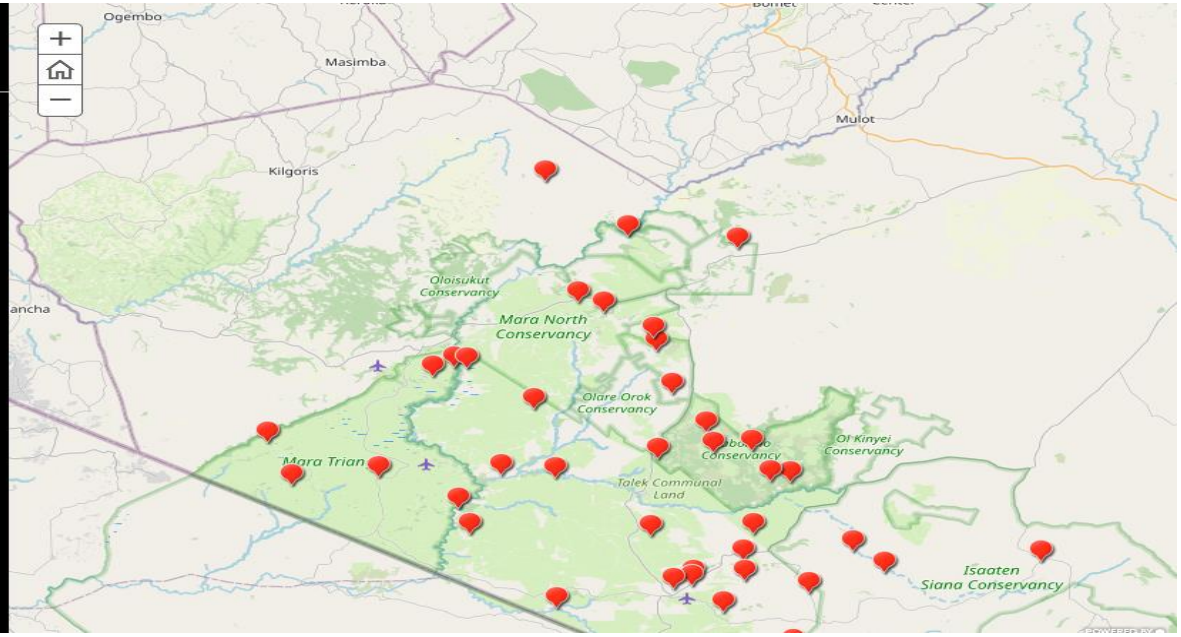
GOVERNMENT OF KENYA

MINISTRY OF TOURISM AND WILDLIFE

COVID-19 AND TRAVEL AND TOURISM IN KENYA: DIGITIZING TRAVEL AND TOURISM INDUSTRY POLICY BRIEF





JUNE, 2020

Digitizing Travel and Tourism Industry in Kenya

Project Objectives

1.To capture travel and tourism knowledge and experiences from both supply and demand perspectives.

2. To utilize ICTs in the interpretation of the tourism product.

3. To undertake digitized mapping of tourism resources in Kenya.

4. To develop a strategic digital marketing platform for Kenya’s tourism.

5. To develop systems to fight against false information in the tourism industry in Kenya.

6. To develop an Integrated Destination Management System for the industry.

Capturing Travel and Tourism Knowledge and Experiences

Knowledge Capturing and Information Packaging

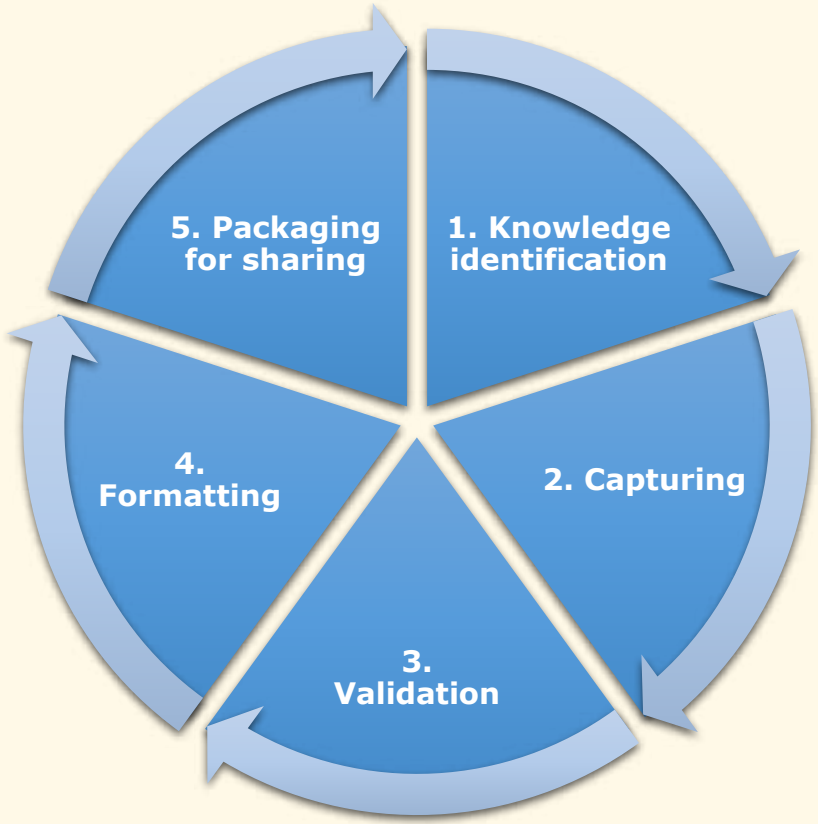
Kenya as a destination needs to package information on tourism products through the process of knowledge capturing.

Knowledge Capturing is the process of converting the knowledge that resides in people's heads, and elsewhere, into tangible, explicit knowledge assets. This will involve recording experiences from all forms of tourism in Kenya in a format that can be stored, further.

The **packaged information** from knowledge capturing and other sources will then be shared in form of media such as text, audio, videos, images, graphics, etc. Different media could be used that includes website, social media, emails, narratives at the attractions etc. This information will add value in product packaging and marketing, and prolong the product life cycle in line with the recommendations given in the National Tourism Blue Print 2030, developed by the Ministry of Tourism and Wildlife in 2017.

Five-Step Process for knowledge capturing

Capturing of information will be based on the following five-step process:



More information on Five-Step Process for Knowledge Capturing

Knowledge Identification

- **Identification** of important tourism information and experiences that could form an important part of the tourism product will be captured.
- Potential knowledge assets could include products such cultural, wildlife, beach, landscapes etc.

Capturing

- **Capturing** involves recording tourism products and experiences knowledge in a format that can be stored, further processed, adapted, and shared. Common media formats to capture experiences and lessons learned include text, audio, video, images, and graphics. Using a predetermined template, the destination can document knowledge with a standardized story line.

Validation

- **Validation** is the quality-control part of the program that produces knowledge assets. Validation will ensure that the captured experiential knowledge is presented truthfully, correctly, and in a professional and accessible manner.

Formatting

- **Formatting** involves applying a common, consistent, and user-friendly presentation standard, or format, to all information packages so that tourists and other users can quickly and efficiently browse through them.
- If the asset contains several disparate pieces of media, such as written material, video recordings, and images, they also should be assembled in a logical way to make them accessible.
- Each product package should be presented using the following formats: Documents (text, images, and graphics), Presentations (slide shows with text, images, graphs, video, audio, and possibly some interaction), and Videos

Packaging

- **Packaging knowledge** will be done in publications and presentations.
- After capturing the knowledge, the next step will be sharing it. Knowledge sharing is the process that experience, information, skills and expertise are exchanged, shared and transferred from the destination or tourism service providers to the tourists. Knowledge sharing is a key factor that influences the destination learning, service innovation and competitive advantage of tourism enterprises.

Mapping all Tourism Resources in the Country

Kenya needs to create an Integrated Destination Management System (IDMS) by identifying and visualizing market trends, patterns, opportunities and threats which otherwise may not be possible with data on paper and in tabular formats, for sustainable planning, marketing and management.

The geographic information system (GIS) technology is considered as the appropriate platform for such a system because it can integrate both qualitative and quantitative information, and can provide a visual display of results thus permitting an easy and efficient appraisal of results, and help to communicate information to all interested parties including potential tourists from all over the world.

Different stakeholders, at the comfort of their homes, will feed into pre-designed mobile Apps with details on their attractions, amenities, accessibility, activities, packages, prices among others. This information will then be linked to planning and marketing platforms such as the Magical Kenya website, and individual private sector marketing platforms.

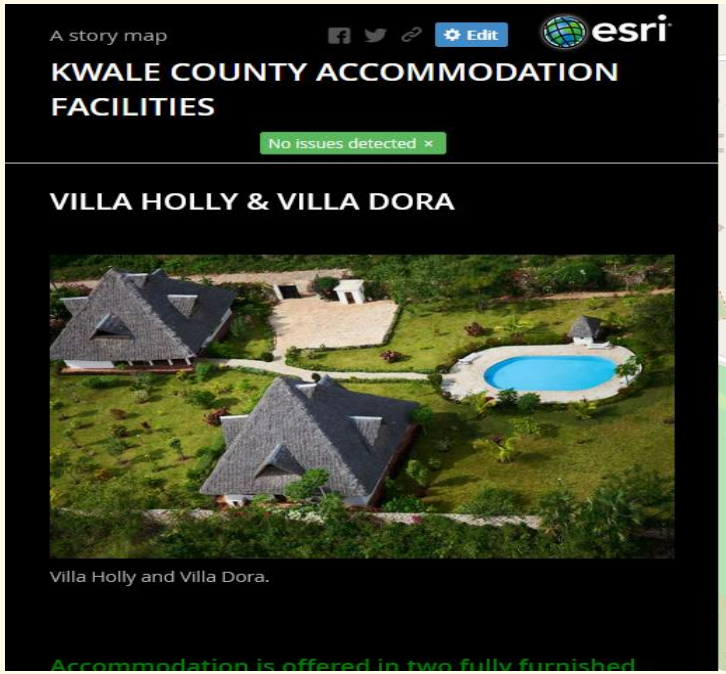
Uses of GIS in Travel and Tourism

1. Presentation of the results in the cartographic, statistical and tabular form
2. Evaluation of locations of certain facilities and identification of places that have the best profit potential
3. Customer segmentation based on location
4. Advertising and promotion strategies
5. Visualization of marketing analysis
6. Deal effectively with the continuous changes in both international and local markets
7. Tourist information
8. Visualization of tourist destinations
9. Route planning, accommodation information, cultural events, special attractions
10. High degree of interactivity
11. Sustainable tourism development
12. Measure the degree of sustainable development
13. Participatory planning
14. Management of cultural resources
15. Identification of potential development
16. Simulation modeling to facilitate monitoring and management of visitor flows

Mapping all Tourism Resources in the Country

Uses of GIS in Travel and Tourism

17. Tourism infrastructure planning
18. Establishment and management of protected areas
19. Map of species distribution
20. Recreational uses or spatial preferences
21. Carrying capacity
22. Development goals
23. Expectations of visitors
24. Impacts on resources
25. Managing cultural and historical resources
26. Locating, interpretation and preservation of historical sites
27. Protecting the current heritage sites
28. Integrates plans, maps, texts, pictures, video and other multimedia content
29. Virtual tourism
30. Integrated tourism management system





Mapping all Tourism Resources in the Country

Mapping Project Objectives

a) Visualization of tourist georeferenced tourism sites through digital images and videos of the quantity, capacity, quality and status of tourism resources (attractions, amenities, activities, accessibilities and ancillary services) around the country.

b) To set up and develop a spatial distribution map of tourism resources.

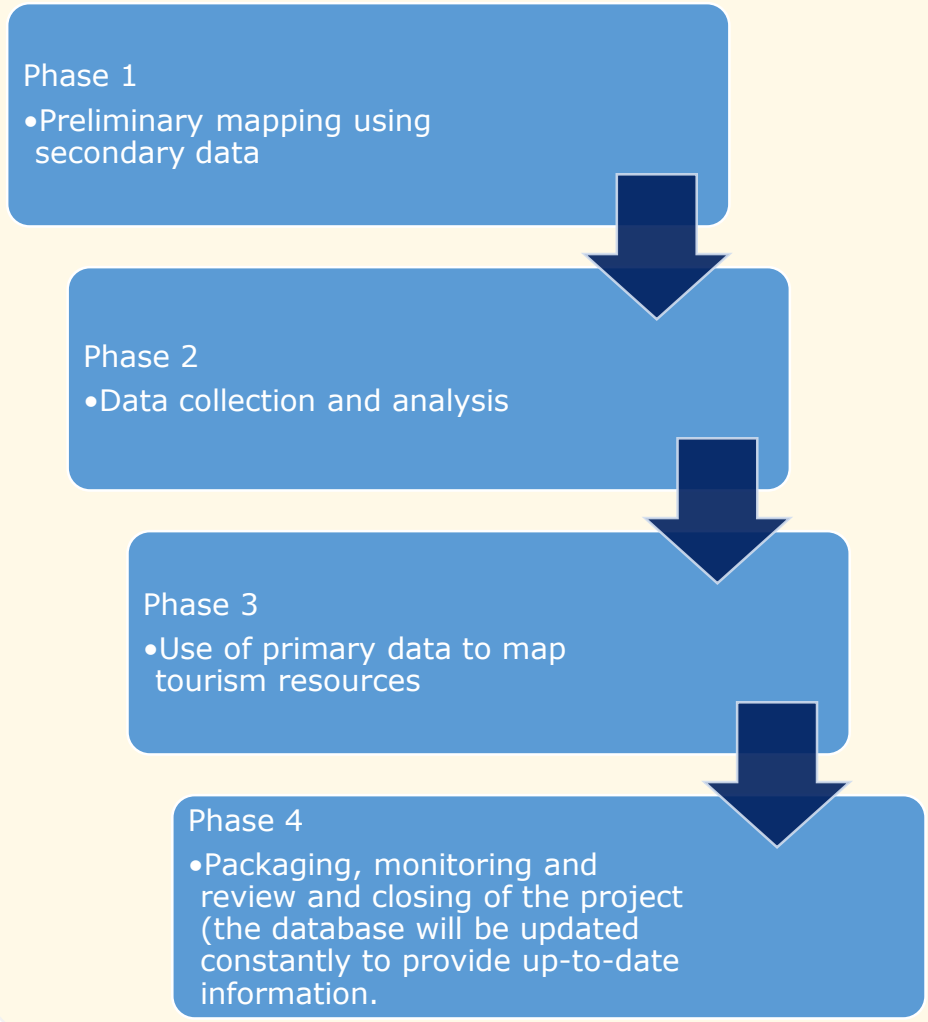
c) To find out gaps and determine the need to stimulate investment, movement and development of appropriate tourists' facilities around the country to address the gaps.

d) To identify potential to develop County Flagship tourism opportunities.

e) To apply the georeferenced data for tourism planning, product interpretation and online marketing.

Mapping Phases

This project involves several interactive and interconnected phases, which are:



Mapping all Tourism Resources in the Country

Methodology

A combination of methodologies will be used to achieve the desired results. These include;

i. Review of existing literature

ii. Conduct a site visit to the various destinations in 47 counties and gather information on the tourism products available using GPS co-ordinates and GIS data collection tools which are apps that are installed in mobile phones and can collect data through use of images and pre-designed questionnaires.

iii. Compile a report on the visit to various regions

iv. Map this information in desktop and online platforms

v. Develop story maps and other presentation documents

vi. Three CCTV observation cameras will be mounted in three location in the Maasai Mara National Reserve, beach and marine sites to provide live streaming of tourism attractions that will be connected to the internet.

Involved Stakeholders

Stakeholders such as hoteliers, tour operators, guides, KWS rangers etc. will carry out data collection on tourism products across the country using a mobile app.

Collected GPS data will be mapped and analyzed using the GIS software.

Spatial statistics will then be used to provide a deeper analysis of the distribution of tourism products and services.

This shall result into storymaps which will include online maps and description of the particular product.

Project Outcomes

Digital Tourism Resources

i. A report will be compiled on tourism resources in the country. This will be distributed using books, brochures, CDs, magazines and Flash disks.

ii. Maps on tourism in Kenya will be developed in desktop and online platforms.

iii. Story maps and other presentation documents will be developed on the online platform.

iv. Live streaming of attractions visible from across the world through the internet.

v. Provide information on tourism resources for the development of a fully functional and digitized Tourism Information Centre.

vi. Provide information on tourism resources for establishment of electronic display books/brochures/catalogues.

vii. Provide information on tourism resources for development of proper signage.

viii. Provide information on tourism resources for Mobile app for tourism in the country.

ix. A fully functional interactive integrated destination management system, with booking capabilities.

Making Kenya a COVID-19 Tourism Resilient Zone

GIS will be used for the following purpose in relation to COVID-19 pandemic:

- Reporting on surveillance.
- Infection prevention and control.
- Risk communication and community engagement.
- Management of cases in travel and tourism, including importation, transportation, quarantine and treatment of cases.
- Support to health systems.
- Provision of scientific evidence to responses.
- Reporting on success in response to COVID-19 pandemic in relation to tourism.

All these efforts are geared towards informing the responses and policies for containment of the pandemic in order to declare Kenya a COVID-19 Tourism Resilient Zone. This will be informed by data from the Ministry of Health.

Way Forward

Specific application of GIS for Kenya

- Mapping – Desktop and Online
- Field Operations
  - Coordination of maps
  - Workforce management
  - Navigation of staff and tourists
  - Data collection
  - Data analysis and reports
- Data collection and management
- Use of 3D GIS and virtual tourism
- Use of GIS Apps
- Access to online Data and Maps
- Spatial Analysis and Data Science
- Use of developer tools

Way Forward

- COVID – 19 Tourism Resilient Zone (detection, prevention, Management, Government responses).
- Development of digital protocols for the industry – (guides, hotels, tour operators, airlines, airports).
- Training on protocols and compliance.
- Use of CCTV and drones for live streaming.

Digitizing Travel and Tourism Industry in Kenya Strategies Implementation Matrix

Strategies in digitizing travel and tourism in Kenya		Implementation	Responsibility
1. Knowledge and Experiences Capturing and Sharing for Kenya Tourism Industry			
i.	Capturing, packaging and sharing knowledge from all forms of travel and tourism	1. Knowledge identification 2. Capturing 3. Validation 4. Formatting 5. Packaging	• TRI • Academia • KTB • Private Sector
2. Interpretation of the tourism product			
ii.	Visitors Centre/ Discovery Centre (Digital and human)	Visitor Centers typically act as the starting point for people looking to explore the destination. They should be located where visitors can access information easily	• KTB • Private Sector
iii.	Guided Tours/Walks (Digital and human)	Sightseeing, educational/interpretive and other guided tours and walks should offer rich content to visitors.	• Private Sector
iv.	Signage/ Bulletin Boards (Digital and static)	Signage forms one of the most cost-efficient forms of management advertising in a destination. Provision of travel information, i.e. the facilitation of easy movement visitor safety.	• Private Sector

v.	Information Brochures (digital and paper) e.g. flash disks	• Visitor brochures should be issued to visitors in destination sites. • The brochures may focus on the education of tourists regarding their impacts on the environment, outline how tourists may enhance their experiences at the destination and educate tourists more about the destination in general. • The brochures could be translated into foreign languages, which make them a useful tool for educating international visitors.	• Private Sector
vi.	Media (Television, Videos, Radio, Books)	• These could be used to acquaint visitors with the characteristics of the destination and educate them through the use of visual and audio aids. • Package and disseminate content on website and social media for international and domestic tourists - Repackage tourism product with local market interests and air adverts on local media to change attitude towards travel and tourism	• KTB • Private Sector
vii.	Others: Exhibits in wayside displays/shelters, Formal talks, Slide program, Dramatization, Demonstrations, Audio tours, Interactive computer programmes	All these could be set up at agreed sites with rich information for visitors with special features such as group discounts, special packages, incentives such as free added products for consumers such as bonus meals, sightseeing, and entry to attractions and Documentaries on destinations	• Private Sector

3. Digital Marketing			
viii	Social Media Marketing Content marketing Email marketing Search engine marketing (SEM) Search engine optimization (SEO) Pay-per-click advertising (PPC) - a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked Affiliate marketing	Content from GIS maps, interpretation and knowledge and experience capturing could help in ranking the destination website continuously favorably online through the provision of quality content and using relevant investments. • Sharing interesting and relevant content • Engaging audiences in conversations • Using social media for customer service, including answering questions and addressing complaints • Using social media advertising to reach new audiences and convert prospects • Building brand recognition and loyalty through engagement, commenting and sharing • Collaborating with influencers to reach out to new markets and increase recognition and trust • Analyzing data to better understand the needs, wants, and behaviors of customers and prospects • Gathering user-generated content to share • Connecting with audiences on a more personal level and building relationships Using these marketing techniques, the destination will create and distribute valuable, relevant and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action through Infographics (graphics that include statistics, charts, graphs, and other information); Webpages, Podcasts and Videos. Customer relationship management and loyalty or reward programmes Creation of an Integrated Tourism Management System that is georeferenced	• KTB • Private Sector

4. Geospatial presentation of Tourism resources in Kenya			
ix.	Creation of digital tourism resources	a) A report will be compiled on tourism resources in Kenya. This will be distributed using books, brochures, CDs, magazines and Flash disks. b) Maps on tourism in Kenya will be developed in desktop and online platforms c) Story maps and other presentation documents will be developed on the online platform. d) Live streaming of tourism resources on the internet platforms e) Provide information on tourism resources for the development of a fully functional and digitized Tourism Information Centers across the country f) Provide information on tourism resources for establishment of electronic display books/brochures/catalogues g) Provide information on tourism resources for development of proper signage, including displays and information booths in major cities h) Provide information on tourism resources for Mobile app for tourism in Kenya.	• TRI • Academia • KTB • Private Sector
5. Fight against the spread of disinformation – Media -			KTB