

GLOBAL TRAVEL & TOURISM PARTNERSHIP (GTTP)

GREEN TOURISM, FACT OR FAD?



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KENYA



Acknowledgements

We would like to show our appreciation for the opportunity presented to us by the Global Travel and Tourism Partnership (GTTP) and our school Makini Academy.

We would also like to thank:

- **Mr. Charles Mudasia** and **Mrs. Joy Ochola** of Makini Academy, who also encouraged us a great deal during our research.
- **Mt. Kenya Safaris** who have promoted Ecotourism
- **Our parents** who gave us complete support as we carried out our case study.

Finally, a special thanks to the global partners of **GTTP: ACCOR, Amadeus, American Express Foundation, Business Travel International (BTI), Hertz Companies, Lufthansa, World Travel and Tourism Council (WTTC)** and the **Aldo Papone Endowment** for the encouragement and support that have made this programme possible in Kenya.



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THEME: GREEN TOURISM, FACT OR FAD?

INTRODUCTION

i. 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.



Location of Kenya in Africa

ii. The IT country, Kenya

Kenya offers her visitors so 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~ endless opportunities for adventure, discovery, relaxation; more than a tourist would ever expect.

iii. Tourism in Kenya

According to Minister of Tourism Najib Balala, Kenya is actively pursuing a tourism marketing strategy that will present the East Africa region as one tourist destination. He praised the recent joint training of assessors for classification of hotels and restaurants using the new East African Classification Standards and termed it as a major milestone towards tourism integration of the two countries. The assessors' training was completed two months ago and will harmonize the registration and classification of accommodation facilities in the East African Community.

In the year 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 ARRIVAL BY PURPOSE OF VISIT (000's)

Purpose	2004	2005	2006	2007	2008	2009
Holiday	885.60	1063.10	1087.40	1278.50	936.10	1247.34
Business	246.40	206.10	226.20	242.20	109.40	85.62
Transit	162.20	79.80	137.10	130.90	62.00	42.80
Other	66.50	129.90	149.90	165.20	95.80	71.34
TOTAL	1360.70	1478.90	1600.60	1816.80	1203.30	1447.1

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.

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: 582650 km²



IV. Ecotourism in Kenya

Ecotourism is responsible travel to natural areas that conserve the environment and improve the well-being of local people.

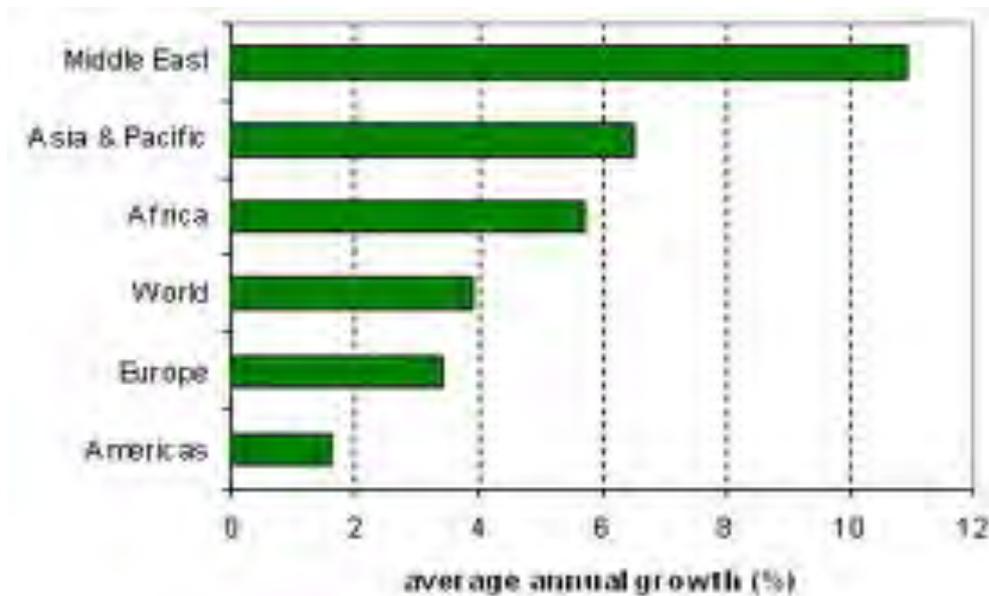
Ecotourism means more than just preserving wildlife for our visitors; it also means protecting our own world and its resources for the future benefit of Kenya, our people and our wildlife.

Kenya's dedication to eco-values sets it apart from many other African destinations. This has again been proved by the "Eco-Ratings" scheme - a project by the Ecotourism Society of Kenya (ETSOK).

This pioneering scheme - the first of its kind in Africa- means that Kenya's hotels, lodges and camps will be able to apply for a special rating- which will rate their level of eco-friendliness.

Community-based tourism and Ecotourism is a growing sector, globally. It currently accounts for 5% of the global tourism market and is growing at a rate of 20-30% annually. Increasing numbers of tourists want to interact with local communities and to stay in places that positively affect both the environment and the local population.

Annual growth of Ecotourism



V. Topography and location of Nanyuki, Kenya

Nanyuki is situated at the leeward side of Mt. Kenya. It therefore has a colder climate than areas just 30 km south.

The average temperature is as presented below:

- Daily average: 17-23 degrees Celsius
- Cool season average: 17-19 degrees Celsius

- Warm season average: 19-23 degrees Celsius
- Daily minimum: 14-19 degrees Celsius
- Daily maximum: 20-30 degrees Celsius

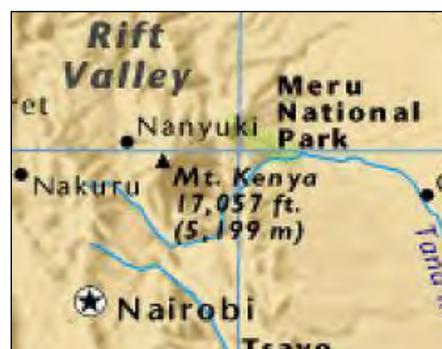
Nanyuki is at a latitude of 00° 00' (Equator), longitude of 37° 7' E and is at an altitude of 2135M (7000FT).



VI. A description of Mt. Kenya Safari Club

Located on the slopes of Mount Kenya, the Mount Kenya Safari Club, now part of the Fairmont Group, offers a unique blend of comfort, relaxation and adventure. Set among manicured lawns, decorative ponds and flowerbeds, you can enjoy the surroundings in style against the backdrop of Mount Kenya. The management purposes to educate the traveller; provide funds for ecological conservation; directly benefit the economic development and political empowerment of local communities; and foster respect for different cultures and for human rights.

The location is about 190 Km north of Nairobi about a two and a half hour drive.





Landscape of Mt. Kenya Safari Club

The Mount Kenya Safari Club has a reputation for relaxed elegance. The homestead and farm were bought on a whim by the late film star William Holden, American Ray Ryan and Swiss financier Carl Hirschmann. Those who joined after the club opened in 1959 include Sir Winston Churchill, Prince Bernhard of the Netherlands, Lord Louis Mountbatten, author Robert Ruark, former US President Lyndon Johnson, Conrad Hilton, Bob Hope, Bing Crosby. Its list of members reads like a Who's Who of royalty, aristocracy, and the rich and famous.

The Club's reputation was reaffirmed recently when it was given the prestigious World Star Award by the United States. Activities at the club include trout fishing, game watching and mountain climbing, mountain biking, bird walks and walking safaris in the neighbouring reserve, an animal orphanage managed by a neighbouring ranch and the William Holden Foundation. It is focussing on the reintroduction of the endangered Mount Kenya antelope –the bongo. One may even opt to roam around the beautiful rose gardens or the eco-friendly maze.

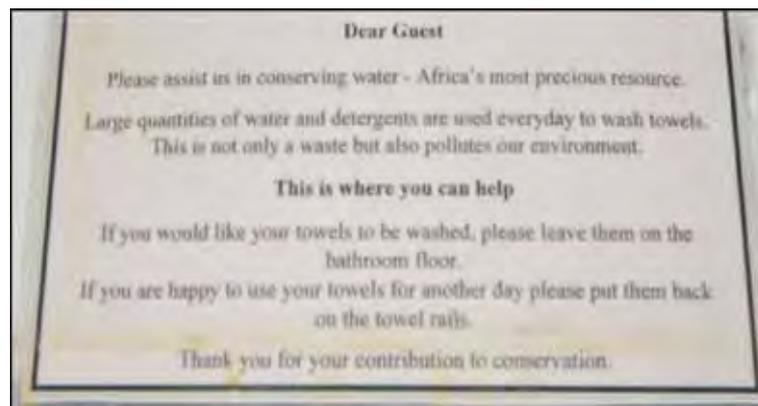


The maze

A night at the Club costs about US\$350 (Ksh.28, 000) for a single room and US\$475 (Ksh.38, 000) for a double . These costs are quite reasonable for the services provided.



In the bathrooms, the following notice is displayed:



VII. Description of Paradise Lost



Case writers at the entrance of Paradise Lost

GREEN TOURISM, FACT OR FAD?

Paradise Lost is located 20km from Nairobi (capital city of Kenya) and some 2km from Kiambu town. It truly is a lost paradise as it is about 5km from the main road and the beauty of the site is overwhelming. It lies on 54 acres of green land. The site has a couple of huts known as 'vibandas' where people can sit and have a picnic or just enjoy cocktails in the refreshing breeze.



There are also camels, horses and ostriches that have found a home there. Young children enjoy taking rides on them around the site. In addition Gichi River flows past the site. Therefore boat rides are also available, but of course with supervision from specialists.





Caves at Paradise Lost

The highlight of this site is the caves and the large waterfall. Workers discovered the caves in 1996. An exploration and excavation by archeologists from the National Museums of Kenya revealed 8,000 to 12,000 year- old human remains. Black pieces of stone were actually obsidian rock artifacts from the Late Stone Age. The caves are shelters, eroded by the water of the nearby Gichi River. They are located behind a 3.5m wide waterfall.



Waterfall at Paradise Lost

Today, in order to save resources, the caves are equipped with light obtained from hydro-electric power generated by the waterfall. The ceiling is very low at several points, and so it is necessary to crawl through these parts. It is not difficult to visit the cave. However, physical fitness and appropriate clothes are recommended.



In the caves, Paradise Lost



Path to the nature walk

The locals have benefited from the project as the road has been improved due to the number of tourists visiting the place. They also have a chance to display their ornaments and other projects they may be dealing in. The site allows these to be exhibited to those interested and this can therefore greatly benefit the owners.

The electricity generated is also enough to accommodate a few of the neighbours. On the road to the site, there is a lot of coffee grown. The site is open daily from 6am to 6pm. This gives them time to do their daily cleaning of the site. They take extra care to conserve its environment. A fee of Ksh. 200 (US\$ 2.50) for children and Ksh. 250 (US\$ 3.125) for adults is charged to maintain these exemplary conditions.



Sign at the exit

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 24hrs but not more than one year.

Sustainable tourism

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

Ecotourism

Ecotourism (also known as ecological tourism) is responsible travel to fragile, pristine, and usually protected areas that strives to be low impact and (often) small scale. It can also be referred to as Green Tourism.

Green Tourism

Responsible travel to natural areas which conserve the environment and improve the welfare of the local people.

Any activity or facility operating in an environmentally friendly fashion.



SUMMARY

Ecotourism is often misunderstood for sustainable tourism, cultural tourism or responsible tourism. So what does it mean?

A walk through the rainforests is not Ecotourism unless that particular walk somehow benefits that environment and the people who live there. A lodge with composting toilets, gray water systems, and solar-powered lighting is probably green. An awareness of where resources are coming from and where wastes are going is at the heart of the idea.



Recycle, keep the world clean

Is the environment being cared for? Is there genuine effort to help the local economies? Are resources being left intact for future generations? Is the local culture being honored, valued, and not just photographed? These questions will cut through the semantics and allow one to judge if Ecotourism is being practiced at a certain area.



Green tree chameleon

Chapter 1: Research Outline

RESEARCH OBJECTIVES

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

- To learn the meaning of Ecotourism
- To be able to differentiate between Ecotourism, sustainable tourism and responsible tourism.
- To know the opinion of the public on Ecotourism and green tourism
- To discover places that promote Ecotourism
- To determine the circumstances in which this concept may be used to improve green tourism.
- Perhaps to educate others on the significance of Ecotourism.
- To prove that green tourism is a fact and not a fad.

With the above objectives in mind, we carried out our research by use of questionnaires, oral interviews and visiting the sites in order to obtain primary information.

SIGNIFICANCE OF THE 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 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.

If Ecotourism is given serious consideration, the country would be acknowledged for its exemplary show-casing of Ecotourism.

Through this research, we hope to achieve what has not really been achieved - a display of genuine Ecotourism.

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

Chapter 2: Ecotourism in the World

Ecotourism has not been well developed in other countries just as in Kenya but there is visible progress. Many voluntary organizations have been formed to assist these genuine Ecotourism practitioners.

In India, Kerala, the sacred snakes' grove called 'Kavu' is a perfect example of how we practise balance of nature. A place is left alone with a pond, a lot of tree creepers and shrubs are allowed to grow without any interference from agriculturalists. An ecosystem with a water body, plants, snakes, rats, frogs, birds, butterflies is allowed to flourish without any human interference. Keeping drinking water clean and without pollution and saving it for the next generation are clear-cut examples of how water harvesting is done even where modern technologies have failed to learn a lesson from them.



The first World Ecotourism Summit was held in Quebec in 2002.



Snakes Grove in Kerala, India

Kenya is a third world country that cries for development. However if Ecotourism is well promoted, this would greatly benefit the country.

In Kenya, well-known areas that care for the environment and practise sustainable tourism include Arabuke Sokoke, Paradise Lost, Nanyuki, Nyeri just to mention a few.



Waterfall along River Tana at Mwea

BENEFITS OF Ecotourism

1. It is a promising means of advancing social, economic and environmental objectives in developing countries.
2. It offers countries new opportunities for small enterprise investments and employment.
3. It increases national stake in protecting their biological resources.
4. It earns the country foreign exchange which may be used in improving other sectors or handling other challenges being faced by the country such as poverty.
5. It creates job opportunities for the individuals situated in the lower strata of the society. This way their living standards are improved.
6. It benefits the surrounding community and cares for the environment, reducing negative effects such as global warming.

Chapter 3: Data Analysis

Our form of collecting data was by use of primary means and questionnaires. We gave different questionnaires to the visitors and to the administration. Copies of these have been attached in the appendices.

The majority of the visitors who answered the questionnaires fell into the age bracket of 18-32. This shows that the site is visited quite a lot by the youth. Nearly all visitors we came across told us that they learnt about the site through a friend. Therefore the advertisement techniques are not yielding fruit. They also mainly came from Nairobi (roughly a 40 minute drive).

The responses we got about the site were all positive. One of them stated that, "it's a very exciting place. The scenery is magnificent, cool air and beautiful surroundings." However when we asked them about Ecotourism and Green tourism the responses we got varied a lot and made us question if green-tourism really is a fact...or a fad. We quote, "tourism that's good for, and preserves the environment," while another said, "this place is green. It's very silent, fabulous and awesome that, I think, is real Ecotourism". From these, we gathered that the term "Green Tourism" is not at all familiar to the public. Therefore they do not appreciate measures taken to promote Ecotourism.

We were lucky to meet a tourist who visited the site in hope of seeing some form of Ecotourism being practised as he says that majority of the places he had been directed to were not at all "Green". He also agreed with us that very many people are unable to define Green Tourism.

He also told us his opinion of the site; "they do practise Green Tourism here as they conserve water in the dam and over the caves. And they also take good care of the indigenous trees." The main problem encountered by the visitors trying to access the site is the rough dusty road leading to the site from the main road.

From the questionnaires handed to the administration, we gathered quite a lot of information. They advertise the site by use of internet, word of mouth, promotions and tourist journals. These however, do not seem to have a great impact.

We also learnt that they try extra hard to care for their environment for instance by; afforestation, allowing free growth of plants, controlling growth of the grass and ensuring that washrooms are kept clean. The neighbouring community has greatly benefited from this site mostly through small-scale businesses which create job opportunities and so raise the living standards, as well as the dam, which is used for irrigation. This way, more food is produced for both domestic use and for sale.

Other activities that are practised at the site include: horse riding, camel riding, bird watching, boat riding, picnics, camping, agro-tourism and ostrich feeding. Surrounding the site is the largest organic coffee farm in Kenya.

LIMITATIONS

Social Problems

1. Language barrier.
2. Murram road to the site.
3. Lack of government support.

Economical 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.

Problems facing Ecotourism in Kenya

- Forest and marine habitats are being destroyed and some of the wildlife they contain is being driven to extinction under the pressure of hunting, logging, agriculture and fishing.
- Where areas have been officially reserved for nature conservation, our country lacks the funds to manage and protect them. These areas are being destroyed because they are not fully valued for their role as nature's genetic reservoirs of the world's biological resources.

Chapter 4: Conclusions and Recommendations

Summary

Through this research, we learnt quite a lot about Green Tourism, Ecotourism and caring for the environment. We also came to know that the majority of the people around us do not keep the environment in their minds while carrying on with their daily lives. However, from the locations mentioned above, we see that there are those who do care for the environment and their neighbouring communities.

This has had an outstanding effect on tourism. Even though tourists rarely mention their purpose of visit as being Ecotourism, once they arrive at an eco- friendly environment, they are attracted to it. We see Ecotourism as a major tourist attraction in the next 10 years, but why wait that long?

We found out that the few who practise Ecotourism do not have the confidence to rely on it alone to attract foreign or even local tourists. In addition, they do not advertise sufficiently.

Regardless of lack of knowledge of green tourism by the public, we still come to the conclusion that **GREEN TOURISM IS A FACT!**

Recommendations

We would like to recommend that the appropriate Ministries educate Kenyans on Ecotourism and its benefits to individuals and to the environment. If the government too saw the purpose of practising Ecotourism, it might consider supporting businesses such as Paradise Lost that practise Ecotourism.

We would also like to recommend it to improve infrastructure in all areas especially those leading to tourist attractions such as roads which have a great influence on the opinions tourists retain of a site..

The laws against poaching, illegal logging and fishing should be enforced. More funds should be directed to the protection of our nature reservoirs. This way we can both care for our environment and increase Green Tourism.

To the administrations of the sites mentioned, we would like to recommend employment of well-educated staff who can speak at least English and Kiswahili in order to eradicate the language barrier. If possible , guides with a command of the more common foreign languages should be employed.

In addition, curio shops and restaurants could be set up in these sites as further attractions for visitors.

We have reason to believe that if these recommendations are considered, Ecotourism would have a positive effect on the tourism industry of Kenya.

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www.google.co.ke/imgres?imgurl=http://www.ultimatedm.com/acacia.
- www.fairmont.com
- www.wikipedia.org
- www.kenyatourismindustry.com
- info@africanholidaysafari.com.

Books and Magazines

- Twende - Monthly Travel Magazine
- Eco World – Magazine
- Travel brochures

APPENDIX 1

QUESTIONNAIRES

Questionnaire to visitors

Instructions

Fill in the following questionnaire after interviewing the visitors during your fieldwork.

1. How old are you?

18-25 26-32 33-45 45 +

2. How did you learn about this site?

Web Newspapers Brochures From a friend Other

3. Where do you come from?

4. How did you travel to this site?

Air Road Rail Water

5. What do you think of this site?

6. How would you describe Eco-tourism?

7. According to you, is this site practising Eco-tourism? If yes, give reasons.

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

Questionnaire to the administration

1. What does Ecotourism mean to you?

2. Would you say you practise Ecotourism? If yes, how?

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

4. How do you advertise the site?

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?

9. What other activities are practised here?

APPENDIX 2

TEACHER'S GUIDE

The teacher's guide is based on a case study on GREEN TOURISM: fact or fad? The case study was carried out in Paradise Lost, a tourist attraction site; and Mount Kenya Safari Club a tourist resort in Kenya.

This guide has resources to assist the learner to:

- i. Understand the concept of green tourism
- ii. Identify the various green tourism activities in tourist attraction sites in Kenya.
- iii. Promote green tourism activities in Kenya's tourist attraction sites
- iv. Identify the hurdles to green tourism in Kenya
- v. Assess the benefits of green tourism in Kenya, Africa, the world.
- vi. Make recommendations on ways and means of improving green 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 green tourism.

EXPECTED OUTCOME

The learner will be able to describe the concept of Green 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 green tourism.

OBJECTIVES

- To describe the concept of green tourism.
- To identify sites in Kenya where green tourism is practised.
- To identify hurdles to green tourism in Kenya.
- To assess the benefits of green tourism activities in Kenya.

CLASSROOM ACTIVITIES:

- Making notes on board on definitions of green tourism and Ecotourism 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 green tourism activities.
- Drawing maps to represent green tourism activities.

SUGGESTED TEACHING AND LEARNING ACTIVITIES
DESCRIBING GREEN TOURISM

RESOURCES	OBJECTIVES	TEACHING ACTIVITIES	LEARNING ACTIVITIES
<ul style="list-style-type: none"> • Worksheets • Dictionary • Internet • Magazines • Journals • Notebooks • Pens. 	<ul style="list-style-type: none"> • Learner should be able to define terms - Ecotourism, green tourism. • Describe the concept of Ecotourism 	<ul style="list-style-type: none"> • Divide the class into groups • Give them worksheets • Supervise group discussions. 	<ul style="list-style-type: none"> • Group leaders lead the discussion,. • All members contribute towards defining the terms. • Write in notebook correct definitions .

GREEN TOURIST SITES IN KENYA

RESOURCES	OBJECTIVES	TEACHING ACTIVITIES	LEARNING ACTIVITIES
<ul style="list-style-type: none"> • Whiteboard • Marker pen • Kenya maps on tourism • Pictures • Journals • Internet 	<p>Learner should be able to:</p> <ul style="list-style-type: none"> • Identify sites in Kenya where green tourism is practised. • Describe green tourism activities in the identified sites in Kenya. 	<ul style="list-style-type: none"> • Divide class into groups. • Issue of maps of Kenya tourism, pictures and internet-enabled computers. • Supervise group discussions. • Note key points on board. 	<ul style="list-style-type: none"> • Identify tourist sites on Kenyan maps. • Describe tourist activities on maps of Kenya in graphs. • Present group findings to class. • Draw Kenyan maps and locate the sites

PROBLEMS FACING GREEN TOURISM IN KENYA

RESOURCES	OBJECTIVES	TEACHING ACTIVITIES	LEARNING ACTIVITIES
<ul style="list-style-type: none"> • Whiteboard • Marker pen • Notebooks • Internet • Journals • Magazines • Worksheets 	<p>Learner should be able to identify and describe problems facing eco-systems in Kenya</p>	<ul style="list-style-type: none"> • Group work • Issuance of journals, worksheets, Internet and magazines • Supervising group discussions • Noting key points on white board • Explaining key points 	<ul style="list-style-type: none"> • Identify problems facing eco-tourism in Kenya • Describe the problems already identified • Note key points in notebook • Present group findings to the class

BENEFITS OF ECOTOURISM

RESOURCES	OBJECTIVES	TEACHING ACTIVITIES	LEARNING ACTIVITIES
<ul style="list-style-type: none"> • Magazines • Journals • Worksheets • Internet 	<ul style="list-style-type: none"> • Learner should be able to identify and discuss the benefits of eco-tourism 	<ul style="list-style-type: none"> • Divide the class into groups. • Provide each group with magazines, journals, internet-enabled computers, worksheets. • Compiling notes on benefits from groups and noting them on board. 	<ul style="list-style-type: none"> • Learners discuss and take notes of what has been discussed. • Presenting group findings to entire class by group leader. • Taking notes written on board

ACTIVITY 1

INSTRUCTIONS

Give the definitions of the following terms;-

A) Ecotourism;

B) Green tourism;

ACTIVITY 2

INSTRUCTIONS

Identify tourist attraction sites on the map.



ACTIVITY 3

PROBLEMS FACING ECOTOURISM IN KENYA

INSTRUCTIONS

State and explain six problems facing Ecotourism in Kenya.

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ACTIVITY 4

SOCIO-ECONOMIC BENEFITS OF Ecotourism

INSTRUCTIONS

Identify and describe 3 social benefits of Ecotourism.

- i.
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- ii.
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- iii.
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Identify and describe four economic benefits of Ecotourism.

- i.
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- ii.
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- iii.
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- iv.
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