



CASE STUDY WRITERS

Loreen Gachambi Mugai



Peris Wangui Kamau



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- **Kenya Tourist Board**
- **Kenya Tourism Federation**
- **Ecotourism Kenya**
- **Our parents and Friends**

MAP OF AFRICA

Kenya

Among the seven continents of the world, stands out Africa as it clearly magnifies its unique shape. One of its countries is Kenya



MAP OF KENYA



Kenya is 586,600 square Kilometers in area with inland water bodies.

TOURISM IN KENYA

- Kenya has a rich diversity of tourism attractions which include: wildlife, sports and even festivals.
- In the year 2010, Kenya recorded 15% growth in terms of tourists arrivals as compared to year 2009 excluding the cross border tourists'.
- The 2010 Tourism performance has surpassed the 2009 in terms of tourist arrivals and earnings.

FESTIVAL TOURISM IN KENYA

- **Festival tourism is the act in which tourists explore peoples cultures and more about their communities.**
- **Kenya has 42 different tribes as such, 42 different cultures.**

Maasai Community from the Great Rift Valley



Luhya from the Western region of Kenya (Circumcision Ceremony)



Swahili community from the Coastal Region - (Maulid Festivals)

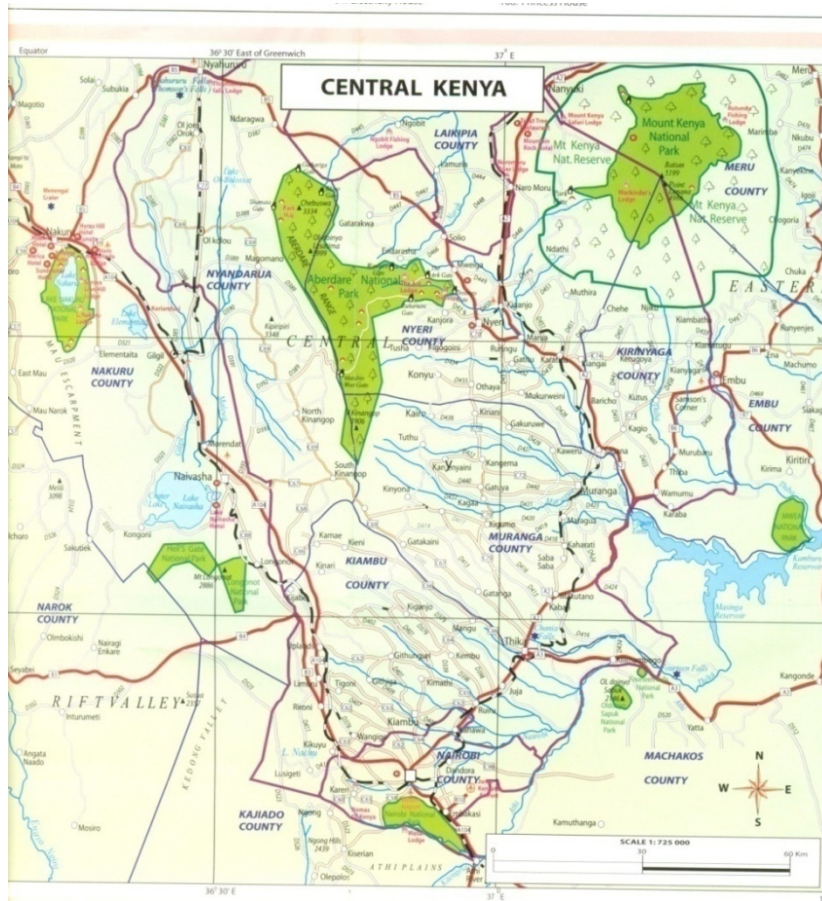
Donkey Racing



Dhow Sailing



LOCATION AND TOPOGRAPHY OF CENTRAL KENYA



- It is the 6th largest in Kenya
- It is made up of 5 Counties namely;
 - Kiambu county
 - Muranga county
 - Nyeri county
 - Nyandarua county
 - Kirinyaga county.

CENTRAL KENYA

- **Kenya's central region is situated Southwest of Mount Kenya and North of Nairobi**
- **The population is 4,383,743 according to the 2009 national population census**
- **It is occupied by three communities i.e. Gikuyu, Embu and Meru.**

KIKUYU FESTIVALS

- **The Agikuyu community is one of the largest tribe in Kenya**
- **Some of their most elaborate festivals are the Child Birth and Naming of Children.**
- **This festival brings out the cohesiveness and beauty of their traditions which is very interesting to observe.**

A VISIT TO MY GRANDMOTHER'S PLACE

Below are photographs taken during the fascinating experience at my grandmother's home, who shared with us her background about the kikuyu festivals during their youth.

(BY LOREEN GACHAMBI)



BIRTH CEREMONY AMONG THE AGIKUYU

Kikuyu men preparing to offer a sacrifice to bless a newborn and Agikuyu medicine man and his assistant ready to purify the house in which the birth has taken place.



NAMING OF A CHILD AMONG THE AGIKUYU.

- **While the child is still small, they perform other rites which they consider necessary before the child can become a full member of the society.**
- **The Agikuyu community have different ways of naming i.e. Incidental and situational naming**

EAR PIERCING AND SECOND BIRTH CEREMONY

- **Around the age of five to six years, another rite is performed which involves piercing the child's ears, and were subsequently fitted with decorations in a ceremony called 'gutonywo ndugira'. After this the child is allowed to look after the goats.**
- **Unless the child has gone through his or her 'second birth, 'he or she cannot participate fully in the life of the community. They will be forbidden to assist in the burial of their own father, inherit property or take part in any ritual.**

EAR PIERCING AND SECOND BIRTH



SUMMARY

- **Our country Kenya with all the diverse cultures offers a variety of Festival Tourism that will not be available anywhere in the world. We therefore urge all to take this opportunity and sample out the best of our Festivals that goes on throughout the year among different communities.**
- **Do you know that Festival tourism (cultural festival tourism) plays an important role in the conservation of our African heritage?**
- **Festival tourism is rich in culture and can be a source of foreign exchange in the tourism sector. Festival tourism is not only about taking part physically but also involves dedicating one's whole heart in it.**

RESEARCH OBJECTIVES

- **To learn the meaning of Festivals.**
- **To find out the relationship between Culture, Festivals and Tourism.**
- **To know the perspective of the people towards Festival Tourism.**
- **To come up with Festivals to promote Tourism.**
- **To encourage people to conserve their Festivals as a means of promoting Tourism.**
- **To show the world that Kenya is endowed with rich cultural Festivals which all should come and enjoy seeing.**

SIGNIFICANCE OF THE RESEARCH

- **Festival Tourism has the potential to become a popular alternative Tourist activity in Kenya. However, most of the festivals practiced in Kenya remain largely unknown to the world.**
- **Through this research, we hope to provide information through vivid description of some festivals carried out in Kenya in order to create interest among tourists.**
- **This would benefit the local communities through preservation of culture and creation of jobs as more tourist visits consequently improve living standards of the people as well as bringing the much needed foreign exchange to the country.**
- **Through this research, the Kenyan communities will see the**

LIMITATIONS

SOCIAL

- Language barrier.
- Poor infrastructure.
- Lack of appreciation from the people about cultural diversity.

ECONOMIC

- Inadequate funds to advertise their Festivals.
- Inadequate support from the government.
- Inadequate funds to develop traditional attire.

PROBLEMS FACING FESTIVALS

- **Economic hardships as cost of living has increased making it difficult to carry out festivals.**
- **Urbanization which has destroyed the social cohesion among Kenyan communities.**
- **Inter-tribal marriages that brings about a generation with a new cultural outlook thereby diluting our traditional cultures.**

Recommendations

- **We would like to request the government to help educate the citizens on the need for preservation of Festivals.**
- **We would also like to recommend allocation of funds for advertising Festivals.**
- **Infrastructure should be improved to make all areas in Kenya accessible.**
- **Introduce responsible and sustainable tourism to the communities.**

Conclusion

- **Through this research, we learnt a lot about Festivals and how they can be used to promote tourism**
- **Through the forum of GTTP we have been able to move into the community and learn more on cultural festivals**
- **Through this research we learnt more about our culture and also the festivals which Kenya offers**
- **There is the need to sensitize the Kenyan communities on the preservation of Festivals**
- **Preservation of cultural festivals can be enhanced through providing advertisement avenues**

Welcome to Magical



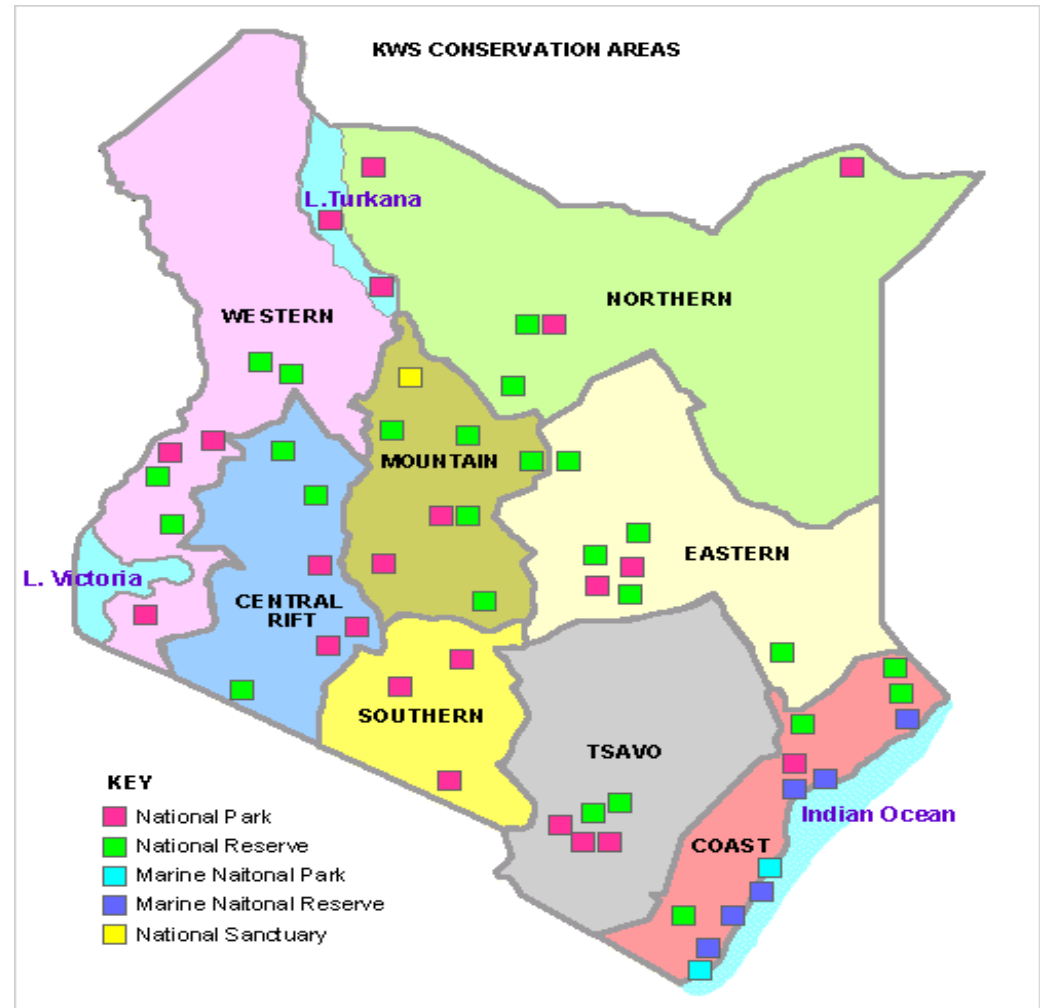
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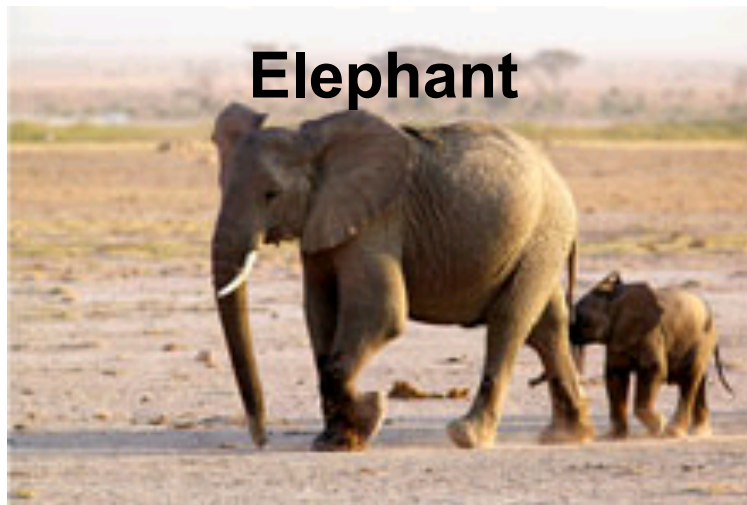
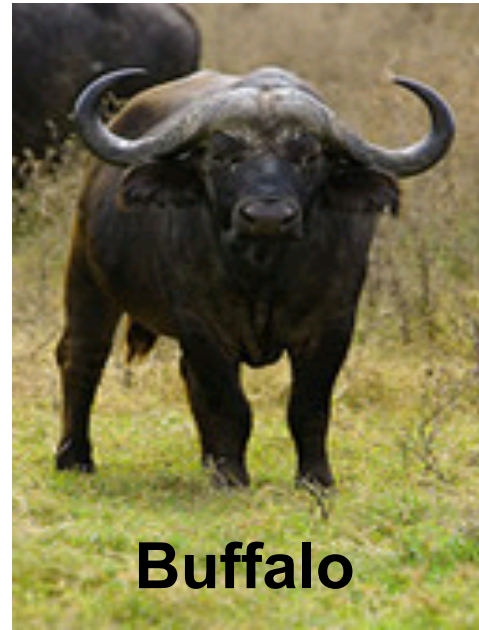
National Parks & Game Reserves

Kenya is the "home of the safari" and offers **59 national parks and game reserves**

http://www.kws.org/parks/conservation_areas



The Big Five



The special Five



**Gerenuk &
Blue Ostrich**



**Reticulated
Giraffe**



**Grevy's Zebra &
Fringe eared Oryx**



The Capital City of Kenya - Nairobi



Coastal Region of Kenya

Lamu, Seafront



One of the Prestigious
beaches in Mombasa



IVII. KENYA - snow on the equator!



The 8th new wonder of the world



Kenya:-

The New Celebrity Destination



Venus Williams

**Brad Pitt & Angelina
Jolie regular visitors
to Alfajiri Villas in
Lamu**

**Bill Gates and family
in Lamu**



Naomi at the Lion in the Sun in Malindi.

Gillian Scully of the X Files gets married at Shela Beach in Lamu.

Prince William at his favorite Lewa Down Cottage



Treetops Hotel, Nyeri in Central region of Kenya where Queen Elizabeth II spent her honeymoon period, which subsequently was the time she found out her father, King George VI had passed on



Did you know that Kenya has 7 days for safaris?

- **Day 1 Wildlife**
- **Day 2 Cultural**
- **Day 3 Sports**
- **Day 4 Birding**
- **Day 5 Adventures**
- **Day 6 Beaches**
- **Day 7 Business**

Asante Sana!

