Global Tourism Resilience & Crisis Management Centre (GTRCMC) Eastern Africa

Ministry of Tourism & Wildlife

Magical Kenya



TOURISM PRODUCTS AND EXPERIENCES INVENTORY IN KENYA

Mapping and Information Management Project

PROGRESS REPORT

July 2020 – July 2021

This Research has Been Commissioned by the National Tourism Crisis Steering Committee under the Ministry of Tourism and Wildlife, Kenya, in Collaboration with Kenya Tourism Board (KTB)

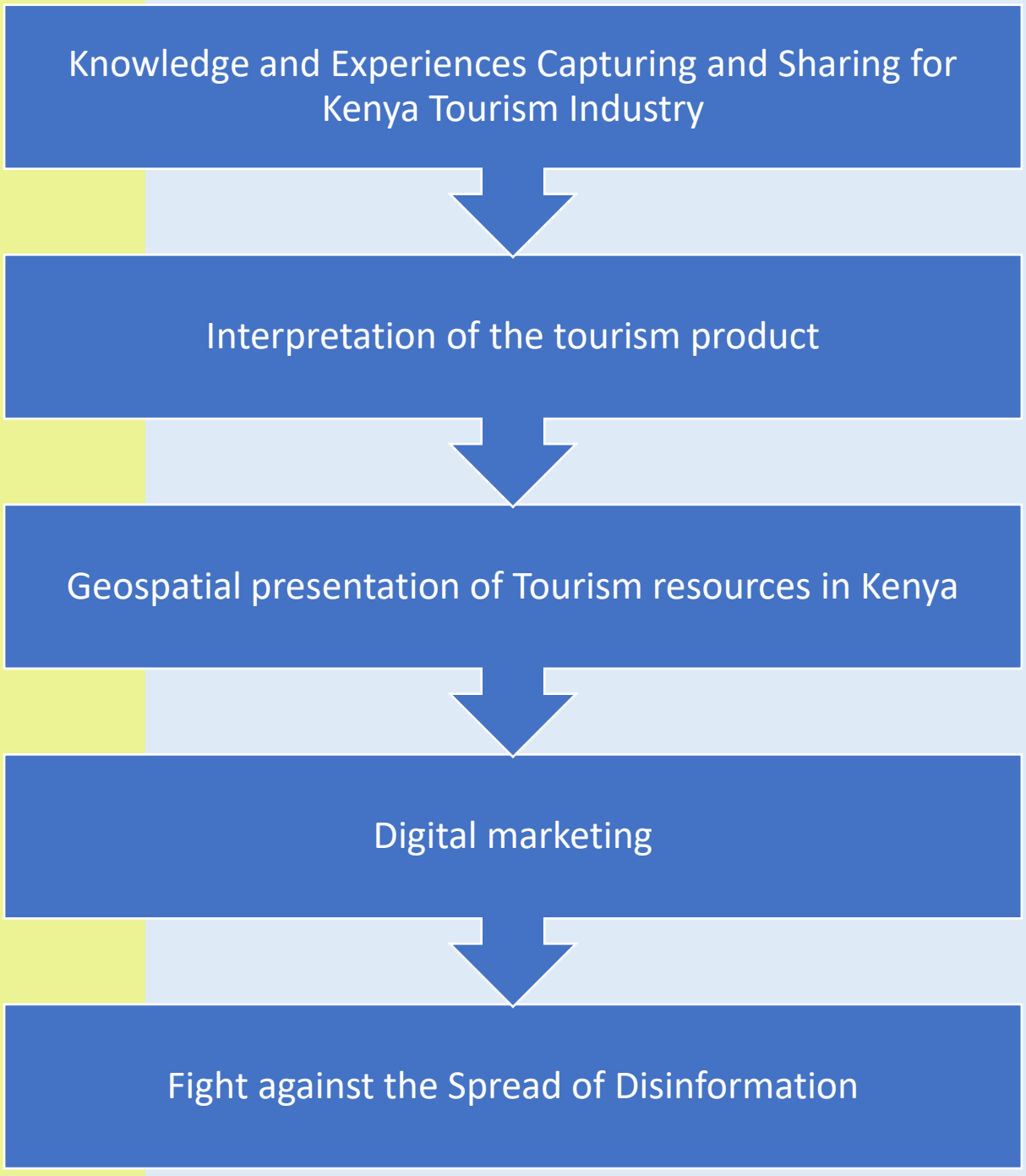
August, 2021

http://www.ku.ac.ke/gtrcmc

TABLE OF CONTENTS

OBJECTIVES iii
BACKGROUND iv
PROGRESS MADE 1
Knowledge and Experiences Capturing and Sharing Methodology 2
Progress made in Tourism Products and Experiences Inventory in Kenya 3
Process - Tourism Products and Experiences Inventory in Kenya 5
Data Collection 5
Collation and compilation of Survey Entries . 5
Tourism Data Storage 5
Development of tools and Information products 5
Ultimate Goals 9
Tourism Products and Experiences 10
Challenges and Way Forward 11
Way forward: Use of Advanced Geospatial Technology 12
Expected Output 13

OBJECTIVES


Knowledge and Experiences Capturing and Sharing for Kenya Tourism Industry
Interpretation of the tourism product
Geospatial presentation of Tourism resources in Kenya
Digital marketing
Fight against the Spread of Disinformation

Tourism Products and Experiences Inventory in Kenya

BACKGROUND

Kenya's key tourism products have mainly centred on African Safari and beach destinations. This is due to the fact that the country is well endowed with a long coastline and a diversity of wildlife species. Over the years, there has been over-dependency on Nature-based products, which drive 80 percent revenue in the industry. Whilst recognizing the importance of Nature-based products, much effort is needed to diversify the industry to include a wide range of other products.

The National Tourism Crisis Steering Committee, under the Ministry of Tourism and Wildlife, has collected detailed information from across the 47 Counties on individual tourism products using geo-referenced online surveys, in order to develop an ***'Inventory of Tourism Products in Kenya'.*** The information will inform the creation of detailed and diverse tourism packages for the 'new normal tourist'. The new packages will be available in different marketing platforms for different market segments (domestic, regional, international).

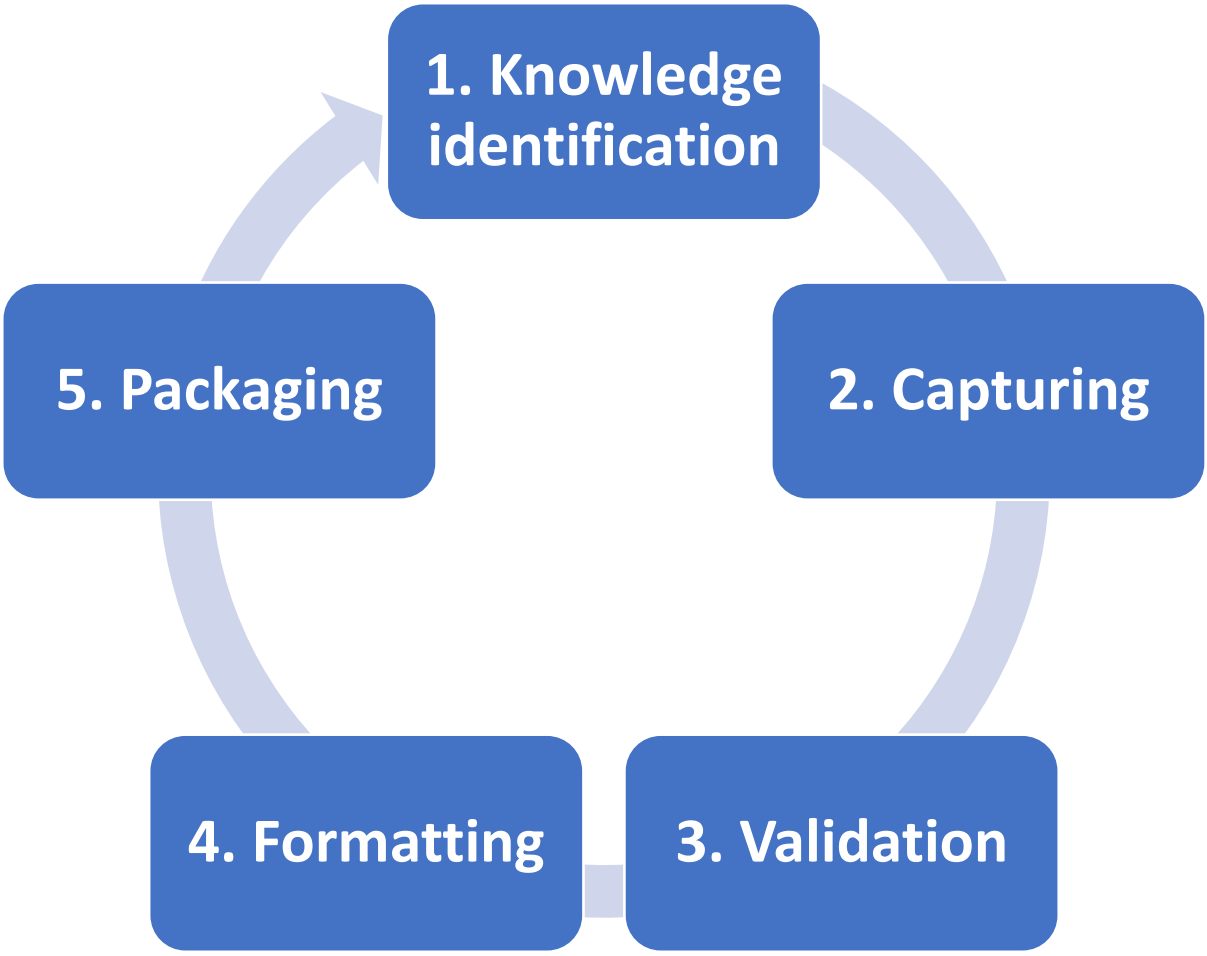
This will augment the Magical Kenya brand by the Kenya Tourism Board (KTB), as the country seeks to further develop a resilient tourism industry in view of the COVID-19 pandemic and other crises that may impact negatively on the industry.



PROGRESS MADE



Knowledge and Experiences Capturing and Sharing Methodology



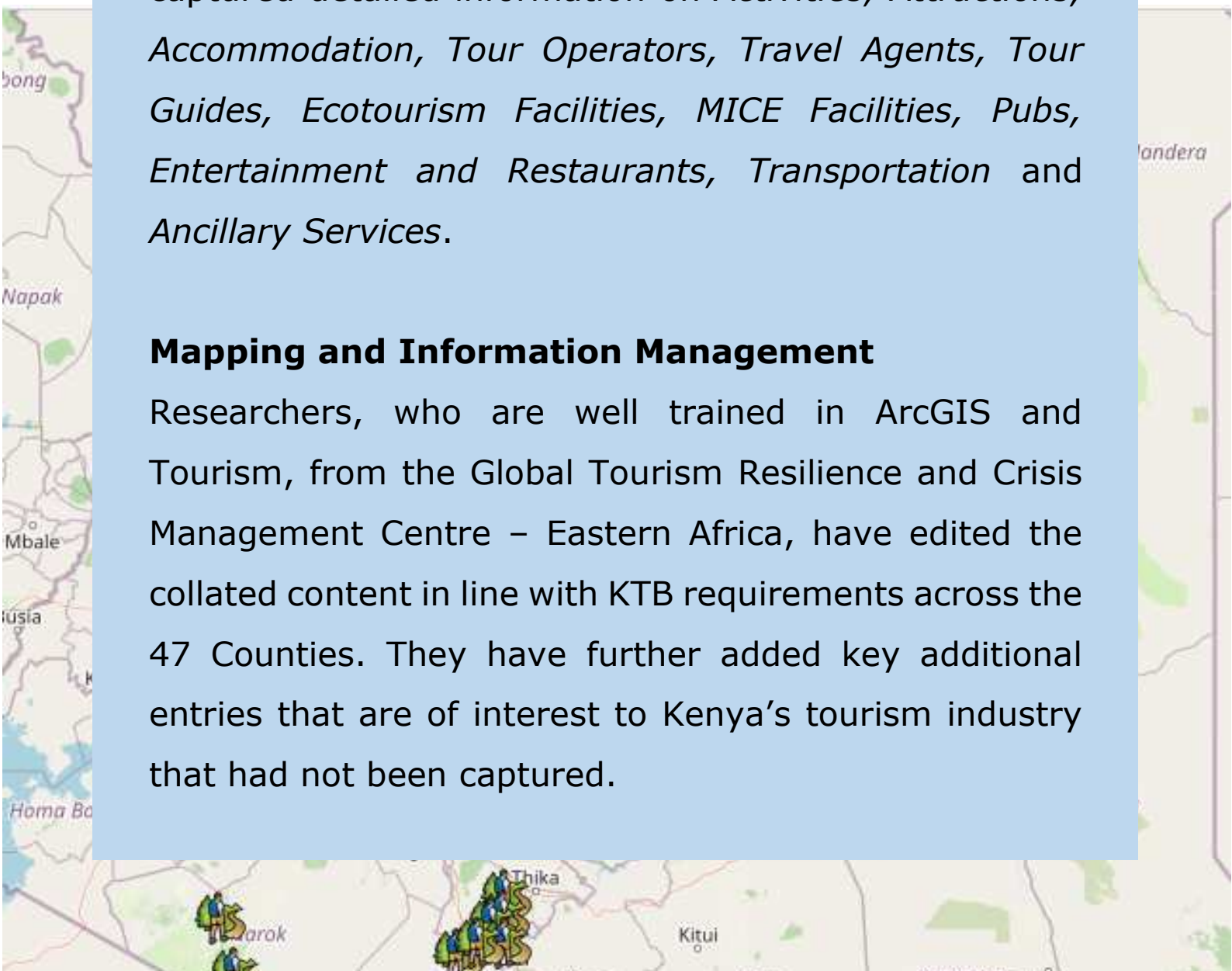
Progress made in Tourism Products and Experiences Inventory in Kenya

Information Captured

From July 2020, stakeholders across the 47 Counties have been submitting information on tourism products and facilities into eleven distinct survey categories which captured detailed information on *Activities, Attractions, Accommodation, Tour Operators, Travel Agents, Tour Guides, Ecotourism Facilities, MICE Facilities, Pubs, Entertainment and Restaurants, Transportation* and *Ancillary Services*.

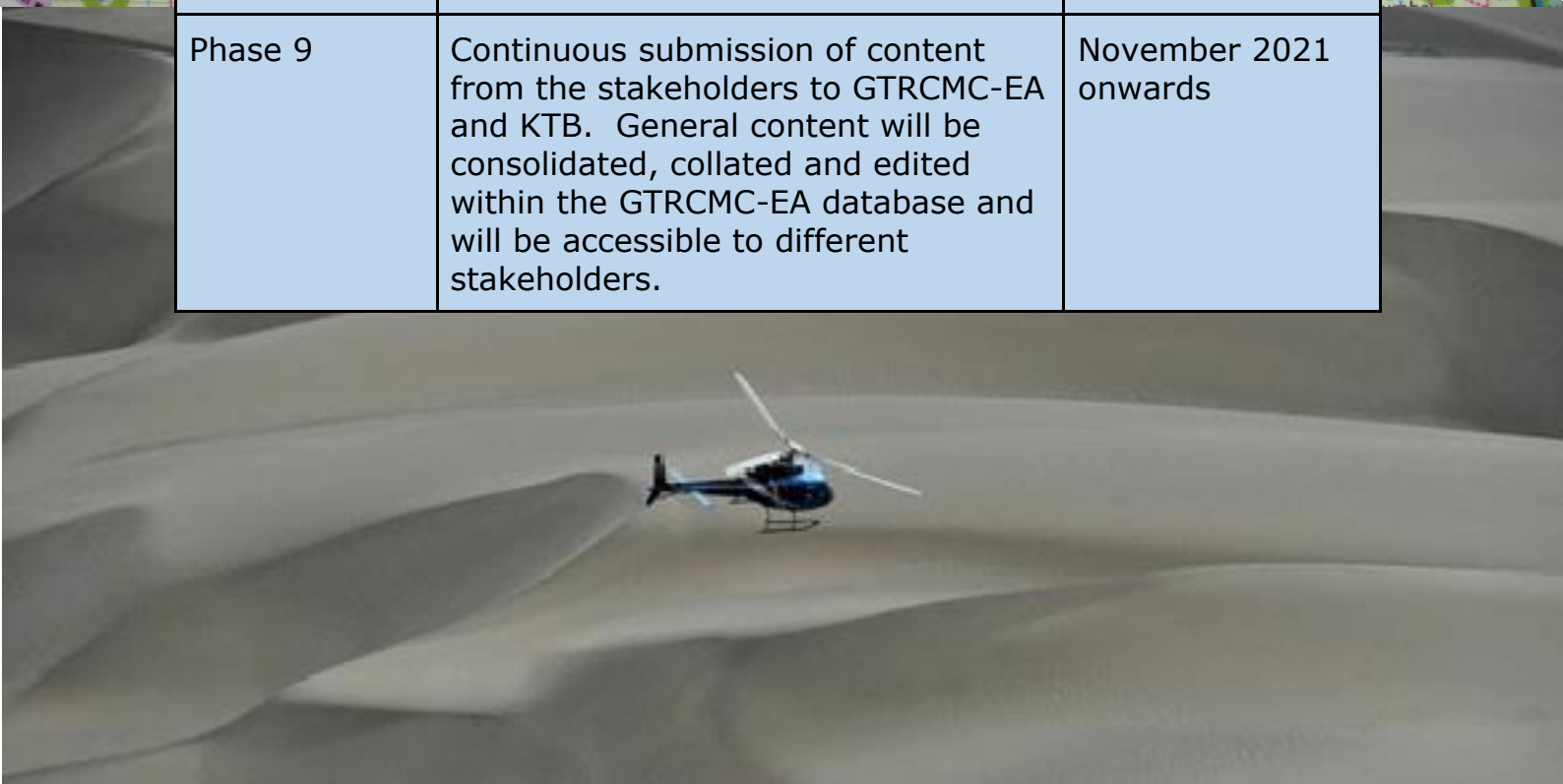
Mapping and Information Management

Researchers, who are well trained in ArcGIS and Tourism, from the Global Tourism Resilience and Crisis Management Centre – Eastern Africa, have edited the collated content in line with KTB requirements across the 47 Counties. They have further added key additional entries that are of interest to Kenya's tourism industry that had not been captured.



Progress Made
July 2020 to July 2021

Period	Activity	Completion
Phase 1	**Submission of surveys by stakeholders**	**Complete**
Phase 2	Induction of researchers and Evaluation of Content	**Complete**
Phase 3	**Editing of GIS Coordinates** Mapping of over 1000 Entries already submitted	**Complete**
Phase 4	Creation of Digital Circuits and Itineraries	Ongoing
Phase 5	Mapping of Additional products and experiences	Ongoing
Phase 6	Sharing of complete content on Magical Kenya Website	August 2021
Phase 7	Request for submission of additional product, services and experiences from stakeholder	October 2021
Phase 8	Editing and sharing on Magical Kenya Website	November 2021
Phase 9	Continuous submission of content from the stakeholders to GTRCMC-EA and KTB. General content will be consolidated, collated and edited within the GTRCMC-EA database and will be accessible to different stakeholders.	November 2021 onwards



Process - Tourism Products and Experiences Inventory in Kenya

Data Collection

More than 1000 records of data has been gathered so far from the ongoing mapping exercise. The collection exercise utilizes various geospatial techniques and processes that allows stakeholders to submit data directly to a common geodatabase. Some of the attributes collected include names and addresses of the products and experiences, contact information, geographic coordinates for spatial referencing and images. There are eleven thematic areas under which over 1,000 records of data were gathered, which are:

1. Accommodation - 225
2. Pubs, Entertainment and Restaurants- 117
3. Tourist Attraction - 115
4. Activities - 68
5. Kenya Meeting Incentives, Conferences and Exhibition - 59
6. Tour Operators- 92
7. Tour Agents- 44
8. Tour Guides - 127
9. Ancillary Services- 256
10. Transportation - 123
11. Ecotourism Products and Experiences -112

Collation and compilation of Survey Entries

Collected data is currently being collated and compiled by a team of researchers at GTRCMC-EA, KU. Quality and accuracy assessment is being done to ensure completeness and quality of the data. Some of the activities carried out at this stage include checking for typographic errors in the names and addresses, precision of GPS coordinates and ensuring quality of photographs submitted.

Tourism Data Storage

Data is an essential aspect of any database. Once the data has been compiled, it is stored in a special geodatabase that supports spatially referenced data. Such database is designed in a way that users can easily access and utilize the stored data. Users in this case include, KTB, stakeholders in the tourism industry, tourists, academia and research organizations for teaching and research and others. User access levels may be put in place for different users.

Development of tools and Information products

Tools such as navigation apps for mobile shall be developed to support users such as tourists to navigate the field easily. Information products such as Maps and Story maps are also being developed to provide context that explains the uniqueness and significance of each site.

Tourist Circuits

A tourist Circuit is a route on which at least three major tourist destinations are located such that none of them are in the same town, village, or city. At the same time, these should not be separated by a long distance. In this exercise, major tourist attractions have been identified and mapped out. The sites are then connected to each other using a transportation infrastructure such as a road, rail or airport. A network analyst extension in ArcMap is used to determine the best route to navigate from site to site and identify what is nearby along the circuit. Figures 1-4 give an illustration of what is currently being developed for some selected tourist circuits.



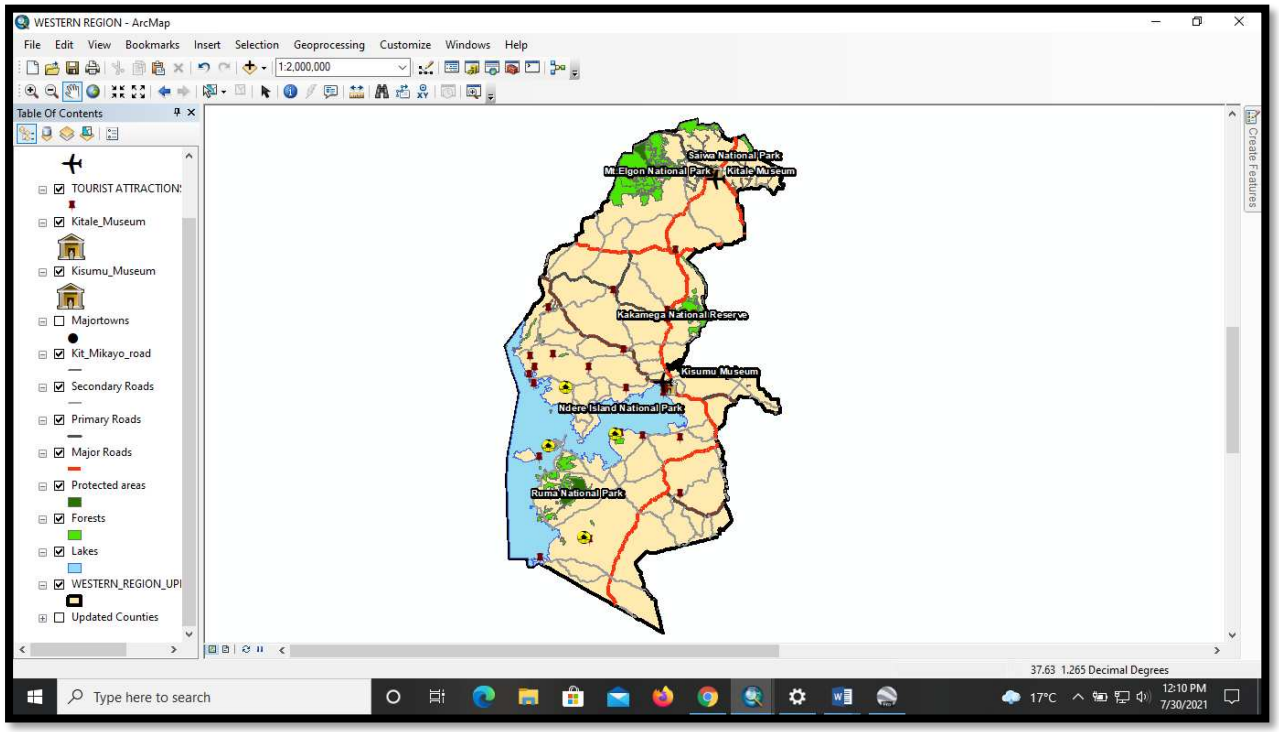


Figure 1: Illustration of the Western Kenya tourist circuit.

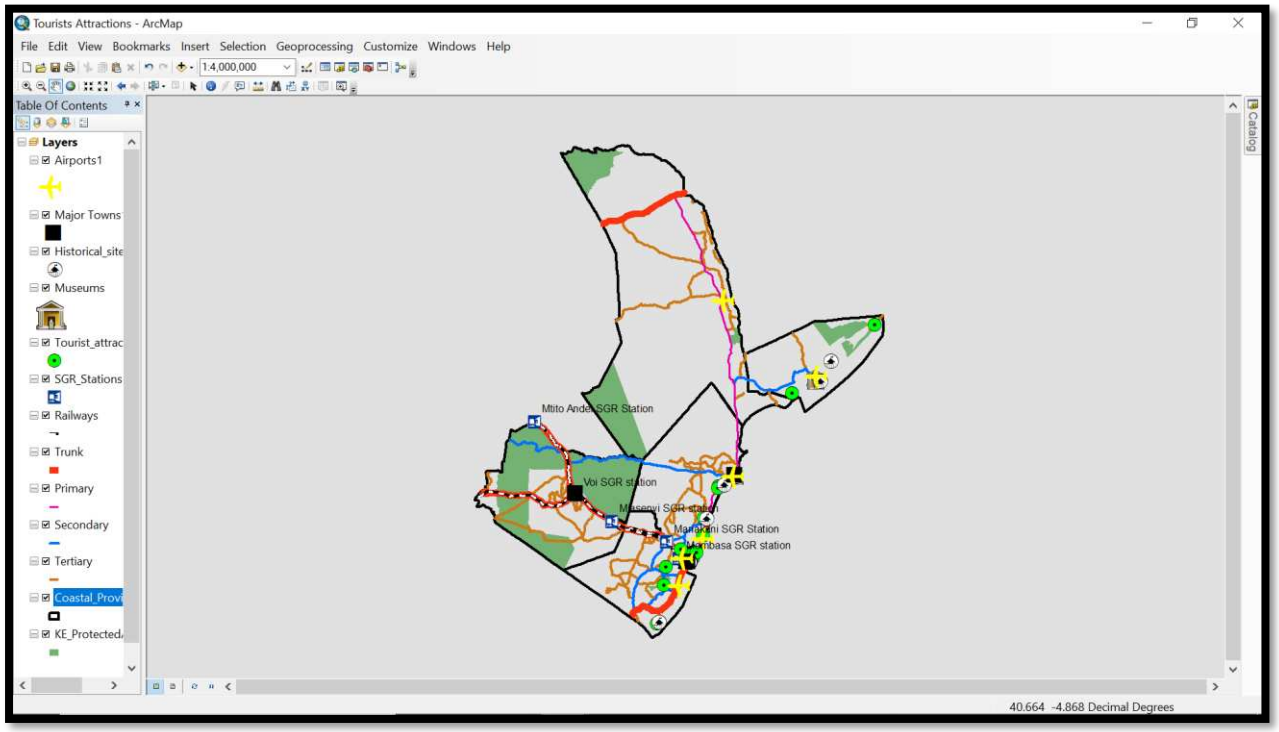


Figure 2: Illustration of the Coast tourist circuit.

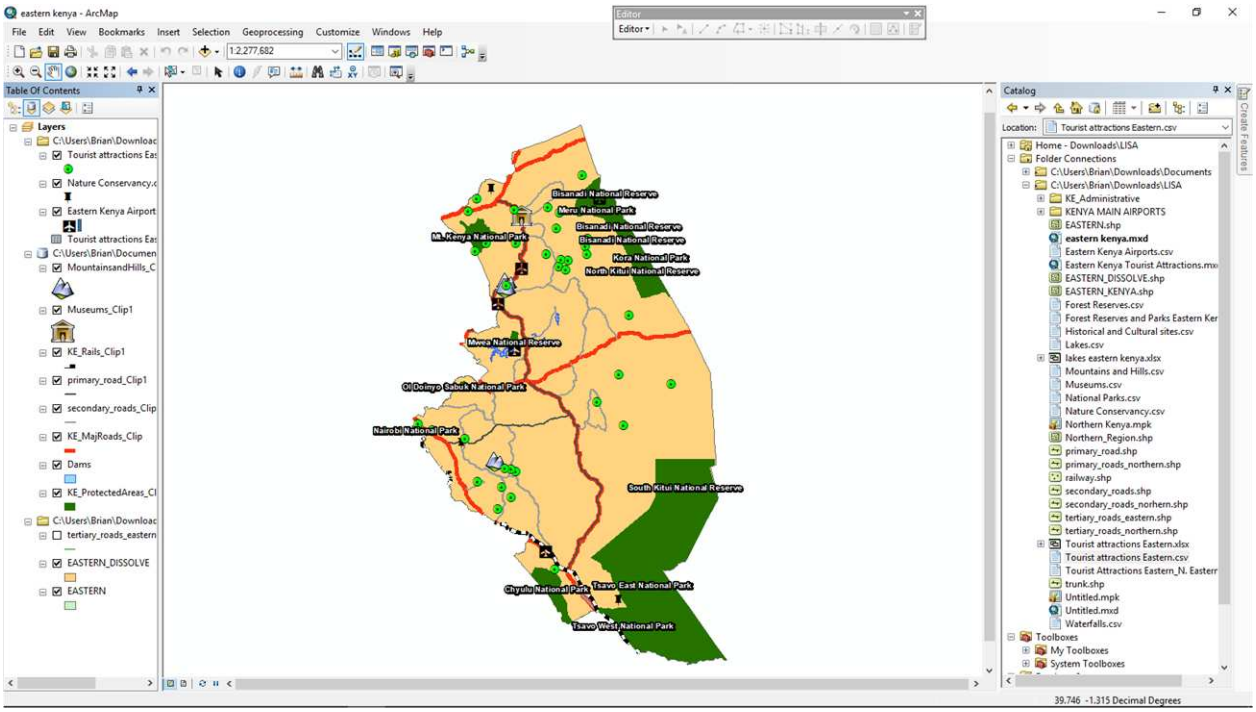


Figure 3: Illustration of the Eastern Tourist Circuit.

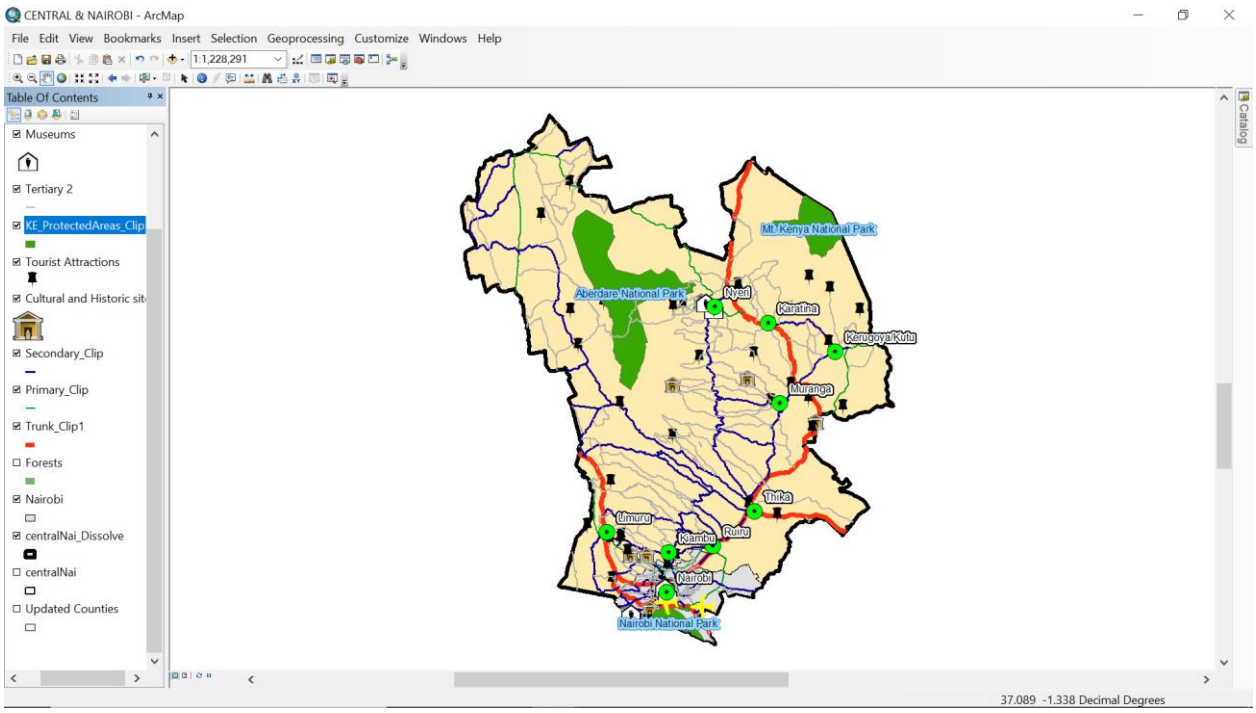


Figure 4: Illustration of the Central and Nairobi tourist circuit.

Ultimate Goals

Mapping of Tourism Resources
GIS Mapping
Preservation and conservation
Digital Interpretation

Experience Capturing
Service offerings
Business models
Traveller expectations

Digital Interpretation
Visibility of Kenya's Tourism resources
Diversified Tourism products
Enhanced market segmentation
Awareness and Branding
Big data analytics

Digital Marketing
Transformation Needed
Strategic Approach
Development of AI-Powered Apps
VR Technology
Wearable Technology

Tourism Products and Experiences

The following are some of the products and experiences that the project is developing, enhancing and diversifying.

Core tourism products and experiences in Kenya










Beach and marine	African Safari	Wildlife	Nature	Scenic	Culture and Heritage	City	Business Tourism
Coast	Masaai Mara and Amboseli	Rift Valley, Central and Western	Rift Valley, Western and Masaai Mara/ Amboseli	Central and Northern	– Nairobi, Coast and Masaai Mara	Nairobi	Nairobi, Coast

Secondary tourism products and experiences in Kenya







Adventure – Coast, Rift alley, Central	Sports – Nairobi, Coast, Rift Valley, Central	Desert – Northern	Other – Central, Rift Valley, Western

Challenges and Way Forward

Below is a list of challenges experienced so far:

1. Missing or incomplete records
2. Medium to low quality image resolution in some of the photographs submitted
3. Missing data on new sites
4. Missing data on some areas where transportation infrastructure is being established.

These challenges could be addressed through a consultative forum involving the stakeholders, guided by KTB and GTRCMC-EA and Coordinated by the National Tourism Crisis Steering Committee.



Way forward: Use of Advanced Geospatial Technology

- Mapping – Desktop and Online
- Field Operations
- Data collection and management
- 3D GIS
- Apps
- Data and Maps
- Spatial Analysis and Data Science
- Developer tools

Field Operations
- ArcGIS for Desktop
- Workforce for ArcGIS
- Navigator for ArcGIS
- Collector for ArcGIS
- Dashboard for ArcGIS

Timely and accurate data is the new "oil" in the tourism industry. It is a game-change that allows users to react to market forces and be proactive and intentional in their decision-making.

Expected Output

The project will result in the development of the following digital and on-site content:

- Visitors Centre/ Discovery Centre / Slide Programmes
- Guided Tours / Walks /Formal Talks / Audio Tours
- Signage/ Bulletin Boards / Exhibits in wayside displays/Shelters
- Digital Marketing / Information Brochures / Demonstrations
- Dramatization / Media (Television, Videos, Radio, Books)
- Interactive maps / Story Maps / Computer Programmes

Report by:

Global Tourism Resilience & Crisis Management Centre (GTRCMC) Eastern Africa

GTRCMC – EA

Kenyatta University

P O Box 43844 – 00100

Nairobi, Kenya

Email: gtrcmc-ea@ku.ac.ke
Website: http://www.ku.ac.ke/gtrcmc

In collaboration with:

Magical Kenya

Ministry of Tourism & Wildlife

Kenya Tourism Board

Kenya-Re Towers, Ragati Road.

P.O. BOX 30630 – 00100 Nairobi.

+254 20 2711 262.

NSSF Building,
Block A
15th Floor, Eastern Wing.

P.O. Box 30027,
Nairobi

+254-020-2724646.