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

Ministry of Tourism & Wildlife



REPORT

International Collaboration

SPAIN

OCTOBER 2021

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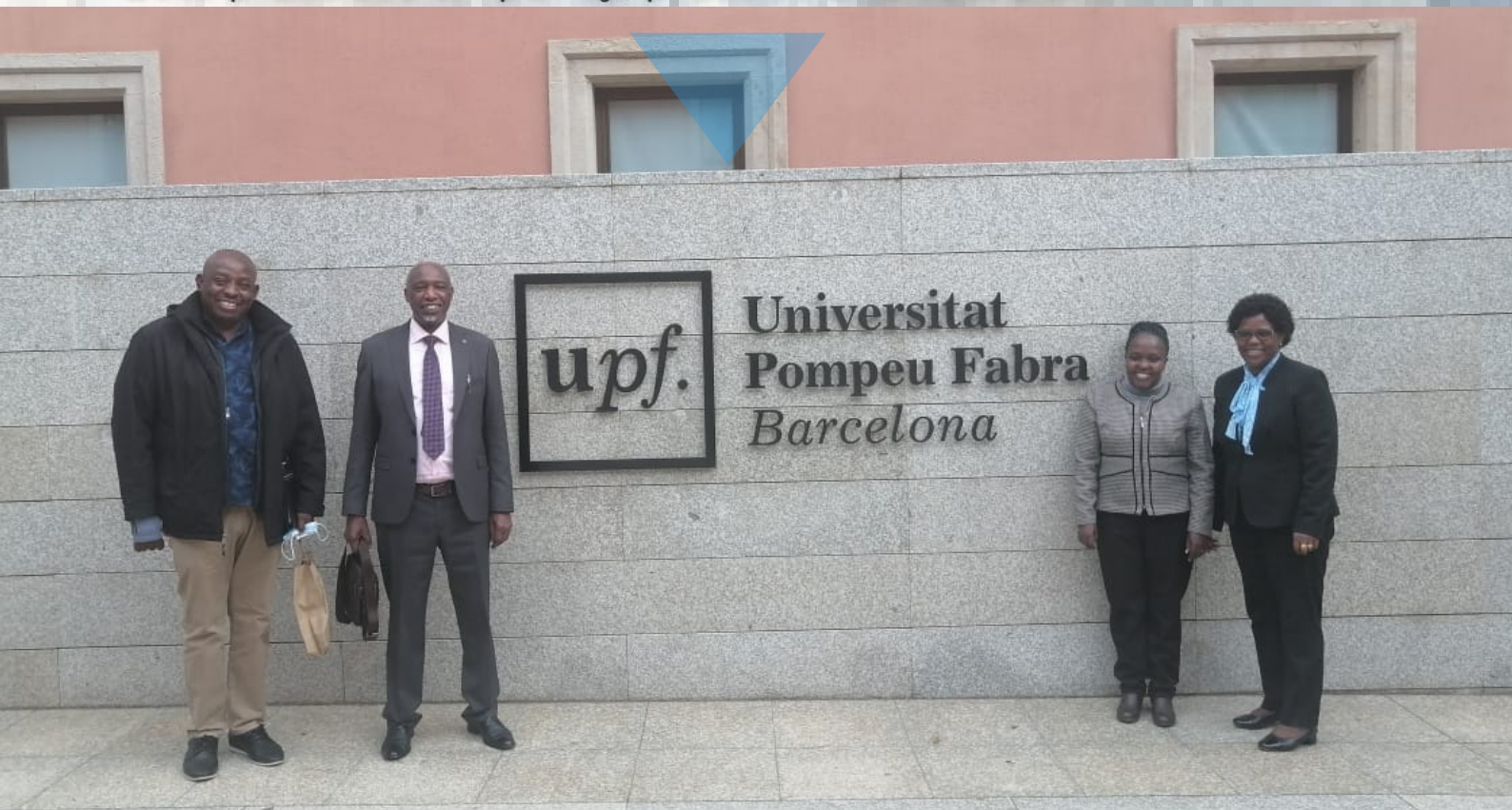
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INTRODUCTION

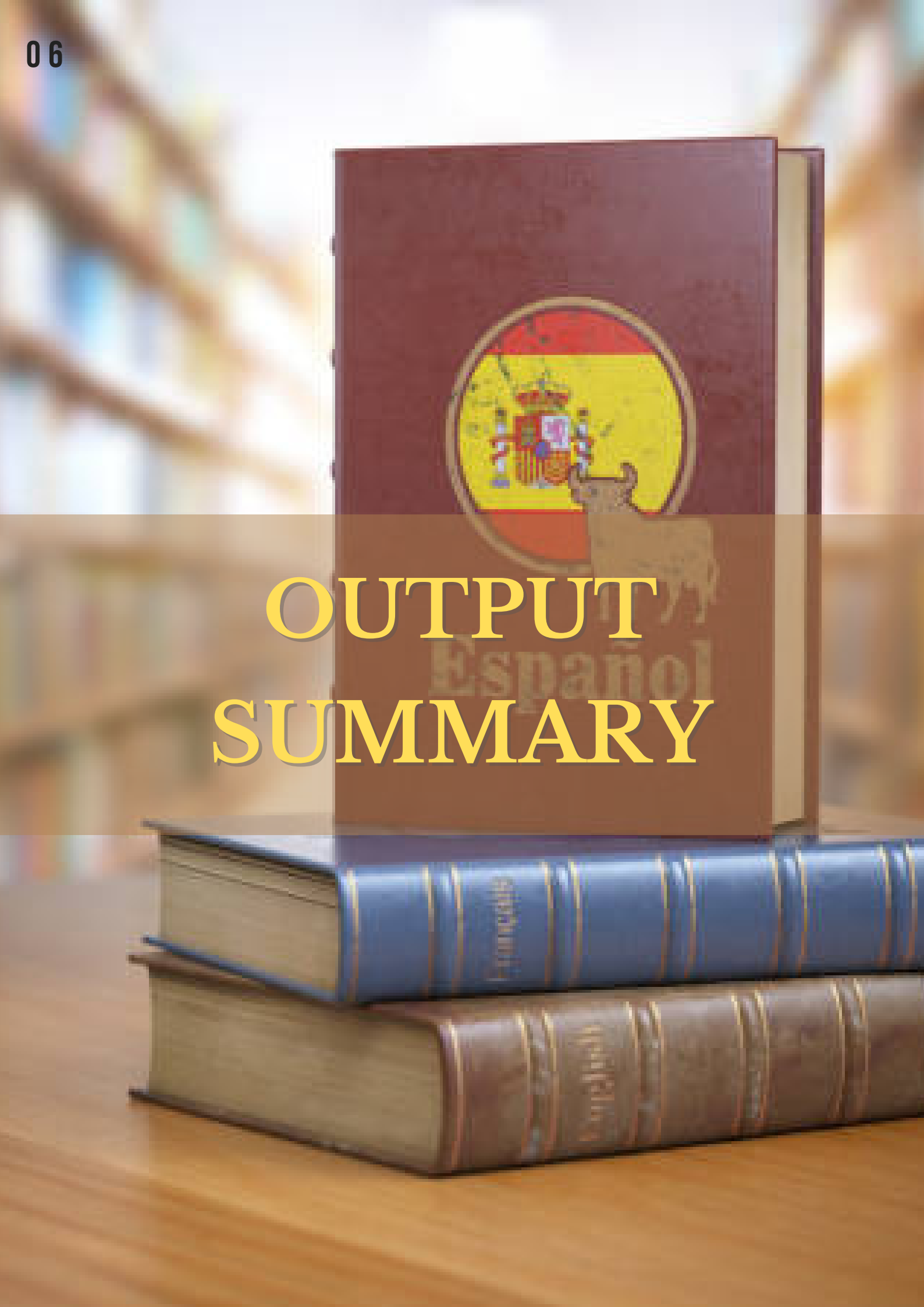
A delegation of four (4) members from Kenyatta University, led by the Vice-Chancellor and consisting of the Deputy Vice-Chancellor (Academic), Assistant Registrar (Chandaria Innovation and Incubation Centre) and the Director, Global Tourism Resilience and Crisis Management Centre – Eastern Africa visited Spain from 18th to 28th October 2021. This visit was within the framework of the European Exchange Programme, Erasmus+. The team was hosted by the University of Girona. The delegation also visited four other Universities, the United Nations World Tourism Organization (UNWTO) in Madrid Spain, the Ministry of Tourism in Spain, Embassy of Spain in Kenya (*Embajada de España en Kenia*) and Placement International to create new collaborations and build on the existing ones. Four (4) students from Kenyatta University are already spending three months (September to December 2021) in Spain to benchmark on best practices on policy, practice and research.



GENERAL OBJECTIVES

- To evaluate ongoing MoUs between Kenyatta University and Universities and other institutions in Spain.
- To expand Areas of Collaborations between Kenyatta University and other institutions in Spain.
- To benchmark on centres of excellence that could be established at Kenyatta University
- To seek partnerships with institutions in Spain to ensure sustainability of Kenyatta University Programmes/Centres.
- To establish networks for Kenyatta University students and staff exposure aboard.
- To explore platforms for students' internship programmes abroad.





OUTPUT SUMMARY



COLLABORATION WITH UNIVERSITIES

The key areas of interest from Kenyatta University that were discussed during the meetings with Universities were:

a) Academic collaboration in students and staff Exchange Programme.
b) Collaborate in Credit Transfers
c) Building joint consortium of Universities.
e) Joint organization of Summer Schools
f) Capacity Building initiatives.
g) Exchange of Innovations and technology.
h) Policy and practice engagement with the industry, government and communities.
i) Any other areas of mutual interest.

COLLABORATION WITH UNWTO, MINISTRY OF TOURISM AND EMBASSY OF KENYA IN SPAIN

Key areas of interest for discussion and collaboration were:
1.Collaborative research, workshops, capacity building, technology transfers, policy engagements, curriculum development guidance etc
2.Innovations and Technology
3.Marketing and Competitiveness
4.Sustainable Development
5.Education - developing the right human resource in Africa to meet current and future market needs and ultimately enhance tourism competitiveness and sustainability.

PLACEMENT INTERNATIONAL

- Establishment of the regional office for Eastern Africa at GTRCMC-EA
- Expansion of collaborations to include more Kenyatta University students
- Expansion to the Tourism industry
- Expansion to Eastern Africa
- Introduction of Eastern Africa hotels as hosts to interns.



BENCHMARKING

WITH THE BEST

VISIT TO UNIVERSITIES

VISIT TO THE UNIVERSITY OF GIRONA

The Kenyatta University delegation, led by the Vice Chancellor visited the University of Girona on 19th October 2021. The team was welcomed by Prof Jaume Guia, the Director of European Master in Tourism Management and a team from the University of Girona. The team had a courtesy call with the Rector, Professor Joaquim Salvi, University of Girona (UdG) at his office, who was accompanied by the Vice Rector, Internationalisation and the International Office Director.

The University of Girona is a public institution that strives for excellence in teaching and research. Research at the UdG is mainly focused on two strategic lines: (1) water science and management, and (2) tourism and sustainability that could form important areas of collaboration. Furthermore, the UdG pursues research in a few important research and innovation programmes that have attained a prominent role at the university: scientific research, the dissemination of its results and its ensuing social influence are also focussed on computer simulation and applications, food and agriculture, biomedicine, the quality of life and cultural heritage.





The University of Girona has 10 research institutes and academic personnel in 24 departments and 112 research groups (62 in the humanities and social sciences, 50 in science, technology and health fields). The team discussed possible areas of collaboration, which included: Waste Water Management, Blue Economy; Engineering; Biology, Tourism and Environmental studies. The Rector, UdG suggested that the two institutions could form consortiums on Engineering, Communication or Business, Innovations or Technology. The team decided that capacity building programmes could be provided under the Masters in Engineering (Robotics / Smart Technologies or Bio-Medical Engineering) as well as for staff in the School. There were suggestions to begin joint degree programmes between the two institutions. The team further evaluated the collaboration between the University of Girona and KU (GTRCMC-EA).



INTERNATIONAL BENCHMARKING FOR RESEARCH, POLICY AND PRACTICE 19TH SEPTEMBER 2021 TO 19TH DECEMBER 2021 SPAIN

Kenyatta University and the University of Girona have signed several Agreements within a mobility scholarship in the framework of the European Union Exchange Programme, Erasmus+ KA1 International Credit Mobility Project. The Agreements have resulted to numerous approved grants that enable staff and students to travel between Africa and Europe. These mobilities are being implemented within the Global Tourism Resilience and Crisis Management Centre – Eastern Africa, Kenyatta University, to provide a global perspective in the connection between academia, government and industry.

One of the Agreements relate to the implementation of the European Master of Tourism Management (EMTM) programme based at the University of Girona, Spain. Kenyatta University is an Associated Partner in the programme and therefore staff from KU travel to Spain every year to teach the students who are sourced from different parts of the world, including Kenya.

Students study in at least 3 countries; Denmark, Slovenia and Spain. The students spend the last Semester in these countries or any other country where the programme is an Associated Partner such as Kenya.



Tourism Resilience: a novel model

GTRCMC-EA shared its model of creating Tourism resilience and crisis management with the European Master in Tourism Management students at the University of Girona. Students in EMTM programme, who are from over twenty nationalities, study in 3 Universities in Spain, Denmark and Slovenia. Kenyatta University is an Associated Partner where the students could carry out research.

Three students in the current group will be based at the GTRCMC-EA from February 2022 during their thesis semester. Four GTRCMC-EA researchers, who are Kenyatta University students, are on 3 months Semester Abroad Programme in EMTM in Spain up to December 2021.



Kenyatta University Students visit to Spain

The Global Tourism Resilience and Crisis Management Centre - Eastern Africa (Kenyatta University) has competitively selected four (4) postgraduate students to participate in a training mobility within a scholarship in the framework of the European Union Exchange Programme Erasmus+ KA-107, International Credit Mobility Project, at the University of Girona for three (3) months from 19th September 2021 to 19th December 2021. The students, who are all researchers at the GTRCMC-EA, KU are:

1. **RACHEL KIRITO KIRIMA**, PhD Artificial Intelligence and Hotel Design Concept Lecturer, Kenya Utalii College.
2. **JOHN NYAGA NJOKA**, PhD Branding and Its Influence on Competitiveness of Tourism Destinations Proposal Lecturer, Kenya Methodist University.
3. **ABBYCHRISTINE NJERI MURAGE**, MSc Influence of Peer to Peer Accommodation on Budget Hotel Competitiveness in Nairobi City County -Kenya Thesis Lecturer, Zetech University.
4. **SHEILLA CHEBOI KUTTO,** MSc Effectiveness of Policy Making in Tourism Development - Kenya Proposal Researcher, GTRCMC-EA



GTRCMC-EA and the University of Girona wishes to explore an innovative and novel model where the students will be expected to participate in academic activities as well as contribute immensely in international benchmarking on policy and practice. They will study two units: Destination Management and Research Methods, within the European Master in Tourism Management programme, where Kenyatta University is an Associated Partner. The units will facilitate learning and benchmarking travel around Spain.



Expected Deliverables

At the end of their stay in Spain, the 4 students will be expected to improve their knowledge and research competency as well as offer clear Policy and Practice Recommendations to Kenya on the following:

1. **Travel and Tourism Competitiveness Index:** Kenya is keen on improving the Competitiveness from the current position 82 to closer to Spain, which has maintained the first position for a long time. Kenya's brand is extremely strong which needs to be translated into competitive advantage and increased market share. The students will submit Policy and Practice Recommendations aimed at placing Kenya to its rightful position through fully exposing the real power of tourism in the country.

2. **Promotion of Domestic and Regional Tourism:** The students will be exposed to the processes of promoting and measuring domestic and regional tourism in Europe, in order to make Policy and Practice Recommendations on what Kenya and Eastern Africa region could adapt.

3. **Blue Economy and Tourism in Eastern Africa Region:** The Ministry of Tourism and Wildlife continues to invest heavily in developing tourism at the Kenya Coast. The students are expected to leverage on the best practices in Spain and Europe and make relevant recommendations.



Kenyatta University Schedule of Activities in Spain

S.No.	Dates	Activities
1.	September 19th to October 17th	**Destination Management Course** • The course includes a four-day field trip to Andorra • They will work as a single team (all the EMTM pedagogical approach is teamwork – based) • Visit to a 5-star hotel in Barcelona to learn about services • All costs will be covered by the University of Girona.
2.	September 17th and October 14th	**Tutorials and Seminars on Research** • Short individual tutorials to discuss their current research projects and be invited to wrap it up in the form of current international standard research proposal forms • Two individual tutorials • Two Seminars on academic writing strategies **Aim:** Adapting research to the European Style
3.	October 25th to October 28th	**Visit to Madrid** Access to state-of-art technologies at the University of Girona for data analysis, data capturing, library content etc Benchmarking with the Scientific and Technology Park of the University of Girona Benchmarking with Patronat De Turisme Costa Brava Girona
4.	November 1st to November 28th	**Travel around Girona and Catalonia** • Get engaged in activities related to destinations or organizations of interest • Interviews with local stakeholders • Visit initiatives of interest in Girona and Catalonia
5.	November 29th to December 19th	Research Methods course Access to relevant software.
6.	November 2021	**Seminar on International Research Standards** The students are invited to participate in a seminar by Dr. Robin Nunkoo (University of Mauritius), to get better acquainted with the international research standards
7.	November 16th to November 18th	**Visit to the Smart Cities World Congress in Barcelona** This is a meeting point for companies, government, entrepreneurs and research centers to show, learn, share, network and gather inspiration to support the development of the cities of the future. The students will learn about the ICTs, infrastructure and systems applied in modern cities across the world.
8.	November 18th to December 18th 2021	Writing of thesis Compilation of Policy and Practice Reports Development of Policy Briefs, Strategies, toolkits and storymaps.

VISIT TO ANDORRA BY KENYATTA UNIVERSITY STUDENTS

The four Kenyatta University students visited Andorra for six days from 28th September to 3rd October 2021.

Andorra is a landlocked microstate, North of Spain. It has a population of 77,006 and receives 10 million tourists annually. The state has the highest life expectancy in the world at 81 years.

The tour included visits to government offices, DMOs, MICE facilities, old villages, Parks, ski resorts, shopping areas and a breathtaking landscape among others.

The team is compiling recommendations on Policy, Practice and Research that will greatly improve Kenya's (and EA's) Travel and Tourism Competitiveness Index towards Spain, which is the number one Country in the world.



VISIT TO FRENCH BORDER FOR DARK TOURISM

On 5th November 2021, the four students from Kenyatta University visited the French Border of Spain to experience Dark Tourism. Other than upskilling their research skills, the students were expected to:

1. Understand some of the motives for visiting places of darkness.
2. Conceptualize the notion of morbidity and how this plays out in people's travel patterns.
3. Be familiar with the different types of human suffering and death that appeal to tourists.





Kenyatta University and the University of Girona have signed a Memorandum of Understanding within Erasmus+ and Erasmus Mundus Joint Masters Programme.

Three students in the current group will be based at the GTRCMC-EA from February 2022 during their thesis semester. Four GTRCMC-EA researchers, who are Kenyatta University students, are on a 3 months Semester Abroad Programme in EMTM in Spain up to December 2021.

Other areas of collaboration discussed included:

- Academic collaboration in students and staff Exchange Programme.
- Collaboration in Credit Transfers.
- Explore opportunities for joint projects in tourism resilience and crisis Management, in collaboration with the GTRCMC-EA.
- Joint organisation of Summer Schools.
- Capacity Building initiatives.
- Exchange of Innovations and technology.
- Policy and practice engagement with the industry, government and communities.

An Institutional lunch hosted by the Rector, UdG, helped connect with the Management and staff of the University of Girona and evaluate the progress of the ongoing collaborations between the two institutions.



VISIT TO THE SCIENTIFIC AND TECHNOLOGY PARK OF THE UNIVERSITY OF GIRONA

The Scientific and Technology Park of the University of Girona is a non-profit foundation which is the main agent of economic development in the region of Girona. It promotes the transfer of knowledge and generates support structures for innovation. It is a space open to citizens and companies, and has the main objective of becoming a reference for businesses and professionals.

The KU team was welcomed by Prof. Josep Calbó, the Vice Rector, Internationalization at the UdG, who is in charge of the Park. The team was taken through the operations of the Park. The sources of innovations for the Park were highlighted as students, staff and the public. The Park look out for innovations from the general public and provide funding to those with high potential. There are no patenting issues required since the businesses are owned by the initiators and not the Park. The team sampled a variety of innovations, including Wikiloc which provides tourism trails around the world. The team agreed to collaborate in creating trails in Kenya to augment the Magical Kenya brand with guidance from the GTRCMC-EA.

Kenyatta University wishes to establish a similar facility under the Chandaria Incubation and Innovation Centre. Kenyatta University would adapt the UdG's Science and technology park Structure, Terms of Reference, ways of handling innovations, thematic areas, specific societal needs (Manufacturing, Health, Food Security, Housing) and Implementation of the model.



VISIT TO THE AUTONOMOUS UNIVERSITY OF BARCELONA

The Autonomous University of Barcelona, is a public university located in Barcelona in Catalonia, Spain. UAB is a leading university providing quality teaching in a wide variety of courses that meet the needs of society and are adapted to new models. The university consists of 57 departments in the experimental, life, social and human sciences, spread among 13 faculties/schools. UAB is the second best university in Spain, after the University of Barcelona. UAB ranks highly in the following areas where Kenyatta University could form collaborations in: Life Sciences & Biomedicine, Arts & Humanities, Natural Sciences, Social Sciences and Engineering & IT.

The KU team was welcomed by the Rector, Dr. Javier Lafuente, the Pro Rector, Foreign Affairs: Dr. Màrius Martínez and the Head of International Relations: Ms. Àngels Guimerà. The team agreed to pursue several areas of collaboration, which include: joint research, joint tutoring, Summer School (that starts the end of June) and capacity building. Specific areas of interest for both institutions were highlighted as Biotechnology, Environmental Science, Chemical Engineering, Artificial Intelligence, Law and Economics. The University also has a Research Park which involves collaboration with forty companies in providing solutions. The University seeks for ideas to pursue at the Park from the public. KU requested for transfer of knowledge between the two institutions.





VISIT TO UNIVERSITAT POMPEU FABRA (UPF) - BARCELONA

Universitat Pompeu Fabra (UPF) is a public University, which is the fourth best university in Europe and the first in Spain, according to U-Multirank. In this classification, driven by the European Commission, UPF is the Spanish university to obtain the most indicators with the highest rating (A), with a total of sixteen, six of which are in the field of research.

Areas of collaboration between KU and UPF could involves the following Departments at UPF include: Experimental and Health Sciences; Political and Social Sciences; Communication; Law; Economics and Business; Humanities; Information and Communications; Technologies and Translation and Language Sciences.

Information and Communications; Technologies and Translation and Language Sciences.

The Vice Chancellor and the delegation from Kenyatta University was welcomed by Antoni Luna, Vice-rector for Internationalization. The team met with various professors, had a guided tour of the Campus Ciutadella, and lengthy discussions with Vice-rector for Social Commitment and Sustainability Prof. Ester Oliveras, Vice-rector for Teaching Staff and Community Relations Prof. Pablo Pareja and Director of International Relations Ms. Sara Lopez.

The University is in the process of developing a strong medical school. The University was in the process of rolling out a joint Masters in Tourism Management and Hotel Management degree programmes, in which the KU team expressed interest in partnering. It was also pursuing a study on Resilience and Adaptation to Drylands in Ethiopia. A team from the University was scheduled to visit the University of Nairobi soon. An invite was extended to the team to visit Kenyatta University while in Kenya. GTRCMC-EA would share information about their partner Universities in the Eastern Africa region. UPF was to review the draft MoU that had been shared by KU.

VISIT TO RAMON LLULL UNIVERSITY - BARCELONA

Ramon Llull University, founded on March 1st 1990, comprises of 11 higher education and research institutions with a long tradition and a prestigious reputation in Barcelona and other areas of the Catalan territory. Areas of collaboration could include the following faculties: Philosophy, Social Work and Social Education, Tourism and Hotel Management, Mental Health and Bioethics.

The KU delegation was welcomed by the Rector, Dr. Josep M. Garrell Guiu, the Vice Rector and a team from the University. Some key areas of collaboration that were suggested included: Architecture, Tourism and Hospitality Studies, Education and Civil and Chemical Engineering. The team decided to sign an MoU to guide on possible collaboration.





Visit to Universidad Autónoma de Madrid

The Universidad Autónoma de Madrid is the best Spanish institution and the third European university according to the QS Ranking of the World's Top 50 Universities under 50 years old. Founded in 1968, this university offers an extensive range of studies, organized into eight schools, as well as several affiliated centers. The University has more than 30,000 students and 3,000 academic staff members, with two campuses. The Pro-Rector, Foreign Affairs Proffessor Irene Martín Cortés and the Director of Internationalization welcomed the KU delegation. The University has the best Medical School in Spain.

The team agreed to explore the possibility of KU joining the CIVIS Partnership that consists of some of the best Universities in Europe. Some key possible areas of collaboration included: Medicine, Tourism, Food Science, Computer Engineering, Material Science and others. The University also has a Scientific Park that could be adapted by KU.



BENCHMARKING AND COLLABORATION WITH TOP INSTITUTIONS

VISIT TO PLACEMENT INTERNATIONAL - BARCELONA

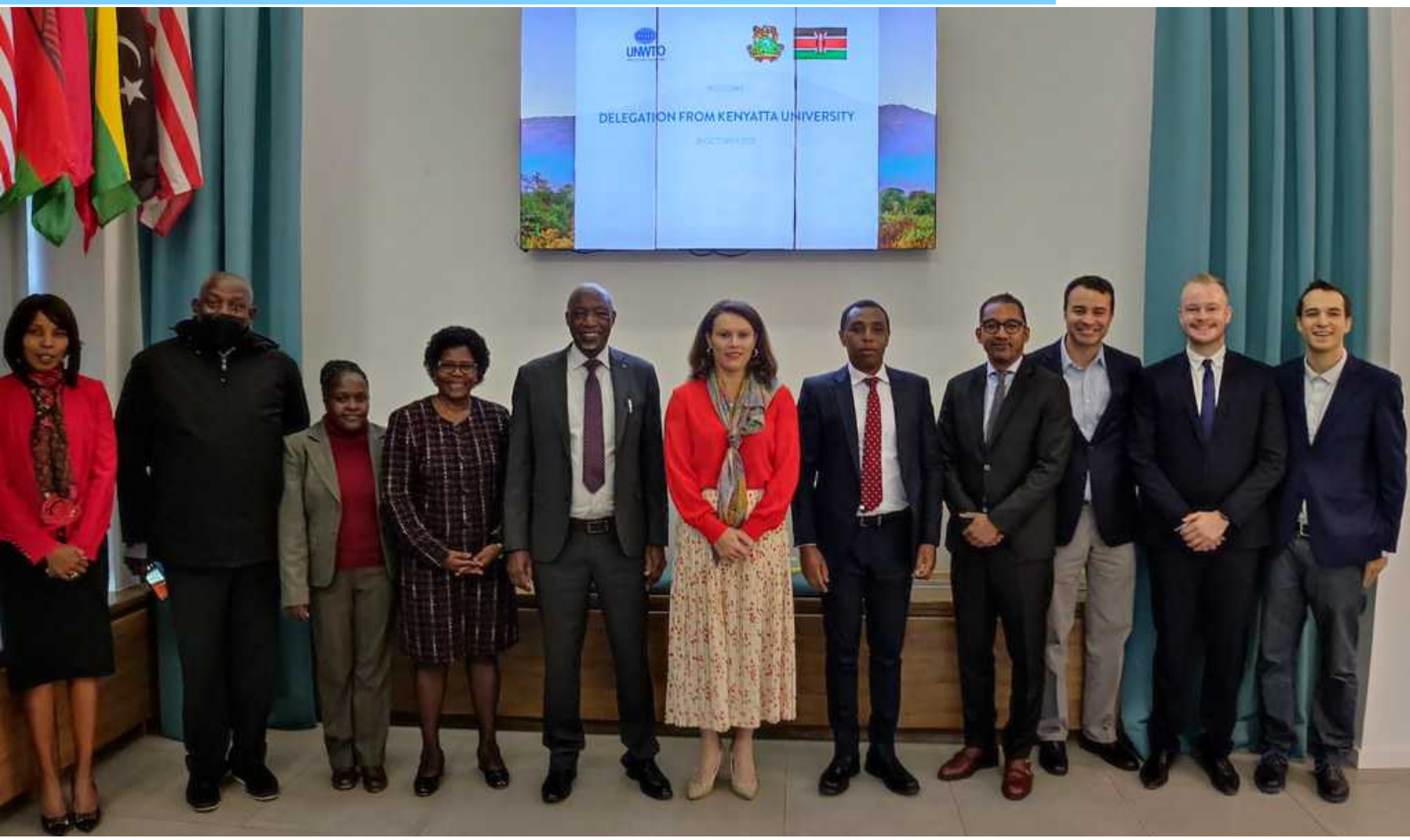
Placement International (https://placement-international.org/) is a Cultural Exchange Placement Company that specializes in the Hospitality Industry and offers internship positions for University students and young professionals to do paid internships, management training programmes and first-time jobs in the most luxurious hotels and restaurants around the world. KU and PI signed an MoU in October 2020. Over 10 students are in advanced stages of applying for one-year internships in the USA.

It was agreed that there is need for each student participating in Placement International programme from KU to be attached to a lecturer at KU for proper supervision. Regular reviews were also suggested to gauge the students' experiences. PI informed the team that Cruise Tourism opportunities were open for application.

In conclusion, the team agreed to explore the possibility of setting up the Eastern Africa regional Centre at Kenyatta University. The Vice Chancellor promised PI to provide offices at a discounted rate. It was also suggested that KU students and / or staff could be based at PI in Spain as interns for a period of time to learn the operations of the organisation. Finally, the need to include Kenya hotels under PI areas of operation was suggested.



VISIT TO WORLD TOURISM ORGANIZATION (UNWTO)



The World Tourism Organization (UNWTO) is the United Nations specialized agency and the leading international organization in the field of tourism entrusted with the promotion of responsible, sustainable and universally accessible tourism, having its headquarters in Madrid, Spain. It serves as a global forum for tourism policy issues and a practical source of tourism research and knowledge.

The team from UNWTO that welcomed the KU delegation included the Regional Department for Africa: Ms. Elcia Grandcourt, Director, Mr. Jaime Mayaki, Deputy Director and Mr. Simon Van Roost, Project Associate. Mr. Beka Jakeli, the Chief of Member Relations at the UNWTO Office of the Secretary-General joined the meeting virtually, as well as UNWTO Sustainable Development of Tourism Department, Ms. Cordula Wohlmuther, who is the Department Coordinator. Mr. Michel Julian, Department Officer at the UNWTO Tourism Market Intelligence and Competitiveness Department gave a detailed presentation on their areas of operation.The team was accompanied by Mr. David Maina Kamau - First Counsellor and Ms. Aileen Kipkemoi - Cultural Affairs Officer from the Embassy of the Republic of Kenya in Spain.



Key areas of interest for discussion and collaboration that were discussed included:

1. Marketing and Competitiveness.
2. Innovations and Technology.
3. Sustainable Development.
4. Education - developing the right human resource in Africa to meet current and future market needs and ultimately enhance tourism competitiveness and sustainability.

Way forward included:

- Kenyatta University (GTRCMC-EA) to become an Affiliate member of UNWTO.
- Establishment of a Tourism Observatory.
- Internship opportunities with UNWTO.
- Access to UNTWO e-library.
- Hosting a joint Webinar in 2022 on a topic of interest to the region
- Connection with potential funders.

VISIT TO MINISTRY OF INDUSTRY, TRADE AND TOURISM (MINCOTUR)

The Ministry of Industry, Trade and Tourism (MINCOTUR) is the department of the Government of Spain responsible for the proposal and execution of the government policy on industry, trade and tourism.



Tourism in Spain is the third major contributor to national economic life after the industrial and the business/banking sectors, contributing about 10–11% of Spain's GDP. Ever since the 1960s and 1970s, the country has been a popular destination for summer holidays, especially with large numbers of tourists from the United Kingdom, Ireland, France, Germany, Italy, the Benelux, and the United States, among others.

Accordingly, Spain's foreign tourist industry has grown into the second-biggest in the world.

In 2019, Spain was the second most visited country in the world, recording 83.7 million tourists which marked the seventh consecutive year of record-beating numbers. Spain ranks first among 140 countries in the biannual Travel and Tourism Competitiveness Index published by the World Economic Forum in 2019.



The hosts led by the Chief of Staff at the Ministry shared presentation about their areas of operations that Kenya could benchmark. Further, information about KU and GTRCMC-EA was shared.

KEY POTENTIAL AREAS OF COLLABORATION INCLUDED:

- Guiding on upscaling competitiveness for Kenya and the Eastern Africa region.
- Joint cultural promotion.
- Capacity Building.
- Smart destinations and adoption of current technologies.
- Learning from Smart Destinations Networks.
- Internship opportunities could be explored.



Visit to Patronat De Turisme Costa Brava Girona



Patronat De Turisme Costa Brava Girona is an important tourist destination management organization in Spain. The Kenyatta University delegation visited the institution to explore partners for internship programmes for Hospitality and Tourism students. Further, the team agreed to collaborate between the institution and the GTRCMC-EA is tourism sustainability, digitization and branding. The KU team was welcomed by Victor Goitia the Marketing Director.

Visit to the Embassy of the Republic of Kenya in Spain



Kenya Embassy in Spain is an office of communication between the Kenyan and Spanish Governments. It operates as the official representative of Kenya in Spain. The delegation from Kenyatta University paid a courtesy call to the Embassy. The Ambassador of Kenya in Spain, H.E. Amb. Richard Opembe was attending a UNWTO meeting in Barcelona and had sent his apologies. The team was hosted by the Chargée D'Affaires Ms. Severine Luyali, Mr. David Maina Kamau - First Counsellor and Ms. Aileen Kipkemoi - Cultural Affairs Officer and other officers. The team explored opportunities for collaboration in areas of mutual interest such as ICTs and tourism competitiveness.

The Embassy offered to be sharing information of interest with Kenyatta University as well as support any collaborations with institutions in Spain. The Embassy team accompanied the Kenya delegates during the visit to UNWTO and the Ministry of Tourism. The Embassy promised to share the MoU between Kenya and Spain once signed for KU to align its collaborative efforts around it.



THE EMBASSY SHARED SOME OPEN OPPORTUNITIES SUCH AS:

1. Ayoka Fellowship: https://www.casafrica.es/en/event/ayoka-fellowship-social-innovation-lab
2. Science by Women scholarships: https://mujeresporafrica.es/7th-edition-science-by-woman/
3. Princess of Girona Awards: https://en.fpdgi.org/fpdgi-awards/2022-convocation-open/the-princess-of-girona-foundation-international-award/

EMBAJADA DE ESPAÑA EN KENIA