

Sports tourism has been developed in other countries, especially in sectors such as water sporting activities like scuba diving, water skiing, wind surfing, surfing and deep sea dives and in other sectors like mountain climbing, rock climbing and safari rallies. However, in most third world countries this has not quite been the case. It could be due to lack of funds or lack of market. People just need to be educated on the importance of sports tourism to the country and to them as individuals.

That brings us back to our reasons for carrying out this research. We would like to promote tourism in sectors of the country other than wildlife which is Kenya's chief source of tourism today. We as Kenyans would want tourists visiting the country to enjoy their vacation fully- with the whole package!



[Photographer: Shei]

Kayaking



[Photographer: Shei]



Kayaking is a sport not so common in the world, giving reason to promote it. It is exciting and helps a lot as a stress relief. Kayaking sites include; The Great Falls in Virginia and Wilsons Promontory in Victoria, Australia.



In Kenya there are rivers where kayaking takes place: Mathioya River, The Upper Tana, Maragua River, The Lower Tana and Thiba and Nyamindi rivers. Thiba and Nyamindi rivers are commonly known for supplying their waters to the irrigation scheme of Mwea Teberre.



[Photographer: Shei]

BENEFITS OF SPORTS TOURISM

1. Earns foreign currency

Sports tourism earns the country foreign currency. This may be used in improving other sectors or handling other challenges being faced by the country such as poverty.

2. Creates employment

It increases job opportunities for the individuals situated in the lower strata of society. This way their standards of living are raised. This also increases the potential of the country as one community.

3. Builds confidence and improves skills

Sports tourism helps tourists gain confidence in whatever sport they may be taking part in and their skills are also improved.

4. Development of infrastructure

Due to sports tourism, roads have been repaired and buildings have been built. This improvement of the infrastructure has benefited the local population.



Chapter 3: Sports Tourism in Kenya

Kenya has many sporting activities that, if well-developed, would benefit the tourism industry. These include mountain climbing on Mts. Kenya, Longonot and Elgon, canoeing in the waters of the Indian Ocean and River Tana, safari rallies at Stony Athi, scuba diving in the Indian Ocean and a lot more.



[Photographer: Trina]

On our way to the location mentioned below, we realized that Kenya has a lot of hidden treasures! There was plenty of land and beautiful large untouched rocks. If well developed, sporting activities would be well-fitted for the location. For instance, rock climbing and mountain biking. This would greatly benefit the country or even the locals involved.



[Photographer: Shei]



[Photographer: Shei]



KAYAKING IN KENYA

Q. Why kayaking?

Isn't it just exciting? Kayaking is a sporting activity that would tremendously increase the tourism in Kenya. Due to lack of education about the sport, it is not so well-known. However, Kenya has numerous rivers where it can be practised.

It gives one the experience of some of the lost virgin wilderness in Africa. Accompanied by world-class instructors, one could kayak Class 11, 111 and 1V rapids, while improving kayaking skills and confidence. For the not so-feint-of-heart, one would have the opportunity to brave an 8-metre waterfall, the "Mission" or run the full-on, chunky drops and almost continuous class 1V/V rapids of the Maragua River.

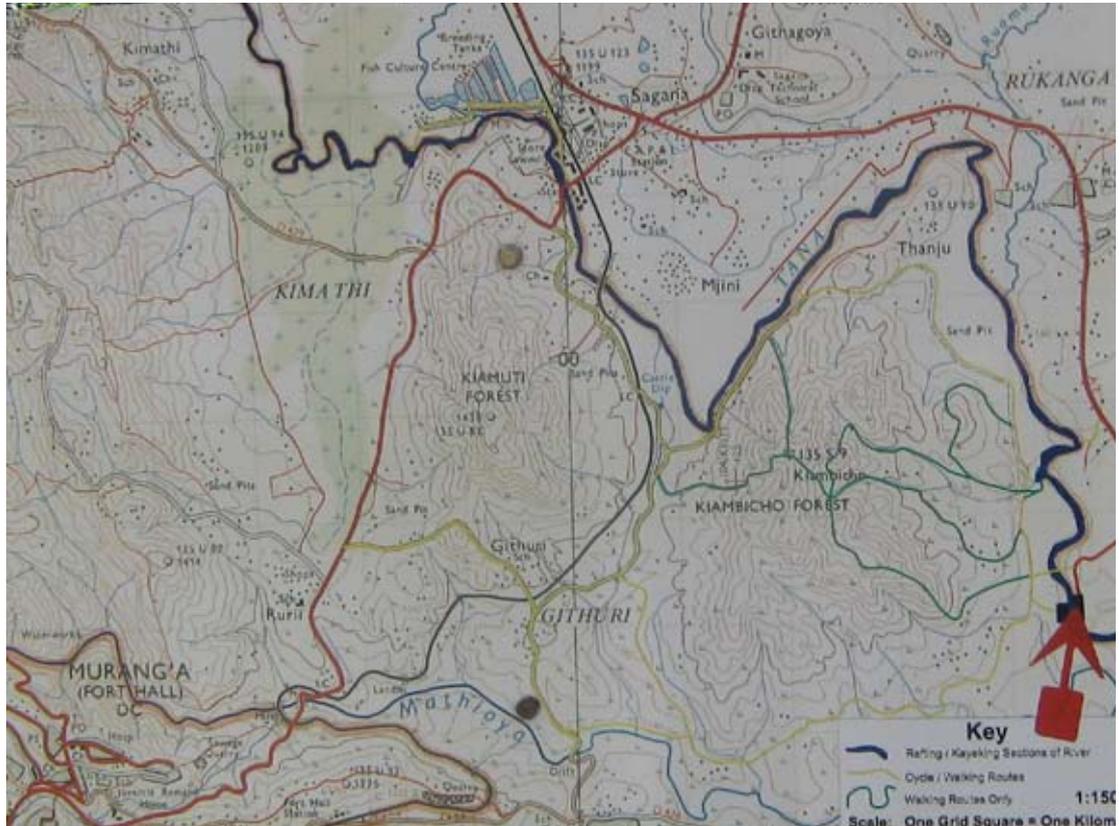


[Photographer: Shei]

The Kenya kayak trip will take one through the rapids of four or five of Kenya's most famed rivers. The Upper Tana, a Class 11/111 river with plenty of fast moving sections and fun rapids, provides an ideal warm-up. Class 111/1V rapids abound on the Lower Tana, with a section of very continuous whitewater and an optional 8-meter cascade. The Mathioya is mostly a Class 1V run, but provides lots of fun Class 111 kayaking as well. It also includes a spectacular Class V1 cascade that can be viewed from a nearby portage.

However, the Thiba and Nyamindi rivers are largely undiscovered yet offer fantastic boating. Now isn't that an opportunity right there?

The map below shows the kayaking sectors of the river and the walking routes.



[Photographer: Shei]

When we visited it, the White-Water Adventures was unexpectedly quite packed. The site had many university students who were at the site for team-building. At first we thought the only business taking place there was kayaking and rafting, but we discovered the site was also a camping and picnic site. Team-building, mountain biking and rock climbing were also practised.



Chapter 4: Data Analysis

Our form of collecting data was by use of questionnaires, which we gave to persons ranging from the age of 19-30 because we discovered the majority who kayak fall in that bracket. Another questionnaire was handed to the management of White Water Adventures. Copies have been attached in the appendices.

One of them stated that sport tourism is “getting tourists to visit the country for different sports and interaction with them.” This shows that many people are familiar with the term sports tourism.

It was discovered that the locals do not kayak as often as the international tourists. The majority of the staff said the reason for this was lack of advertisement and knowledge of the site. The kayakers however, said the costs are too high for the average Kenyan. Most tourists visit the site in August. They receive about three groups a week which consists of the British Army.

In Thiba and Nyamindi, kayaking was started 19 years ago. The site was spotted by a tourist who decided to start the business. Other than kayaking, there are other sports practised at the site such as; mountain hiking, mountain biking and rock climbing. The best time to kayak is the rainy seasons which in this part of Kenya are from October to January.

It's evident that majority of the locals do not take part in kayaking although they have a strong opinion about the sport.

Limitations

Problems associated with the sport in Kenya specifically at the Savage Wilderness Safaris include:

Social problems

1. Language barrier
Most of the locals could not speak English. The only language they are familiar with is the national language Kiswahili and their mother tongue. This causes a language barrier between the tourists and locals, hence there will be no communication.
2. Lack of trained staff
Some of the staff in the area is not experienced in kayaking and hence this would be risky for the visitors in case an accident occurs as the staff may not know what to do in such a situation.



3. Lack of knowledge on the exact location

Most people do not know the exact location where kayaking takes place, therefore the majority would have a hard time locating the site. From the main road, there are no directions to the location, making it hard for the tourist to find it.

Economic problems

1. Lack of funds to buy kayaks

This is due to lack of support from the Government. The sport is also quite expensive for the average Kenyan to afford. Hence, the high prices hinder a large number of prospective visitors.

2. Poor advertising

This is as a result of lack of funds to advertise the sport to the majority. Another contributing factor is the lack of interest by the government in the sport. It does not see the need to advertise the sport internationally.

3. Poor infrastructure

The poor roads do not allow people to travel to the site and therefore hinder easy access to the location. Due to lack of support from the Government they have not been able to improve the roads.

4. Lack of support from the Government

The Government is not well-informed on kayaking. Hence the sport is not given the support it requires like help in advertising the sport to the international public and also in terms of funds that could cater for the improvement of infrastructure and the purchase of kayaks.

This lack of support is mainly because it pays too much attention to the horticultural sector, which has been the leading foreign currency earner in the country, forgetting about other major sectors in the country which also contribute to earning foreign exchange.



Chapter 5: Conclusions and recommendations

Summary

The information we gained from this research gave us a better understanding of sports tourism, especially in our country. We realized the wide range of opportunities available in this sector. We also gained knowledge of different sports practised in Kenya and around the world. Through comparing and contrasting, we discovered ways of improving certain facilities and reasons why some were not as successful as others. We also learnt that when setting up a facility that mainly concentrates on activities to be carried out by the public, the rates should be affordable to the average resident of the country.

We have also come to the conclusion that the majority of the people who take part in such activities are mostly Caucasian and they are interested mainly because it happens a lot in their country. Therefore, Kenyans should be better informed about activities such as kayaking.

Based on information achieved through interviews, it is safe to conclude that sports tourism is not widely practised in Kenya. However, we as the youth can change this if determined! We believe that with a little more effort and will; Kenyans can be more appreciative of sports in the country!

Recommendations

We recommend that advertising should emphasize the benefits of kayaking and should also give people the incentive to kayak and discover more. These advertisements should be attractive to all age groups since kayaking is an activity that can be carried out by all age groups. There should be bill-boards in areas with a large population in order to get to a larger number of people. In kayaking sites, other businesses should also be available to give the visitors a wider range of activities. For instance facilities like restaurants, swimming pools and possibly hotels or camp sites, thereby making kayaking more attractive to families. Kayaking trips down the rivers could be offered along the lines of those offered in the USA, where the kayakers camp out each night en route – thus offering a real wilderness experience. As a side dish, the company should also be able to offer kayaking lessons to those who are not so conversant at the sport. They should be taught about the different classes of kayaking they can enjoy

Also to increase the number of visitors, infrastructure should be improved in the area. The roads should be accessible in all weathers. Sign boards to the location should be conspicuous and attractive to the public. Furthermore, as the kayaks are mainly imported, the Government could reduce or abolish the import duty on such items. This in the long run would make the cost of such holidays less and more attractive to local tourists.



[[www.google.com/kayaking in Kenya](http://www.google.com/kayaking%20in%20Kenya)]

Curio shops should also be set up for those tourists who would want to carry souvenirs with them, foodstuffs, kayak costumes and the like should also be available. The staff should be well educated in kayaking and also should be conversant in at least English and possibly another international language. The staff should also be trained to be friendly, courteous and helpful to the visitors.

We strongly believe that if the above recommendations are taken into consideration, the industry of sports tourism could earn decent revenue from kayaking in the country.



Impact on the environment

Tourists would not want to kayak in polluted rivers yet the majority of rivers are unfortunately much polluted.

In order to attract tourists for kayaking purposes the government should be encouraged to clean the rivers and prevent pollution from taking place. Hence we would have a clean and attractive environment.

Kayaks are also environmentally friendly because they do not consume petrol and therefore do not pollute the environment or cause any blockage in the ozone layer.



[www.google.com/kayaking in Kenya]



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APPENDIX 1

QUESTIONNAIRES

QUESTIONNAIRE TO THE VISITORS

Instructions

Fill in the following questionnaire below after interviewing the visitors during your field work.

Tick in the appropriate box.

1. How did you learn about this site?

Print Media

Electronic Media

Other Specify.

2. How old are you ?

0-10

11-20

20-30

30-above

3. Where do you come from?

Africa

America

Europe

Australia

Asia

4. Are you satisfied by the services offered?

5. How did you travel to the site?

Road

Air

Railway

on Foot

6. What challenges did you encounter in trying to access the site?



QUESTIONNAIRE TO THE ADMINISTRATION

1) How did you come up with the idea of Kayaking?

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

2) How do you advertise the site?

Newspapers

Magazines

Radio

T.V

Other

If other specify _____

4.) Do you provide training services for kayaking?

5.) What are some of the challenges that you face in the business?

6.) Are there possible solutions to the challenges?

7.) How beneficial is Kayaking to the community?

8.) Apart from Kayaking, is there any other sport that you offer?



APPENDIX 2 TEACHER'S GUIDE

Introduction

The teacher's guide here-in is based on a case study on the Development of Sports Tourism - in this case kayaking as a source of Sports Tourism in Kenya. The case study was carried out in Thiba and Nyamindi Rivers, Sagana. Educational Resources

This guide has resources that will assist the learner to:

- i) Understand the concept of Sports Tourism.
- ii) Identify socio-economic benefits of Sports Tourism.
- iii) Promote Sports Tourism in the country.
- iv) Make recommendations on the Development of Sports Tourism.
- v) Come up with conclusions based on the field study.

Benefits of the Case Study

It will assist the learner to develop the following skills;

- i) Looking for information using the internet, questionnaires, magazines and interviews.
- ii) Improve communication skills.
- iii) Create hypotheses.
- iv) Analyse and solve problems.

The teacher's guide contains Lesson Plans, Assessment Sheets and Questionnaires to be used during field work.

LESSON PLAN

This lesson plan is designed to assist in the teaching of the Tourism Course.

Expected outcome

The learner will be expected to demonstrate a clear understanding of Sports Tourism and its benefits to the community.

Methods of Evaluation

The learners will use the resource materials provided to formulate a work plan relevant for the course of study.



The criteria used for evaluation will include:

- Filling in a questionnaire
- Definition of terminologies
- Filling in a questionnaire during fieldwork.
- identifying the social-economic benefits of Sports Tourism.
- Make recommendations on how Sports Tourism can be improved.

Objectives

- To find out how sports can be used as a form of tourism.
- Make economic and social recommendations on the development of Sports Tourism.
- Identify destinations for Sports Tourism.
- Conduct a survey on Sports Tourism in the learner’s country.
- Market Sports Tourism as a source of national income.

Classroom activities

These are clearly outlined in the summary table attached to the report.

SUGGESTED TEACHING AND LEARNING ACTIVITIES

DEFINING SPORTS TOURISM.			
Resources	Objectives	Teaching Activities	Learning Activities
Worksheets, dictionary, internet, magazines, journals, Notebooks and pens.	The learner should be able to define key terms such as tourist, sports destinations and sports tourism.	- Divide the class into groups. - Give them work sheets and supervise group discussions.	- The group leader leads the discussion. - Contribute towards the definition of the terms given.
Whiteboard, marker pen, note books, pens,	The learner should be able to correctly define the terminologies given.	- Ask a representative from each group to give a presentation of what they discussed. - Summarise the given definitions on the whiteboard.	-Each group gives a presentation of what they discussed. - Take note of the summary given to the rest of the class.



POPULAR TYPES OF SPORTS.

Resources	Objectives	Teaching Activities	Learning Activities
Internet, newspapers, journals, maps, magazines, worksheets.	The learner should be able to identify popular sporting activities practised in the world.	<ul style="list-style-type: none"> - Give worksheets to the students. - Ask them to identify the sports and where they are practised. 	<ul style="list-style-type: none"> - Discuss the popular sporting activities in the world. - Fill in the worksheet given. - Locate the areas identified on the map.
Whiteboard, pen, pictures, videos.	The learner should be able to give a summary of the popular sporting activities identified in the group.	<ul style="list-style-type: none"> - Summarise the sporting activities on the whiteboard. 	<ul style="list-style-type: none"> - Give a summary on the sporting activities identified. - Take notes given on the board.



KAYAKING SITES AS TOURISTS' DESTINATIONS.

Resources	Objectives	Teaching Activities	Learning Activities
Photos, magazines, journals, whiteboard, internet.	The learner should be able to; - Define terminologies like; a kayak, site, paddling. - Identify rivers where kayaking can be practised.	- Give worksheets to the students. - Ask them to answer the given questions.	-Look for answers on the internet. -Use a dictionary to find expected answers.
Video, whiteboard, pen, maps of different countries, internet.	The learner should be able to share the information on where kayaking is practised in the world.	- Ask learners to look for countries where this sport is practised on the internet and indicate this on the maps given.	-Do the given task. -Share the information with the rest of the class. -Locate areas where kayaking is practised on the maps.
Whiteboard, marker pen, internet.	The learner should be able to identify factors that make the above destinations attractive or unattractive to travellers.	Write the suggestions from students on the board. -Discuss the points given with students. - Given a conclusion.	-Give the factors required and discuss them. -Write the notes given on the board.



MARKETING KAYAKING SITES AS TOURISTS' DESTINATIONS

Resources	Objectives	Teaching Activities	Learning Activities
Magazines, journals, brochures, advertisements, promotional give a ways e.g. shirts, caps.	The learner should be able to give ways through which these sites can be marketed.	Take learners through a discussion on ways through which kayaking can be promoted.	<ul style="list-style-type: none"> - Share ideas on how marketing can be done using different forms of communications. - Write notes.

CHALLENGES FACING KAYAKING AS A SOURCE OF SPORTS TOURISM

Resources	Objectives	Teaching Activity	Learning Activity
Worksheet, Magazines, internet.	The learners should be able to identify and discuss the challenges that kayaking face.	Divide the class in groups and provide each group with a worksheet.	The learners discuss and take note of what has been discussed.
Whiteboard marker, worksheet, notebooks, pens	The learners should be able to give feedback on the challenges discussed in the group.	<ul style="list-style-type: none"> -Take note of the challenges on the board. - Assist learners to come up with a summary of these challenges. 	<ul style="list-style-type: none"> - Take part in the class presentation. - Take notes written on the board.



POSSIBLE SOLUTIONS TO THE ABOVE CHALLENGES

Resources	Objectives	Teaching Activity	Learning Activity
Worksheet, magazines, internet, whiteboard marker and notebooks.	The learners should be able to identify and discuss possible solutions to the above problems.	-Guide learners in a discussion on solutions to the above challenges. -Write a summary on the board.	-Take part in the discussion. -Take note of the summary given.

SOCIO - ECONOMIC BENEFITS OF SPORTS TOURSIM

Resources	Objectives	Teaching Activity	Learning Activity
Worksheet, magazines, internet, notebooks, pens, whiteboards and marker pens.	The learners should identify and discuss these benefits to a community and a given country at large.	- Give worksheets to each student and ask them to attempt the given questions. - Mark and discuss with students. - Give a summary of the socio-economic benefits of sports tourism.	-Do the given test. -Take part in the discussion. -Take notes on the socio-economic benefits of sports tourism.



ACTIVITY 1: DEFINING SPORTS TOURISM

INSTRUCTIONS:

In groups of 5, find the meaning of the words below and prepare as a group the definition of SPORTS TOURISM.

a) Tourist

b) Sports _____

c) Tourism

d) Destination

e) Marketing

2. Definition of Sports Tourism.



Activity 2: IDENTIFICATION OF MOST POPULAR TYPES OF SPORTS

Instructions

Identify different types of sports in at least six countries and fill in the table below.

Country	Continent	Type of sport
1.		
2		
3.		
4.		
5.		
6.		



ACTIVITY 3: 1. CHALLENGES FACING KAYAKING

Instructions

State and explain at least five problems that kayaking faces as a source of sports tourism.

i. _____

ii. _____

iii. _____

iv. _____

v. _____

2. POSSIBLE SOLUTIONS TO THE ABOVE CHALLENGES

b) Give five possible solutions to the above problems.

i) _____

ii) _____

iii) _____

iv) _____

v) _____



ACTIVITY 4: SOCIO-ECONOMIC BENEFITS OF SPORTS TOURISM.

Instructions.

Identify and discuss three social and three economic benefits of sports Tourism

(a) Social benefits

i) _____

ii) _____

iii) _____

(b) Economic benefits

(i) _____

(ii) _____

(iii) _____



ACTIVITY 5: FIELD WORK

Instructions

Fill in the following questionnaire below after interviewing the administration and visitors during your field work.

Tick in the appropriate box.

QUESTIONNAIRE TO THE ADMINISTRATION

1. How did they come up with the idea of Kayaking?

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

3. How do they advertise the site?

Newspapers Magazines Radio T.V Other

If other specify _____

4. Do they provide training services for kayaking?

5. What are some of the challenges that they face in the business?

6. Are there possible solutions to the challenges?

7. How beneficial is Kayaking to the community?

8. Apart from Kayaking, is there any other sport that they offer?

4. Do they provide training services for kayaking?

5. What are some of the challenges that they face in the business?



6. Are there possible solutions to the challenges?

7. How beneficial is Kayaking to the community?

8. Apart from Kayaking, is there any other sport that they offer?



QUESTIONNAIRE TO THE VISITORS

Instructions

Fill in the following questionnaire below after interviewing the visitors during your field work.

Tick in the appropriate box.

1. How did you learn about this site?

Print Media

Electronic Media

Other Specify.

2. How old are you ?

0-10

11-20

20-30

30-above

3. Where do you come from?

Africa

America

Europe

Australia

Asia

4. Are you satisfied by the services offered?

5. How did you travel to the site?

Road

Air

Railway

on Foot

6. What challenges did you encounter in trying to access the site?

amADEUS
Your technology partner



starwood
Hotels and
Resorts

