KANSAI GANDAI SUMMER SCHOOL PRESENTATION GTRCMC-EA REPORT

Name of the event: **Summer Course on Sustainable Tourism.**

Date of the event: 13th August 2021.

Steering institution: Chandaria School of Business, United States International University- Kenya and Kansai Gadai University, Japan.

Contact Person: Dr. Mary Mutisya, Department of Hospitality and Tourism Management, USIU

Presentation Summary

The Director of Global Tourism and Crisis Management Center, Eastern Africa Dr. Esther Kagure Munyiri together with a team of researchers were hosted virtually by Dr. Mary Mutisya, Assistant Professor of Tourism Management, United States International University – Africa and moderator in the in the on-going Kansai Gadai University-Japan, Summer course on Sustainable Tourism that has been ongoing from 9th August to 3rd September.

The GTRCMC-EA Director Dr. Esther Munyiri spear headed the presentation by elaborately highlighting the significance of the center not only to the tourism sector in Kenya but to the Eastern Africa community which is comprised of 14 countries. The Director clearly stated that the Center is mandated to focus on policy-relevant research and analysis on regional destination preparedness, management and recovery from disruptions or crises that impact on tourism and threaten economies and livelihoods in the Eastern African Countries. The thematic areas currently targeted according to Dr. Esther include; terrorism and resultant travel advisories, political crises, climatic related crisis and the epidemic outbreaks in the region. These efforts, as elaborated further, are supported by the Ministry of Tourism and Wildlife in Kenya and Tourism stakeholders in the Eastern African Countries.

During the three-hour presentation, the team of researchers working in different factions which include Geographical Information System (GIS), Story maps and the Repository. The team of researchers also shared with the Kansai Gadai University students in Japan their progress in the ongoing Tourism Products Inventory project launched by the National Tourism Steering Committee under the Ministry of Tourism and Wildlife in collaboration with Kenya Tourism Board. One researcher, Ms. Anita Mutua a Hospitality major graduate from the school of Hospitality and Tourism Kenyatta University in detail took the Japan attendees through the Tourism Crisis Management Information hub. According to the researcher. The hub is a portal that collects, preserves, and distributes digital materials in form of policy briefs, research papers, technical reports, conference or workshop or seminar papers, book, book chapters and news items.

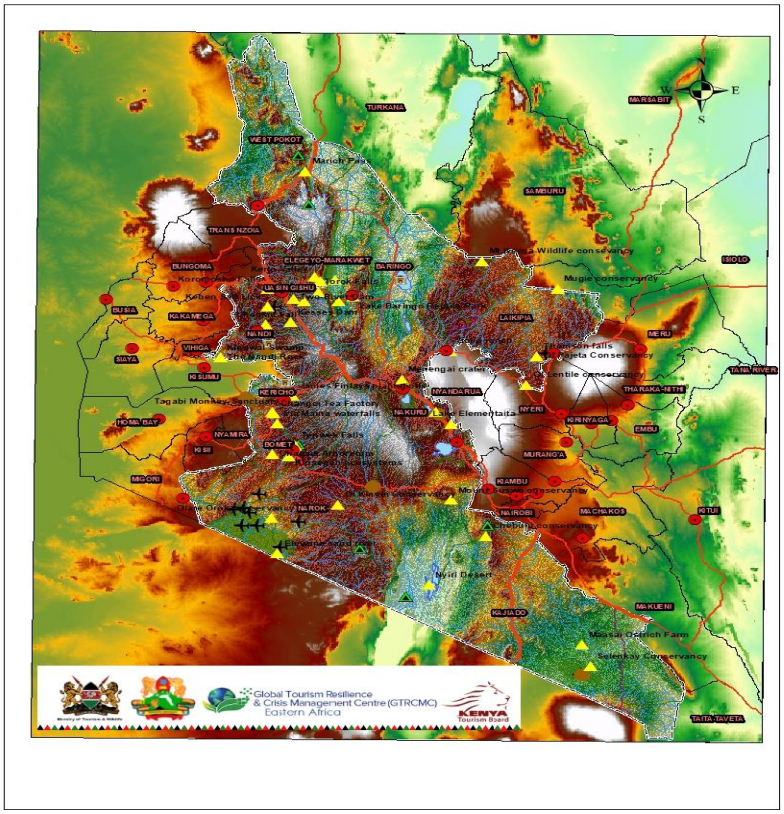
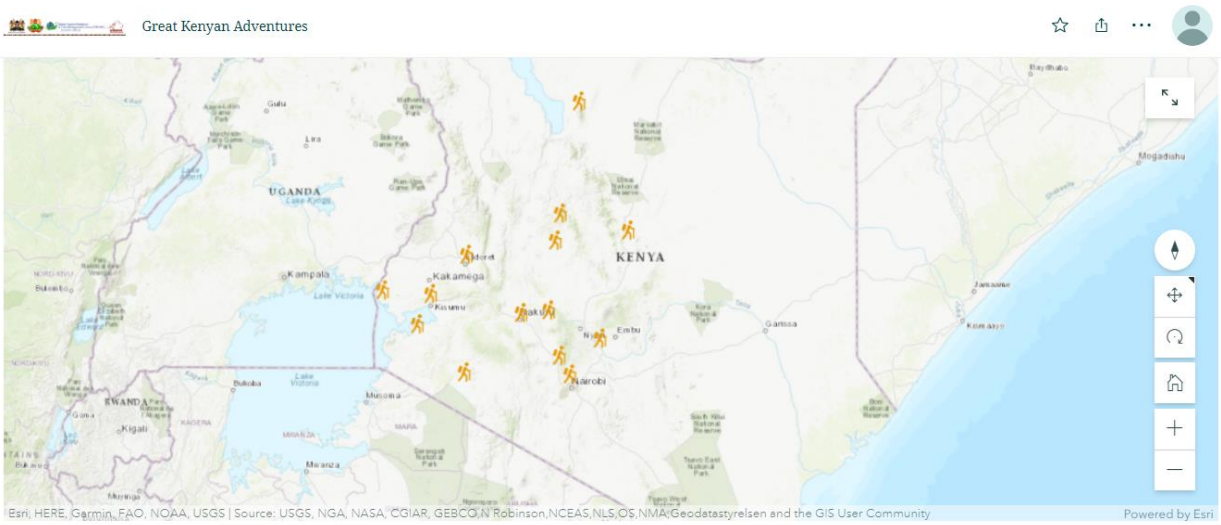


Fig. 1: Rift Valley Tourism Circuit develop by GTRCMC-EA GIS Team

Mr. Alex Asige later introduced the Kansai Gadai University Summer course of Sustainable tourism attendees in Japan to the Geographical Information Systems (GIS) developed by ESRI-EA. Currently a team leader of the research team under Dr. Esther Munyiri and GIS technician at the School of Environment Studies GIS lab, he explained that the Geographical Information system Systems allows one to create, manage, analyze and maps all data types by connecting data to a map. This data on the map improves communication and efficiency as well as better and decision adding value to the Tourism Information System being developed at the Global Tourism Resilience and Crisis Management Center Eastern Africa. Dr. Esther Munyiri emphasized on the importance of the GIS in promoting sustainable planning, management, marketing, landscape tourism planning, accessibility to Tourism Circuits and also in assessing threats and potential hazards. The Tourism circuits shows the connection between tourist attractions sites using various modes of transport.

The themes being mapped include: Accommodation, Ancillary services, tourist attraction, Meetings, Incentives, Convention and Exhibitions (MICE), Tour guides, tour operator, travel agents, Pubs, Entertainment and Restaurants, Tourist activities, Ecotourism, Transportation.

The Geographical Information Systems developed by ESRI-EA are descriptively shared as a narrative using Story Maps. Spearing this faction of the Research team was Ms. Marion Basil, clearly defined that a GIS Story Map, is the end products on which the GIS maps are displayed. They also enable one to share the maps made as a narrative with text, photos, videos and therein, items from other media such as websites can be embedded. Here is an example of a story map of the GREAT KENYAN ADVENTURES STORY MAP.



Sites for Outdoor Tourism Activities