Ministry of Tourism & Wildlife

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

JANUARY TO JUNE 2022

LEVERAGING ON INTERNATIONAL EXPERTISE REPORT



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1 INTRODUCTION

INTERNATIONAL EXPERTS



PROF. JAUME GUIA

Director, European Master in Tourism Management, University of Girona



MS. KATHRYN WIGGINS

Lecturer, University of Girona, Spain



MS. SUCHI MAHATO

Administrative Staff, University of Girona, Spain



KONSTANTINOS MARAGKOS

Area of focus: Sports Tourism in Kenya: The Kalenjin runners as a source of development for the Rift Valley Region.



SILVIA DIAZZI

Area of Focus: Understanding factors, benefits, and challenges of the Eco-rating Certification Scheme program from Ecotourism Kenya



RABANALES PAULA

Area of Focus: Perceptions of micro credits of women entrepreneurs of the tourism sector in Kenya



SENAS JOHN CARLO

Area of focus: The perception of travel agents in Kenya regarding the adoption of New Distribution Capability



THEODORA-IOANA DRAGOMIR

Area of focus: Practicalities and challenges of promoting sustainable tourism in conflict zones. Case study: Kenya.



ABOUT GTRCMC-EA



The Global Tourism Resilience and Crisis Management Centre – Eastern Africa was the first Satellite Centre that was established in Kenya in November 2019 and domiciled at Kenyatta University. The Ministry of Tourism and Wildlife, Kenya, is working with Kenyatta University as a key partner in the development of the Satellite Centre. Kenyatta University is one of the leading universities in the region, renowned for training, research, and innovation. The Centre is a first-of-its-kind tourism resource in Africa, that serves the Eastern Africa region. The mandate of the Centre is to create policies, toolkits, and guidelines designed to enhance the capacity of vulnerable tourist destinations across the globe to mitigate disaster risks as well as to manage recovery efforts in the aftermath of crises. Indeed, years of progress in tourism development could be lost in one disaster. Therefore, for a tourism destination to be sustainable, it must first be resilient. The launch of the Global Tourism Resilience Day on 17th February 2022 will ensure that resilience and crisis management are anchored in tourism development.



2 LEVERAGING ON INTERNATIONAL EXPERTISE

LEVERAGING ON INTERNATIONAL EXPERTISE

The GTRCMC-EA is collaborating with numerous institutions worldwide in order to leverage international expertise in meeting its mandate. The following international partners will be based at the Global Tourism Resilience and Crisis Management Centre – Eastern Africa, Kenyatta University in the period between January and June 2022 and contribute to different aspects of tourism resilience and crisis management.

University Staff Researcher Partners

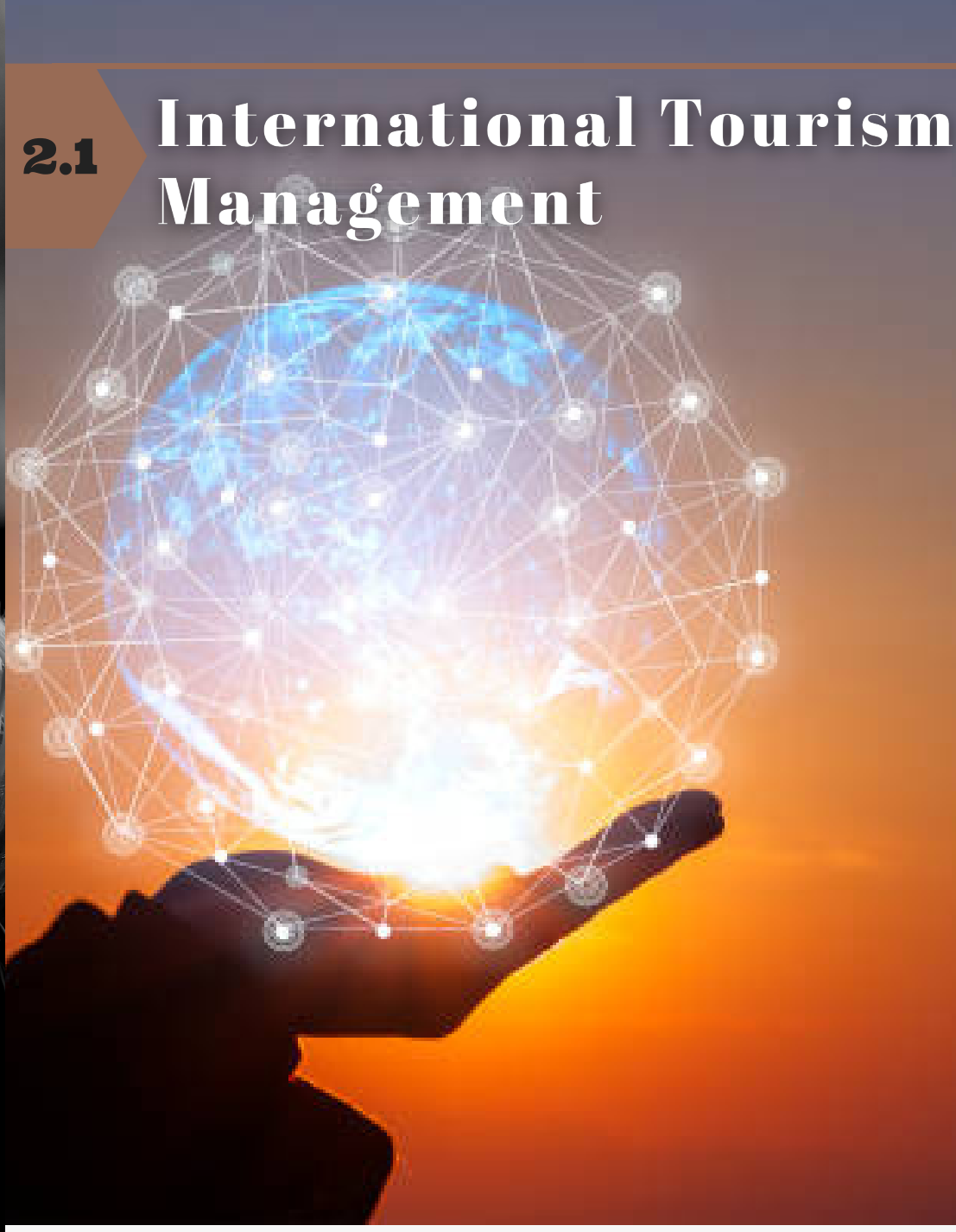
S/No.	Name	Country of Origin	Designation	Dates based at GTRCMC-EA
1.	Prof Jaume Guia	University of Girona, Spain	Director, European Master in Tourism Management, University of Girona	18th to 28th January 2022 3rd to 20th March 2022
2.	Ms Kathryn Wiggins	University of Girona, Spain	Lecturer, University of Girona, Spain	20th to 28th January 2022
3.	Ms. Suchi Mahato	University of Girona, Spain	Administrative Staff, University of Girona, Spain	3rd to 20th March 2022

Graduate Students Researcher Partners

S/No.	Name	Country of Origin	Countries of study	Dates based at GTRCMC-EA
4.	Senas John Carlo	Philippines	Spain, Denmark Slovenia, Kenya	17th January to 15th April 2022
5.	Rabanales Paula	Guatemala	Spain, Denmark Slovenia, Kenya	15th February to 15th May 2022
6.	Konstantinos Maragkos	Cyprus and Greece	Germany, France, Portugal, Kenya	16th February to 14th April 2022
7.	Silvia Diazzi	Italy	Germany, France, Portugal, Kenya	16th February to 14th April 2022
8.	Dragomir Theodora	Romania	Spain, Denmark Slovenia, Kenya	19th March to 27th May 2022



2.1 International Tourism Management



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 Kenya and Spain. One of the Agreements relate to the implementation of the European Master of Tourism Management (EMTM) programme based at the University of Girona, Spain.

Close to twenty mobilities have been implemented between Kenya and Spain. Three staff members and three postgraduate students from the programme will be spending three months in Kenya between January and June 2022, to carry out research on different aspects of tourism. The programme is exploring an innovative and novel model where partners are expected to participate in academic activities as well as contribute immensely in international benchmarking in tourism policy and practice.

2.1.1 Collaboration with staff Professionals



A team of four (4) members of staff, three (3) from the University of Girona and one (1) from Kenyatta University are participating in the situation analysis fieldwork tour of Nairobi, Mombasa, Kwale, Kilifi, Tana River, Lamu, Laikipia and Turkana in January and March 2022. The team is pursuing several projects that include:

PROJECT 1: BLUE ECONOMY

Kenya's blue economy is one of the largest and fastest growing segments in the tourism industry in the country. The coastal space represents huge opportunities for eco-tourism development, sea food festivals, renewable energy exploration, art galleries, coastal and marine events and coastal and underwater museums among others. In addition, there are areas that require attention such as product development and packaging, digitizing products and experiences, creation and marketing of tourism experiences, waste management and security systems. In collaboration with the University of Girona, Spain, the Global Tourism Resilience and Crisis Management Centre – Eastern Africa, Kenyatta University, under the Ministry of Tourism and Wildlife is working on Blue Economy tourism development, as a pilot project that could be upscaled in the Eastern Africa region. The team is focusing on Mombasa, Kwale, Kilifi, Tana River, Lamu and Turkana. The project aims at transforming the region into a major blue economy tourism hub.

PROJECT 2: ESTABLISHMENT OF UNWTO INTERNATIONAL NETWORK OF SUSTAINABLE TOURISM OBSERVATORY



at the Kenya Coast, aimed at supporting sustainable and resilient growth of the sector through measurement and monitoring, to achieve evidence-based management of tourism. This will be the first in Africa. The coverage is proposed to include Mombasa, Kwale, Kilifi, Tana River and Lamu.

PROJECT 3: PROMOTING VISITOR ECONOMY IN AREAS AFFECTED BY CONFLICTS

This is a collaboration between Kenya, Somalia, Ethiopia, Spain and Greece. The feasibility study in Kenya started in January with the visit to Lamu and Tana River. The team will explore Mombasa, Kwale, Kilifi, Laikipia and Turkana in March 2022.



2.1.2 Collaboration with Students Researchers European Master of Tourism Management (EMTM)



Three (3) students, studying Erasmus Mundus Joint European Master of Tourism Management (EMTM) at the University of Girona (Spain), University of Southern Denmark (Denmark) and University of Ljubljana (Slovenia) are spending three (3) months each at the GTRCMC-EA. 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. The students are:

"IF YOU WANT TO GO FAST, GO ALONE. IF YOU WANT TO GO FAR, GO TOGETHER."

African Proverb

Collaboration with Students Researchers European Master of Tourism Management (EMTM)

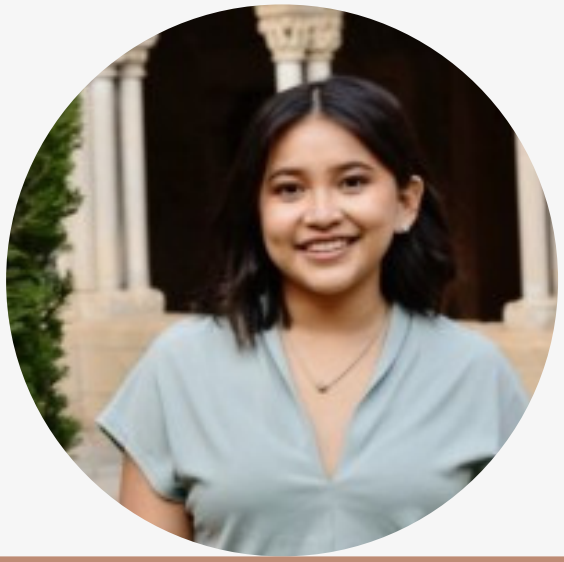


SENAS JOHN CARLO

Area of focus: The perception of travel agents i Kenya regarding the adoption of New Distribution Capability

Senas holds a degree in Tourism from the University of the Philippines and is currently pursuing European Master of Tourism Management (EMTM). His career in travel involves providing support to all travel agents, partner airlines and service partners worldwide. Further, he has managed corporate and leisure accounts of United Airlines in the Philippines. Developed and executed Action Sales Plans and sales strategies for managed accounts. Generated and screened leads for new accounts. Increased value of a key account up to 230% over a 6-month timeframe. Proposed successful market competitive fare pricing. He also handled official and personal travel requirements of employees of the American Embassy in Manila, as a Travel Counselor in American Express Transnational, Inc.

Paula is a Social scientist working towards gender equality in academia and the tourism sector. Intersectional feminist. She holds a B.A. in Anthropology and Sociology Universidad del Valle de Guatemala and is currently pursuing European Master of Tourism Management (EMTM). She has conducted Life History interviews of the "Qualitative study of life trajectories of indigenous young women. As a Research consultant, she Coordinated with auxiliary municipalities of the Department of Guatemala. She has also supervised a data collection team on the field (for the Municipal Survey of Youth) and worked as a University research assistant at the Universidad del Valle de Guatemala.



PAULA RABANALES

Area of Focus: Perceptions of microcredits of women entrepreneurs of the tourism sector in Kenya

Collaboration with Students Researchers European Master of Tourism Management (EMTM)



THEODORA-IOANA DRAGOMIR

Area of focus: Practicalities and challenges of promoting sustainable tourism in conflict zones. Case study: Kenya.

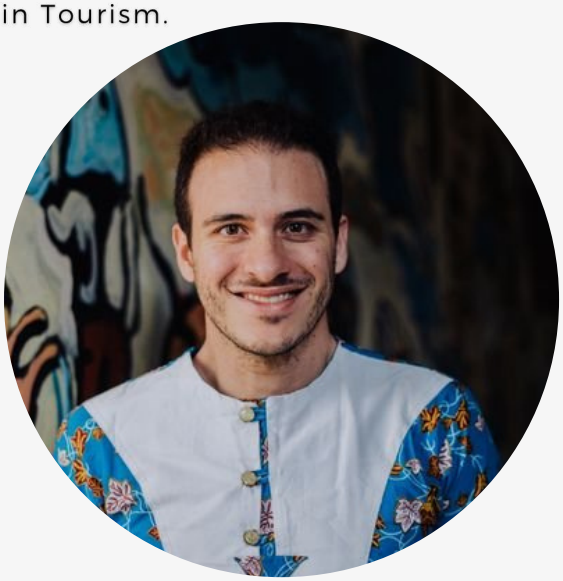
Theodora-Ioana Dragomir is a graduate of Events Management from Coventry University and is currently pursuing EMTM (European Master in Tourism Management). She has interest in sustainable tourism, community-based tourism and tourism resilience to crises and disasters.



2.2 AFRICAN STUDIES



The two students, Mr. Konstantinos Maragkos (from Greece and Cyprus) and Ms. Silvia Diazzi (from Italy) are pursuing Erasmus Mundus Joint Master Degree in African Studies (EIMAS - https://www.eimas.eu/en/), coordinated by the University of Bayreuth, Germany, the Bordeaux Montaigne University, France, and the University of Porto, Portugal. The visit is part of the Erasmus+ partnership between Kenyatta University and the EIMAS Programme, supported by the European Union. Their main areas of interest for the students are sports tourism and sustainable development. The team is working with the Centre to transfer a wealth of digital skills and other competencies to the tourism industry during their stay. The team will also be supporting the Centre in projects such as Packaging Sports Tourism and in Waste Management in Tourism.



KONSTANTINOS MARAGKOS

Area of focus: Sports Tourism in Kenya: The Kalenjin runners as a source of development for the Rift Valley Region.

Konstantinos Maragkos is an Entrepreneur from Greece and Cyprus. He holds a BA in Classics from the University of Athens, an Erasmus Mundus Joint MSc in Tourism Management from the Universities of Southern Denmark, Ljubljana, and Girona, and he is currently-pursuing an Erasmus Mundus Joint MA in African Studies from the Universities of Porto, Bayreuth, and Bordeaux-Montaigne. Konstantinos is the Co-founder & Communications Specialist of Youthmakers Hub (YMH), an NGO based in Athens, which provides consultancy services for European projects and capacity-building training seminars, targeting Youth (18 - 35 years old). Through YMH, Konstantinos has experience in implementing projects worldwide, establishing several strategic collaborations with Universities, NGOs, and SMEs, and facilitating mobilities between Africa and Europe.



SILVIA DIAZZI

Area of Focus: Understanding factors, benefits, and challenges of the Eco-rating Certification Scheme program from Ecotourism Kenya

Silvia Diazzi is a Project Manager from Italy. She holds a BA in Languages for international business and tourism from the University of Verona, and a Master in Resource Economics and Sustainable Development from the University of Bologna. As part of her studies, she studied abroad at the University of Massachusetts Boston in the USA, Tomsk State University in Russia, Central European University in Hungary, and Stellenbosch University in South Africa. She is currently pursuing an Erasmus Mundus Joint MA in African Studies from the Universities of Porto, Bayreuth, and Bordeaux-Montaigne. Silvia has worked as a Policy Officer at the European Commission in the DG for Agriculture and Rural Development in Brussels, Belgium. She has previous working experience as a Business Development Manager at LL-C (Certification) Group in Prague, Czechia. She is currently involved in EU projects, offering marketing services.

3.0 CONCLUSION



Tourism plays a key role in the development of many countries. It has created 1 in 10 jobs globally. It sustains many and contributes to over 10% global GDP. It is a sensitive industry, affected easily yet responds quickly. Crisis, natural disasters, civil unrest and economic havoc continue to have significant impact on the industry, regardless of the country. Any negative impact to tourism has a domino effect on industry jobs, economies and livelihoods. Therefore, GTRCMC is a call to action for destinations. Preparedness and crisis management skills must be developed to drive action and ensure recovery and on-going resilience. GTRCMC is one of the first international organizations dedicated to being part of the solution, to be a think tank and a resource Centre for information, resources and support to countries from a regional perspective. Ultimately, the Centre will become a key catalyst for sustainable tourism development and ensure that global tourism can adapt and respond to the uncertainties of its internal and external environment.



COLLABORATION CONTACT PERSON

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