

# YCM 2018 REPORT



**SUSTAINABLE TOURISM  
YOUNG CHANGE MAKERS**



AFRICAN  
FUND for  
ENDANGERED  
WILDLIFE (KENYA)

GIRAFFE CENTRE

*Home of the Rothschild Giraffe*

*Environmental Conservation Centre*

# CONTENTS

4	FORWARD	2018 Kenya Impacts
6	INTRODUCTION	About the YCM Program and the 2018 Report
12	SEMINAR 1	Ethical Issues in Tour Operator -Host Community Relations
16	SEMINAR 2	Over tourism- Is this a threat to Africa yet?
22	SEMINAR 3	Emerging trends in Domestic Tourism - A sustainability agenda or business as usual?
26	SEMINAR 4	Ethical Issues concerning tourist-animal interaction in tourism
32	SEMINAR 5	Nomad Tourism Development: Future policy direction in the Kenyan Northern Frontier
36	SEMINAR 6	The role of local communities in sustainable tourism and conservation.
44	SEMINAR 7	What is the future of sustainable tourism?
48	SEMINAR 8	Sustainable inclusive growth in tourism
58	PARTNERS	2018 Program Partners, Mentors, Seminar Host and Universities that participated
69	2019	2019 Program Activity Calendar

**Sustainable Travel and Tourism Agenda Ltd . 1st Floor Procmura Center, Sports Road, Westlands . P.O. Box 44330-00100, GPO, Nairobi**  
**Office Tel: +254718127557/+254705283658 . info@sttakenya.org . www.sttakenya.org**

# Forward

Welcome to Issue 2 of the Sustainable Tourism Young Change Makers report.

We believe the industry needs to be ready to adapt to change at all times and sustainability is becoming a constant in that change. Engaging young people is a significant part of making the in-dustry ready.

Almost every month, since February 2017, STTA has provided a safe space for Sustainable Tourism Young Change Makers to voice and learn through inter university seminars. These seminars discuss topical issues in sustainable tourism and raise awareness on ethical issues and other contradictions in tourism. The seminars have become valuable extension learning platforms for students of tourism in the 18 universities engaged in the program.

The topics discussed in the seminars are divers but contemporary, so they resonate with the students. But they are not only valuable for the students, they are subtle message to the industry on how tourism is changing. That makes this report a key guide and reference to all stakeholders in tourism, through student voices.

This report therefore features primary research and critical evaluations of conventional or accepted tourism practices, viewed against the sustainability lens. The recommendations are explorative in nature, and contextual and are aimed at making them feasible in making tourism sustainable.

The decision to target students of tourism in universities in the agenda to transform tourism in Africa towards being truly sustainable was not accidental. It responds to global trends in travel which shows more youth are traveling. It identifies with calls for change in mindsets to influence consumption and production patterns towards sustainability, and what better group to target than youth who are the largest consumers of good Ann services and lastly it is aligned with many Pan African initiatives in tourism that see skills development in tourism as significant for tourism growth.

It has been rewarding to observe the students grow in their knowledge and understanding of sustainable tourism, adopt the lingua and engage in debates with their mentors and fellow students. Even more rewarding have been testimonies of students who have graduated and established conscious tourism SMEs, putting into practice what they have learnt through the semi-nars. Some have been bold enough to turn down internships because they perceived the compa-nies as unethical.

The success of this program is the effort of several organisations, the universities and students in-cluded, who share their time and resources to ensure that every seminar is successful. Students have formed strong networks among themselves, formed and strengthened tourism

students associations in their universities, found internship and employment opportunities through the program partners and been inspired to take on advocacy on global challenges like ocean waste, wildlife protection and more.

Going forward, we envision these universities becoming centres of excellence in sustainable tourism development through establishment of sustainable tourism innovation hubs in their departments. This will require bold partnerships and commitments from many stakeholders.

We invite you to connect and become part of the transformation as you empower young people to lead the change.

Enjoy the read. May it awaken us to new levels of consciousness in tourism practice!

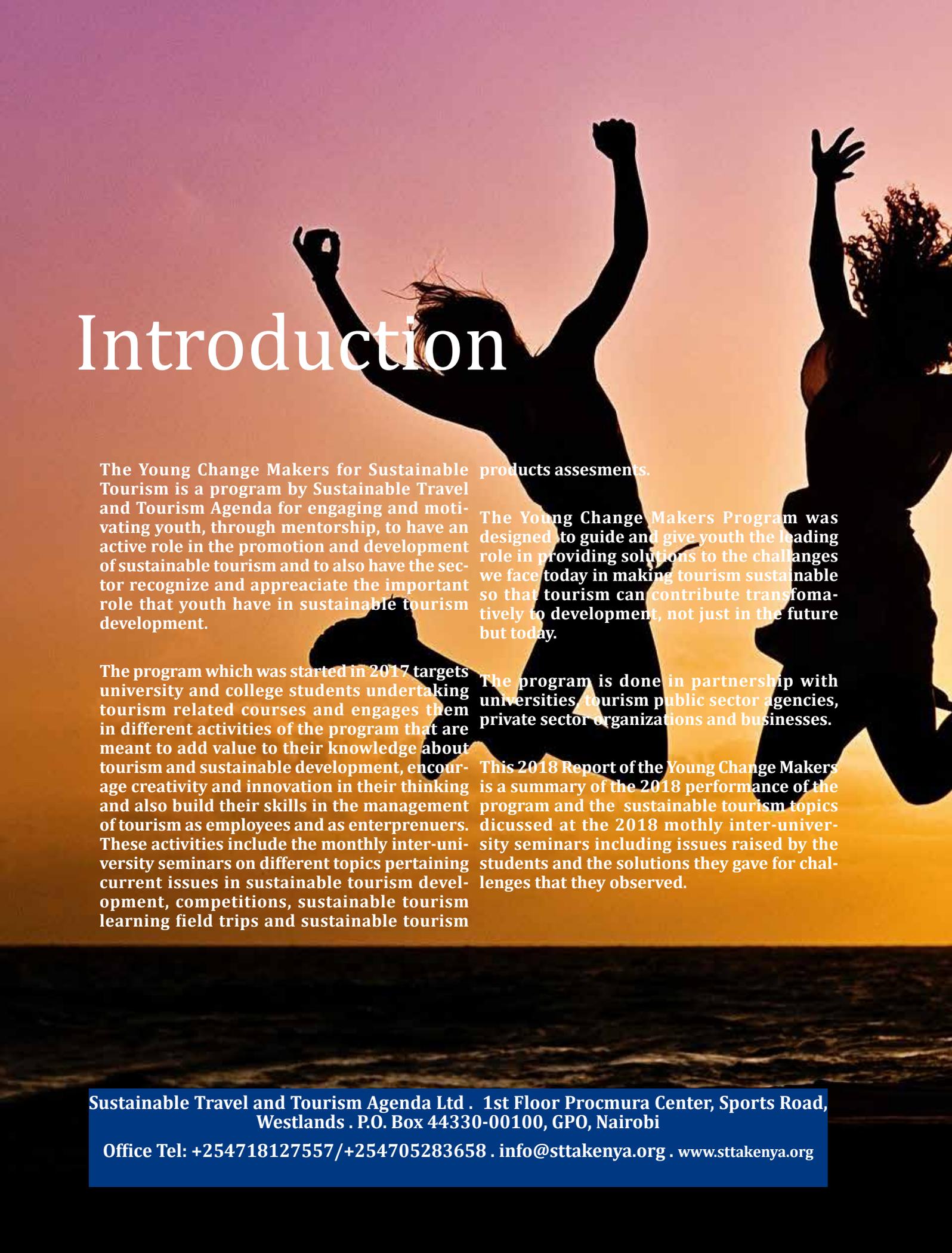


Judy Kepher Gona

Executive Director

Sustainable Travel and Tourism Agenda





# Introduction

The Young Change Makers for Sustainable Tourism is a program by Sustainable Travel and Tourism Agenda for engaging and motivating youth, through mentorship, to have an active role in the promotion and development of sustainable tourism and to also have the sector recognize and appreciate the important role that youth have in sustainable tourism development.

The program which was started in 2017 targets university and college students undertaking tourism related courses and engages them in different activities of the program that are meant to add value to their knowledge about tourism and sustainable development, encourage creativity and innovation in their thinking and also build their skills in the management of tourism as employees and as entrepreneurs. These activities include the monthly inter-university seminars on different topics pertaining current issues in sustainable tourism development, competitions, sustainable tourism learning field trips and sustainable tourism

products assessments.

The Young Change Makers Program was designed to guide and give youth the leading role in providing solutions to the challenges we face today in making tourism sustainable so that tourism can contribute transformatively to development, not just in the future but today.

The program is done in partnership with universities, tourism public sector agencies, private sector organizations and businesses.

This 2018 Report of the Young Change Makers is a summary of the 2018 performance of the program and the sustainable tourism topics discussed at the 2018 monthly inter-university seminars including issues raised by the students and the solutions they gave for challenges that they observed.

Sustainable Travel and Tourism Agenda Ltd . 1st Floor Procmura Center, Sports Road,  
Westlands . P.O. Box 44330-00100, GPO, Nairobi

Office Tel: +254718127557/+254705283658 . [info@sttkenya.org](mailto:info@sttkenya.org) . [www.sttkenya.org](http://www.sttkenya.org)

Knowledge

Motivation

Creativity



## Creating Safe Spaces For Youth In Sustainable Tourism Development

Knowledge  
Safe Space



Motivation  
Safe Space



Creativity  
Safe Space



Engaged &  
Innovative  
Youth

Keeping youth updated and involved in current issues on sustainable tourism development

Creating incentives for youth participation in sustainable tourism development issues

Challenging & allowing youth to come up with innovative solutions and helping them to build on their solutions

Responsible Young entrepreneurs Starting Sustainable Businesses or Leading change in organizations or community



# 2018 Performance

2018 was a good year for our Young Change Makers Program. In 2018, the Young Change Makers Program experienced a growth of over 100% increase in the number of participating universities, students participation per seminar and in the number knowledge partners involved compared to 2017. The program also increased its scope from holding program seminars in 3 counties in 2017 i.e in Nairobi, Mombasa and Nyeri Counties to holding seminars in 6 counties in 2018 i.e. in Uasin Gishu, Nairobi, Mombasa, Murang'a, Tharaka-Nithi and Nyeri counties.

## Interuniversity Seminars held in 2017 vs 2018

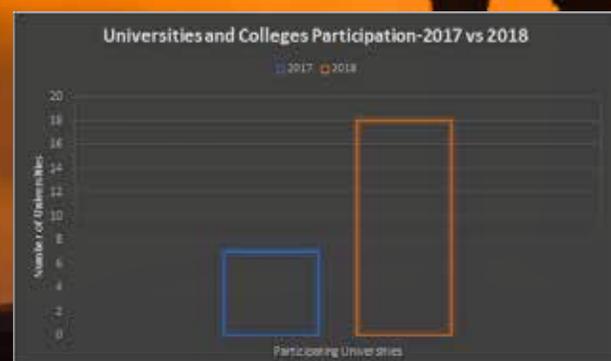
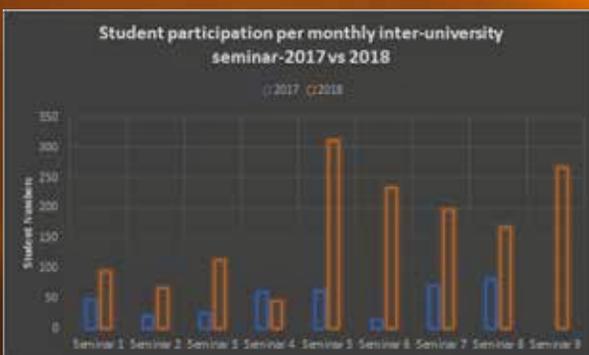
In 2017, eight (8) Interuniversity seminars were held, including a special local and international inter-university seminar. In 2018, the number of seminars held increased by one (1) to a total of nine (9) interuniversity seminars on sustainable tourism.

### Student participation per monthly inter-university seminar-2017 vs 2018

There was a significant improvement in the number of students participating in the monthly inter-university seminars on sustainable tourism in 2018 compared to 2017. The lowest number we had in a seminar and the highest was 14 and 81 respectively in 2017. In 2018, the lowest and highest was 45 and 331 students respectively.

### Universities and Colleges Participation-2017 vs 2018

Improvement in the number of universities and colleges participating in the inter-university seminars on sustainable tourism also observed in 2018, almost tripling the number of universities that participated in 2017. A total number of 7 universities participated in 2017 compared to 18 in 2018.



## Universities That Hosted Seminars-2017 vs 2018

When the Young Change Makers Program was started in 2017, most of the seminars were held at the STTA Kenya offices. In 2018, universities hosted 8 of the seminars with only one being hosted at STTA Kenya offices.



## Knowledge Partners Involvement-2017 vs 2018

In 2017, the Young Change Makers Program had only 2 knowledge partners mentoring the university students. 2018 saw a significant improvement in the number of knowledge partners from two (2) in 2017 to seven (7) in 2018, at least one (1) new knowledge partner for each seminar.



## 2018 Direct Measurable Outreach Impacts

2 Universities formed tourism students clubs as a result of interacting with the program

1 university student club strengthened their promotion of sustainable tourism, increased student engagement in the club's activities and justified need of financial support from the university for the club's activities.

3 universities signed MOUs with STTA to engage student's in the program's activities.

1 partnership MOU signed with Green Globe, an international certification organization to support training of students in sustainable tourism.

Program supported World Animal Protection to gain student support in their campaigns for animal welfare.



# The Young Change Makers Program Inspires Youth to Lead Sustainability in Tourism

I joined the Young Change Makers program, a mentorship program by Sustainable Travel and Tourism Agenda back in 2017. The timing was just right as I was a final year student and ambitious to join the corporate world. During that time, I attended most of their seminars and even took part in their activities. One of them was the UStainable Tourism Product Watch which I enjoyed most. We got to visit various tourism attractions and assessed their sustainability principles. I also got a rare opportunity to represent my university as a panelist at the 3rd Annual Green Tourism Summit. As a young person, I got a seat at the table with the highly ranked stakeholders and air out issues affecting the young people in the tourism industry. Young people require that kind of involvement, exposure and networking platforms where their voices can be heard. I currently run a Tours and Travel Company and apply the principles learnt from the program. From time to time, I call in for a few tips and the team at STTA Kenya is always ready to assist. I would urge those in the various colleges and universities and especially those pursuing Events, Hospitality and Tourism studies to join the Young Change Makers mentorship program and safe guard their future careers. The world right now is needs better leaders who will advocate for Sustainable Development Goals and take action through tourism for the good of the People, Place and the Planet.

The future is safe. The Young Change Makers will lead a sustainable tomorrow.

Thank you S.T.TA and the Young Change Makers program.



“The future is safe. The Young Change Makers will lead a sustainable tomorrow.”

Lilian Wangari, a former tourism student of Technical University of Kenya and Founder of E-Koform, a tour company that specialises in offering experiences with a purpose.



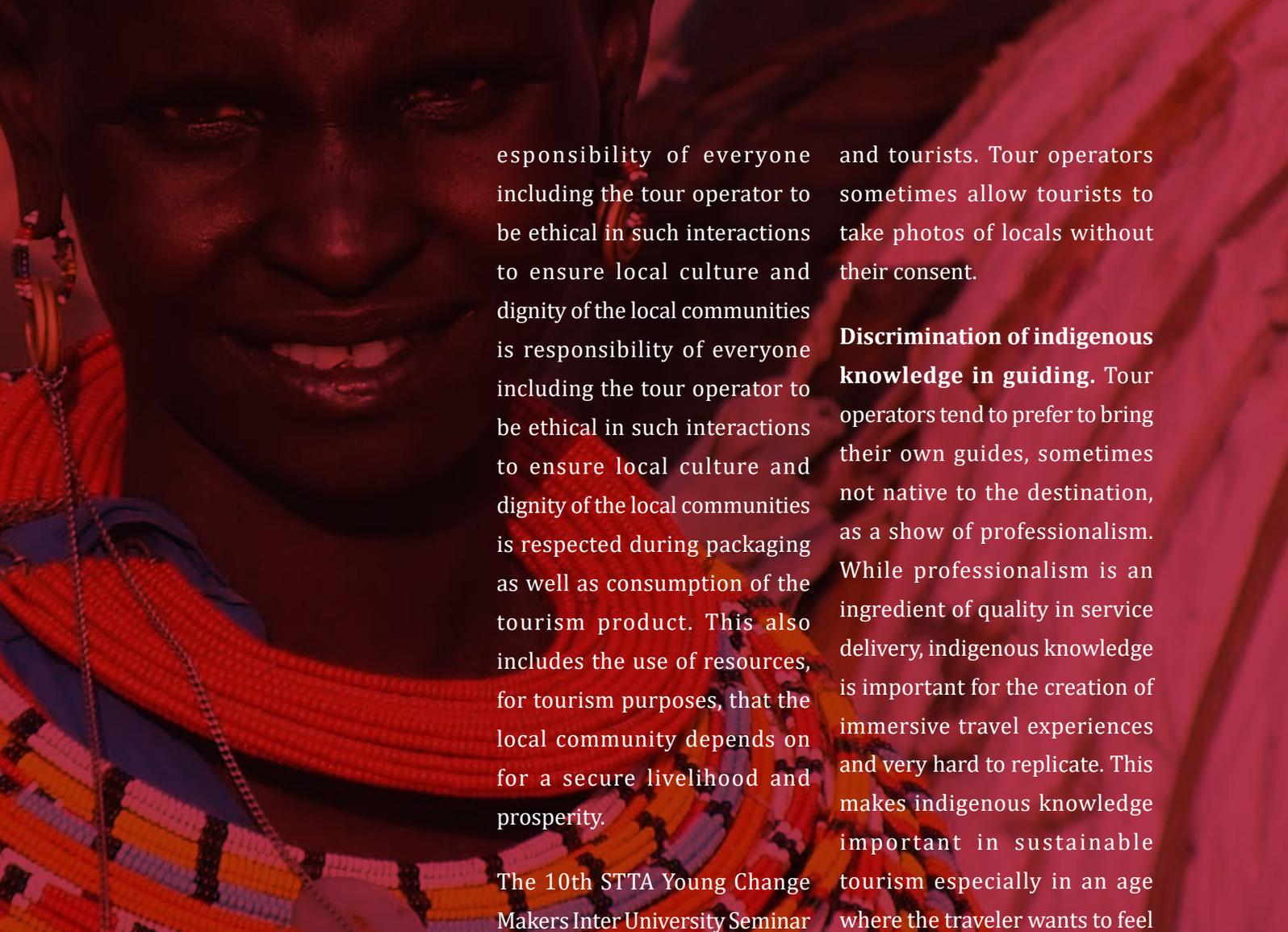
# *Ethical Issues in Tour Operator -Host Community Relations*

## ***Interactions for meaningful and transformative relationships***

Interactions between tour operators and host communities are unavoidable at the tourism destination. These interactions may be direct when the local culture is being used as a tourism product or indirect when tourism activities happen in the same space where local people live. Sustainable tourism requires

that these interactions must be bearable and meaningful to the local communities. Ethics as a principal of sustainable tourism guides these interactions for a meaningful and transformative relationship between tour operators and host communities. It is the

*“ACCORDING TO A 2018 REPORT RELEASED BY BOOKING.COM ON TRAVELER TRENDS, 58% OF PEOPLE WOULD CHOOSE NOT TO VISIT A PLACE IF DOING SO WOULD HAVE A NEGATIVE IMPACT ON THE LOCAL COMMUNITY LIVING IN THE DESTINATION. MOREOVER 49% OF TRAVELERS PRIORITIZE SOCIAL ISSUES WHEN CONSIDERING TRAVEL TO DESTINATIONS “*



responsibility of everyone including the tour operator to be ethical in such interactions to ensure local culture and dignity of the local communities is responsibility of everyone including the tour operator to be ethical in such interactions to ensure local culture and dignity of the local communities is respected during packaging as well as consumption of the tourism product. This also includes the use of resources, for tourism purposes, that the local community depends on for a secure livelihood and prosperity.

The 10th STTA Young Change Makers Inter University Seminar at Moi University-Eldoret, which was held on 8th March 2018, brought out discussions on the ethical issues that tour operators must observe during their interactions with local community for sustainable tourism development.

### *Emerging Issues*

**The host community are sometimes presented and treated as exhibits** with no meaningful interaction allowed between the local community

and tourists. Tour operators sometimes allow tourists to take photos of locals without their consent.

**Discrimination of indigenous knowledge in guiding.** Tour operators tend to prefer to bring their own guides, sometimes not native to the destination, as a show of professionalism. While professionalism is an ingredient of quality in service delivery, indigenous knowledge is important for the creation of immersive travel experiences and very hard to replicate. This makes indigenous knowledge important in sustainable tourism especially in an age where the traveler wants to feel connected to the destination through their travel experience.

**Misconception of what is an undisturbed and pristine wilderness area.** Most tour operators tend to promote pristine and undisturbed wilderness areas as places where nature thrives without human disturbance. In order to deliver what they promote, local communities are sometimes moved from such places, cutting them from livelihood resources with inadequate compensation.

**Fundraising for community projects without consulting local communities.**

Brand image is important, especially one that appeals to the modern-day traveler. The modern-day traveler is aware of the issues impacting negatively on the environment and people. They will therefore want to be associated with brands that protect the environment, respect the rights of people and reduce poverty. Tour operators tend to put up Corporate Social Responsibility (CSR) activities that appeal to the modern-day traveler based on face value assumptions of the local community challenges. These CSR activities sometimes do not address issues that the local community considers a priority or important.

***What should Tour Operators Do?***

The Tour Operators should consider some of best practices so as to curb the unethical practices encountered during interactions with host communities. These will include;

1. Developing a code of conduct



for visitors with the community.

2. Holding Feedback meetings between communities and tour operators.

3. Creating a CSR policy in consultation with the local community and implementing it together with the local community

***Conclusion***

Interactions between tour operators and host communities often raise ethical concerns that are important, and must be considered before, during and after the interaction. These ethical issues, intended or unintended, sometimes present a dilemma especially if not well

understood or misinterpreted.

It is therefore important to put in place systems that identify grey areas and also provide mitigation measures e.g. codes of conducts and guidelines. These systems must be able to consider the adverse intended and unintended social, economic as well as environmental consequences of the tour operator actions on individuals or groups within a community.

# OVER TOURISM



## Is this a threat to Africa yet?

STTA-YOUNG CHANGE MAKERS  
INTER-UNIVERSITY STUDENT SEMINARS

24<sup>TH</sup> MARCH 2018

UNITED STATES INTERNATIONAL UNIVERSITY-AFRICA

TIME 10.00 am-12.00pm

Join STTA and USIU-Africa University for the second 2018 Young Change Makers Monthly Interuniversity Student Seminars on Sustainable Tourism. In this 2 hour discussions we shall be sharing knowledge on what is over tourism, why is it becoming a dilemma for destinations and how we can avoid it in Africa if its not already happening but being ignored.

**Charges Free**

To participate contact: [admin@sttakenya.org](mailto:admin@sttakenya.org) Call: 0718127557  
<http://sttakenya.org/young-change-makers-program/>





# *“Over tourism- Is this a threat to Africa yet?”*

Overtourism is when tourism activities exceed limits of tourism growth in a destination. It is also described as a situation in which the impacts of tourism, at certain times, and certain locations, exceed physical, ecological, social, economic, psychological, and/or political capacity thresholds.

Seminar participants, drawn from local universities, evaluated the threat of over tourism in Africa, acknowledging the growing global problem, which needs urgent address from the industry at large.

## **Emerging issues**

**Overtourism is not just an issue in the developed world, and urban destinations.** Destinations in developing countries as well as rural areas do experience over tourism.

**Victims of over tourism comprise both destination residents and tourists.** Tourists may have a poor experience during travel to overcrowded places, while residents may encounter disruptions in their social set ups owing to surging tourist

*“OVER 1 BILLION PEOPLE TRAVEL THE WORLD EVERY YEAR. IF THESE TRAVELLERS ARE ATTRACTED TO THE SAME DESTINATIONS YEAR IN YEAR OUT, THEY ARE LIKELY TO DISTABILISE QUALITY OF LIFE FOR LOCALS AND QUALITY OF VISITOR EXPERIENCES AT THESE DESTINATIONS IF THEIR IS NO VISITOR MANAGEMENT SYSTEM PUT IN PLACE. THIS IS WHAT WE CALL OVER TOURISM “*

numbers.

**Solutions for over tourism are diverse**, there is no one size fits all approach to solving over tourism problems. This is mainly because over tourism impacts vary with time, and place.

**Absence of decent work force** for tourism is worsened by over tourism. Earnings for tourism workers rarely shift in line with the demand for and scarcity of labour.

#### ***Overtourism impact:***

In destinations experiencing over tourism, local communities often times stage anti tourism protests, reproaching impacts of over tourism which include ;

**Pressure on physical environment, increased waste and water pollution.**

**Overcrowding** in host destination public places, like streets, public transport, and traffic congestion.

**Prevalence of negative visitor impact** due to inappropriate behavior, e.g. noise, disturbance, and loss of local identity

**Physical touristification** of frequently visited areas, resulting in loss of amenities to locals, and proliferation of tourist shops.

**Less availability of housing** for city residents, due to tourist demand for AirBnB and other similar platforms.

**Anti tourism protests** are based on the argument that tourism developments may contribute to over tourism. Examples of such developments include;

Increased dominance of large tourism businesses which triggers physical touristification

Greater use of resources per tourists exerts added pressure on the environment.

#### ***Solutions***

The best approach to resolve over tourism problem would requires a shift destination management reasoning from a growth paradigm, to a sustainable growth paradigm. It is evident that solutions to manage over tourism in destinations are mostly anchored on controlling visitor numbers attained in growth pursuits. In extreme cases,

close down in an attempt to relieve over tourism. Taxation, limiting accommodation, demarketing, and pre bookings for popular attractions, are some effective ways to manage crowds in most likely hotspots for over tourism.

#### **Possible policy responses**

1. Policy makers have to be wary of too much “transit - tourism,” such as cruise ships, where visitors arrive at a destination, use the infrastructure but spend very little money locally, owing to short time of stay.

2. Policy makers should find ways to divert tourists from areas that are over booked, to alternative places that have yet to meaningfully benefit from tourism expenditure.

Reminder to destination managers.

The European Union Policy Department (2018) provides a preliminary checklist to assess over tourism risk in a destination. The checklist can be developed further, with help from sustainable tourism consultants, to enable precise assessment of risk in specific destinations.

1. Is your destination less than 30 km from an airport?
2. Is your destination less than 15 km from a cruise port?
3. Is your destination less than 20 km from a World Heritage Site?
4. Do you use a volume growth-oriented (e.g. tourist arrival numbers, bed-nights) set of indicators to evaluate the success of your destination, excluding opportunities for optimisation (e.g. spending per



day, liveability for residents)?

5. Are resident sentiments ignored in destination development?

6. Is your marketing strategy focused on medium and long - haul, rather than closer markets?

7. Do you ignore social media (for both residents and visitors) discussing overcrowding, negatively discussing tourists and other indicators for over tourism?

8. Are Airbnb and similar sharing-economy accommodation unregulated nor monitored?

10. Do stakeholders from air transportation and/or cruise ports have a decisive influence on your tourism management and planning?





5TH INTER-UNIVERSITY SEMINAR  
ON SUSTAINABLE TOURISM 2018

# ETHICAL ISSUES IN TOURIST-WILDLIFE INTERACTIONS FOR SUSTAINABLE TOURISM

DATE

**July 28th 2018**

VENUE

**The University of  
Nairobi (Main Campus)**

Join STTA, AFEW , Uniglobe Let's Go Travel and The University of Nairobi for the 5th 2018 Young Change Makers Monthly Inter-University Seminars on Sustainable Tourism. In this 2 hour discussion we shall be sharing knowledge on the ethical issues travelers and destinations should pay attention to when wildlife is used as a tourism product

*PARTICIPATION IS FREE OF CHARGE*



To participate contact [admin@sttakenya.org](mailto:admin@sttakenya.org) Call: 0718127557  
<http://sttakenya.org/young-change-makers-program/>

# **The Monthly Inter University Seminars on Sustainable Tourism**

The Young Change Makers Programs engages university students in free for participation monthly inter-university student seminars on sustainable tourism that discuss important themes in sustainable tourism and conservation. The themes are carefully selected and balanced to reflect global issues and trends, industry challenges and student academic knowledge needs. Students participate in discussion presented by private sector players with the support of academia. The seminars are organized by STTA in collaboration with partnering universities. Universities or STTA can host a seminar. The 3-4-hour seminars take place on the 1st Saturday of every month. However, weekday options can be considered.

Students also have an option to write thematic essays after each seminar through which they can be given the opportunity to get published and including sponsorship to participate in the Annual Sustainable Tourism Africa Summit (formerly The Green Tourism Summit Africa)

## **Partner to Host a Seminar**

This is mainly reserved for universities and colleges offering tourism and or conservation related studies. Apart from hosting a seminar, the university commits to support their students to attend at least 3 other seminars hosted by other universities

## **Partner to Sponsor an Essay Winner to Attend The Sustainable Tourism Africa Summit**

As an organization you can partner to sponsor an essay winner from a seminar to attend the Annual Sustainable Tourism Africa Summit or other tourism/ conservation events that will contribute to building their career

A young woman with braided hair is speaking into a microphone. She is wearing a blue jacket and a white scarf. The background is blurred, showing other people at a seminar. The text is overlaid on the right side of the image.

“Participating  
in the Inter-  
University  
Seminars gave  
meaning to what  
I was studying  
and gave me a  
chance to voice  
my thoughts”

**Alice Nthuka, former tourism student at Technical University of Mombasa**

By being an active student of the Young Change Makers Program and having won several of the programs essay competitions, Alice was awarded a scholarship to attend the Green Tourism Summit Africa 2018 and also received training and sponsored to mentor a Community Based Tourism Organizations on SCP best practices

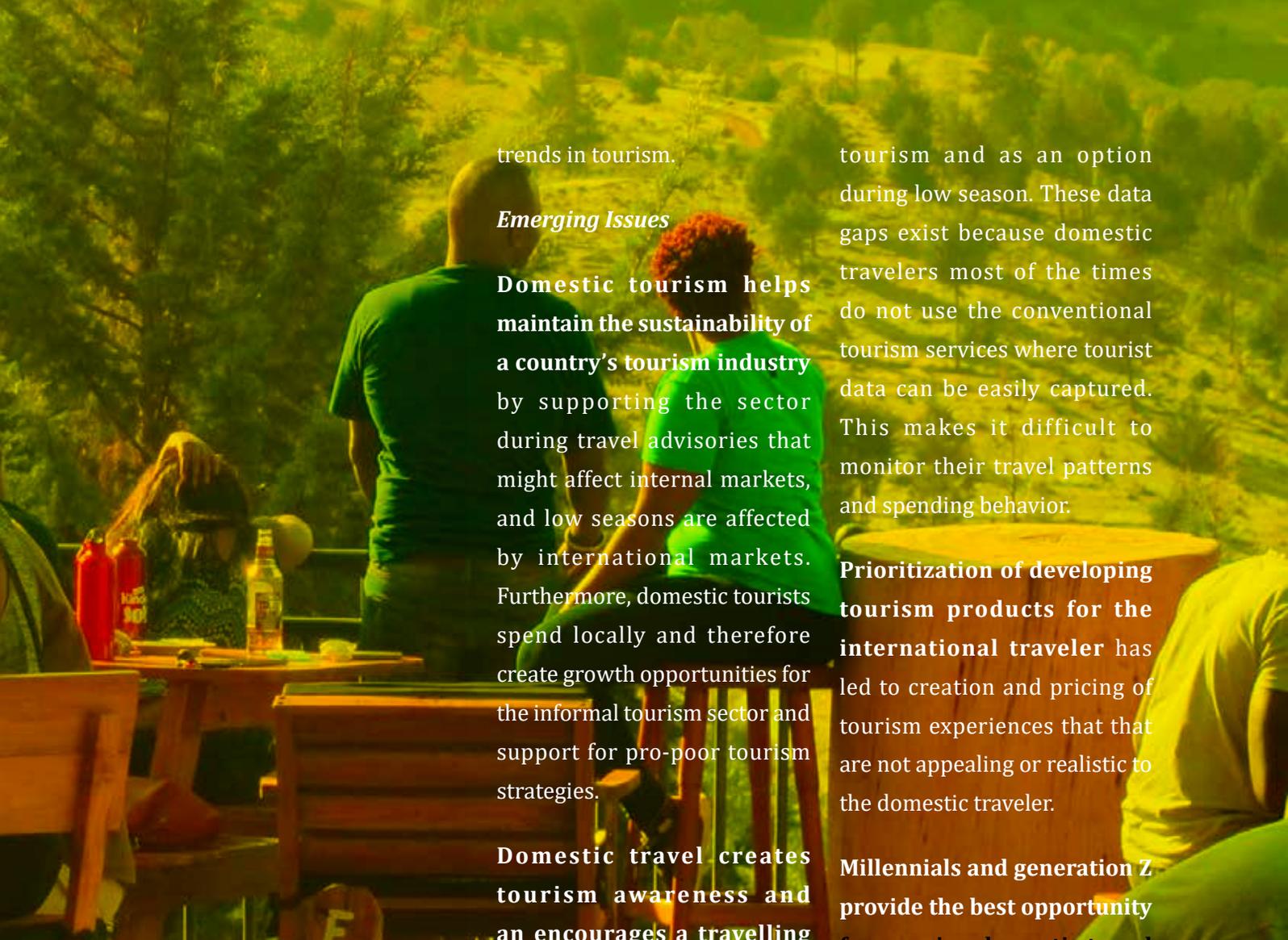


# Emerging Trends in Domestic Tourism

While many countries prioritize on international tourism for foreign exchange purposes, it has been observed that approximately 60% of tourism expenditure in most countries is from domestic travel. Tourism that is planned to be sustainable in any country should therefore first be planned to be attractive and accessible to the locals. However, the challenge that comes with maximizing on the opportunities presented

by the domestic traveler is in identifying who is a domestic traveler? what is their consumption behavior and what are their travel needs? and how do we balance these needs with those of the international traveler in the tourism product development? These are some of the questions that students discussed with industry professionals to determine the importance of domestic tourism while focusing on the emerging

*THE EAST AFRICAN TOURISM REGION, IS HEAVILY RELIANT ON INTERNATIONAL VISITORS, WHERE, ACCORDING TO WTTC, INTERNATIONAL VISITOR SPENDING, WITH THE EXCEPTION OF KENYA, MEASURES TO SLIGHTLY ABOVE 60% OF TOTAL TOURISM REVENUE. NONETHELESS, THE WTTC 2018, NOTES THAT DOMESTIC TOURISM IS THE KEY DRIVER OF THE TOURISM SECTOR GLOBALLY, ACCOUNTING FOR 73% OF TOTAL TRAVEL & TOURISM SPENDING IN 2017.*



trends in tourism.

### *Emerging Issues*

**Domestic tourism helps maintain the sustainability of a country's tourism industry** by supporting the sector during travel advisories that might affect internal markets, and low seasons are affected by international markets. Furthermore, domestic tourists spend locally and therefore create growth opportunities for the informal tourism sector and support for pro-poor tourism strategies.

**Domestic travel creates tourism awareness and an encourages a travelling culture** within the home country, providing the people with the greater understanding and appreciation of what their country has to offer, at the same time instilling pride among the people within the particular nation.

**Data gaps on the importance of domestic tourism to the development** of a destination has resulted to most countries, especially the developing, to view domestic tourism as secondary to international

tourism and as an option during low season. These data gaps exist because domestic travelers most of the times do not use the conventional tourism services where tourist data can be easily captured. This makes it difficult to monitor their travel patterns and spending behavior.

**Prioritization of developing tourism products for the international traveler** has led to creation and pricing of tourism experiences that are not appealing or realistic to the domestic traveler.

**Millennials and generation Z provide the best opportunity for growing domestic travel** because most do not have travel documents to facilitate international travel, they travel on a budget, are flexible to short trips and gateways and like to explore their home destination before travelling to other destination's outside of the home country.

### *Conclusion*

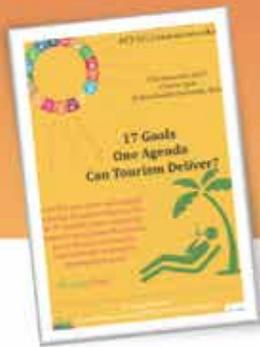
Domestic tourism potential for sustainable development of a country cannot be ignored even though its real or net potential

is still being explored and understood. Relying on experience of many countries in in Europe e.g. UK and Asia e.g. China, it can be seen that domestic tourism could have a greater contribution to the Gross Domestic Product (GDP) of a country by encouraging local spending and consumption. Domestic Tourism should therefore not be seen as solution for mitigating the impacts of seasonality to a tourism destination, but as a foundation for planning the competitiveness of a sustainable tourism destination.



# 12<sup>th</sup> #SttaChangeMakers Seminar

## Measuring Impact of Tourism Beyond Visitor Numbers & Revenue



26<sup>th</sup> May 2018

NAIROBI

Tourism growth has significant positive impact for destinations. Most pronounced are economic impacts, mainly increased visitor numbers and increased tourism revenue, expected to trickle down benefits to host communities. Nonetheless, impact of tourism growth goes beyond visitor numbers and gross revenue.

Join us on 26<sup>th</sup> May 2018 to brainstorm on progressive way to measure impact.

### VENUE

STTA OFFICES- PROCMURA, SPORTS ROADS, WESTLANDS



*10 universities- One agenda- Sustainable tourism*



A woman in a pink bikini is sitting on the back of an elephant in the water. The elephant is partially submerged, and the woman is holding onto its back. The background is a clear blue sky and turquoise water.

# *Ethical Issues in Tourist-Wildlife Interactions for Sustainable Tourism.*

Conservation managers may applaud the widening spectrum of Tourist Wildlife Interaction opportunities. However, ineffective physical, regulatory, educational and economic control tools for such interaction may have loopholes for negative impacts to conservation. This is where the dilemma of balancing the conservation benefits and negative effects of wildlife tourism resurfaces.

## ***Travel interactions***

The interest in travelling to interact with wildlife both animal and plant has increased in popularity of the past decade or so, especially with the growth of social media. This growing demand for wildlife-based tourism has created revenue generation opportunities needed for supporting local livelihoods and conservation. However, tourist interaction with wildlife

*ONE THIRD OF TRAVELERS HAVE WITNESSED ANIMAL CRUELTY DURING THEIR HOLIDAYS AND STILL WENT ALONG WITH IT. HALF OF THESE TRAVELERS DID SO BECAUSE THEY LOVED ANIMALS AND DID NOT SEE THEIR BEHAVIOR AS CRUEL. ONLY 6 OUT OF 21 TRAVEL ASSOCIATIONS CONSIDER ANIMAL WELFARE AS AN IMPORTANT ISSUE. 3 OUT OF 6 OF THOSE CONCERNED HAVE IN PLACE GUIDELINES*  
-WORLD ANIMAL PROTECTION REPORT.



has also presented negative impacts on both animal welfare and conservation efforts. Due to gaps in regulation, tourist revenue has become the basis of justifying what is considered acceptable or not in the use of wildlife as tourist attractions. The lack of knowledge by tourist on what is considered ethical and unethical has also led to harm or even death of wildlife during the tourist experience.

The 14th Young Change Makers Interuniversity Seminars on sustainable tourism considered the ethical issues in tourist wildlife interactions, highlighting the challenges and opportunities for sustainable tourism.

### ***Emerging Issues***

Off-road driving is a common unethical tourists' practices within wildlife habitats. Tourists always want to get the best camera shot or the best view. This will always involve driving away from the designated vehicle tracks in order to get closer to the animal. Off-road driving creates disturbances that might alter

breeding or feeding behavior of animals. It may also lead to death of wildlife if off road driving happens on a nesting ground.

Baiting of wildlife. Wild animals are naturally adapted to survive in their ecosystem by looking for their own food. Tourists opt to feed animals so as to attract them closer to them for finer view and photo records. This is a common phenomenon in most if not all animal sanctuaries and zoos.

Selfies with wild animals. According to World Animal Protection, bad selfies are one of the contributors of animal cruelty with 40% of photos uploaded on instagram considered as bad selfies. Bad selfies involve holding animals or forcing animals in unnatural positions for the perfect selfie. Animals are sometimes kept in captivity for selfies. These selfies has seen unfavorable encounters with furious animals which in some cases have resulted to deaths or severe injuries to the animal or tourist.



Animals cruelty for entertainment. Trophy hunting, swimming with dolphins, elephant rides and petting of animals are some of the unethical but sadly the most popular tourism activities that have subjected animals to cruelty, suffering and death.

Pollution. More tourists equal more waste especially plastic waste from single use plastics e.g. straws, bags, bottles etc. While these millions of tons of plastic waste can be managed through recycling, less than 30% is recycled and most find their way into oceans and other wildlife habitats. Littering in parks is an example of a bad practice by tourists. Apart from distorting the aesthetic quality of the parks; the litter is a health risk to wildlife which can lead to spread of diseases and death of wildlife if ingested or when wildlife gets entangled.

#### Way forward

Animals should be protected because it is the right thing to do. There should not only be ratification of laws that give guidance on what are ethical practices in wildlife tourist interactions, but also a proper channel through which the said laws can be efficiently implemented. Education and awareness should also be intensified on the best practices for tourists while interacting with animals



# 14<sup>th</sup> Inter-University Seminar On Sustainable Tourism 2018

## Sustainability and Innovation in Cultural Tourism: *Potential of Nomadic Tourism In Cultural Tourism*



# YCM Planet Room and Sustainable Tourism Product Watch

Learning can be made fun through responsible travel.

The Sustainable Tourism learning field trips (YCM Planet Room) and Sustainable Tourism Product Watch are sustainable travel experience learning activities of the Young Change Makers Program.

## YCM PLANET ROOM

YCM Planet Room is sustainable tourism field based learning program activity. The YCM Planet room engages students in responsible travel experiences to sustainable destinations where they learn how to create and manage sustainable tourism business and destination models. They also learn from the challenges that these businesses and destinations face and provide solutions to these challenges. Students will participate in the development/ design of sustainable conservation, tourism and community empowerment programs of these businesses and destinations.

## SUSTAINABLE TOURISM PRODUCT WATCH

The Sustainable Product Watch is a Young Change Makers Program activity of promoting travel to unique destinations, promote responsible travel and promote responsible ways of doing business and help traveler's understand sustainability in the places they visit. Students of the Young Change Makers Program are engaged in assessing the sustainability of a tourism experience and present their experience in the form of a creative responsible tourism blog ([www.utaliibora.wordpress.com](http://www.utaliibora.wordpress.com)).

**Partner for the YCM Planet Room by sponsoring a field trip or hosting a field trip.**

**Partner for the Sustainable Tourism Product Watch by sponsoring travel of an interuniversity seminar tweet winner.**





“Take only  
memories,  
leave nothing  
but positive  
footprints  
is my new  
travel  
mantra”

Barbara Michoma, a tourism student at USIU Africa

Barbara is an active student of the young change makers program who has been sponsored by the program to create tours for sustainable travel experiences, take part in them and and blog about it



# Potential of Nomadic Tourism As a Cultural Tourism Product in Africa

Africa's "cultural capital" map has beautiful representations of nomadic communities. Namibia's Himba are pastoral nomads also referred to as red nomads. The legendary Maasai in Kenya and Tanzania, are true reflections of their traditional societies. The Samburu and Turkana in Kenya, the Karamojong of Uganda, the Fulani and Tuareg in West Africa, are other examples of nomadic communities in Africa.

Many of these are a darling to cultural tourism, as they portray its image of the "noble savage".

### **Cultural tourism**

Culture is defined as ideas, beliefs, social behavior and a way of life that is shared among a group of people. Culture can be passed down from one generation to the next. It can be manifested through symbols, clothing, food, dance and even

*APPROXIMATELY 40% OF INTERNATIONAL TRAVELERS ARE "CULTURAL TOURISTS" WHO MAINLY TRAVEL TO IMMERSE THEMSELVES IN THE CULTURE OF DESTINATIONS. THIS IS ACCORDING TO THE FINDINGS OF THE TOURISM AND CULTURE SURVEY 2015 BY UNWTO. THESE TRAVELERS SEEK AUTHENTIC CULTURAL EXPERIENCES WHICH MOST TOURISM DEVELOPERS AND MARKETERS ARE UNSURE OF DEFINING ACCORDING TO RESPONSIBLE TRAVEL.*



the type of housing people live in. Culture connects people with nature and indigenous knowledge offers solutions to climate change mitigation and adaptation. Culture through responsible cultural tourism experiences can be used as a tool for sustainable development, especially for marginalized communities in rural areas. Cultural tourism promotes local spending by tourists, promotes preservation of identity, creates opportunity for appreciation of a people's culture which gives room for peace and inclusivity. Cultural tourism also allows for better protection of the environment by allowing retention of

indigenous knowledge and cultural practices that have allowed man to co-exist and evolve peacefully with nature.

Nomadic tourism, an experiential form of cultural tourism that is suited for remote desert like destinations, presents a great opportunity to end poverty among nomadic communities in Northern Kenya as well as diversifying Kenya's tourism product, key requirements for a competitive and sustainable tourism

destination. Careful destination planning is therefore essential. Careful destination planning will define limits of acceptable change to prevent culture loss, promote authenticity, reduce natural resource competition and manage environmental degradation. Carefully destination planning will also ensure that there is equity in benefit sharing to allow for wealth creation among these communities. Lastly careful destination planning will ensure accessibility of the nomadic tourism products by means of promotion and infrastructure.

Is nomadic tourism being practiced in Northern Kenya?, is it attractive enough to be considered a viable travel experience?, is careful destination planning missing in the region? and, can we become innovative with moving experiences?

These were the questions 287 students from 6 Universities in Kenya and 4 tourism organizations tried to answer during the 15th Inter-University Seminar on Sustainable Tourism that was

held at Chuka University in Kenya.

### ***Emerging Issues***

**Adventure desert tourism vs Nomadic tourism experiences.** It was clear that there was a growing demand for travel experiences in Northern Kenya, especially among millennials. However, the demand was not for Nomadic cultural experiences but for desert like adventures. Nomadic tourism in Kenya was only experienced during events like Maralal Camel Derby. These events were not enough to attract travelers to this region specifically for nomadic tourism. There is also a question if these events could promote enough local spending that would allow for significant economic development among the local nomadic communities. Other potential adventure tourism experiences that could be developed in these region include quad biking safaris, helicopter safaris and camel riding safaris, unique desert accommodation experiences.

**Commercialization vs Authenticity.** Selling of cultural could actually lead to commoditization and loss of authenticity. There was a question of which elements of culture should be commercialized to prevent loss of an entire culture, the physical or the abstract? and does cultural tourism have limits of acceptable change or no change should be allowed to happen at all to preserve authenticity of a culture?

Nomadic tourism and economic development of a destination. While nomadic tourism may present an opportunity for development of remote desert like destinations, it requires movement with the

community from one destination to the other. Stay in a particular destination lasting sometimes lasting less than a day, week or month before moving to the next due to the mobile nature of these communities. Is this an advantage for the spread of spending in different destinations or is it a disadvantage because the spending may be insignificant for a particular destination for significant economic development?

**Challenges vs Viability.** It also emerged that Northern Kenya is also disadvantaged in terms of development to make nomadic tourism viable stand alone experience. A lot of challenges need to be addressed before Nomadic tourism is developed. Some of these challenges include Inadequate infrastructure, Insecurity, Illiteracy, uneven distribution of benefits from wildlife based tourism, urbanization leading to sedentary lifestyles, lack of policies that support sustainable destination planning in the region among others.

**Nomadic Tourism and Diversification.** Sadly, nomadic tourism needs more diversification in order to make it more marketable to the average tourist. However, there are some limitations to diversifying nomadic tourism; these include narrow product line, short life cycle, this also depends on transitory attractions that is time and distance must be planned for. There is also no practical framework and the impact on the community and the environment cannot be measured. For nomadic tourism to be truly sustainable it has to follow all the three pillars of sustainability.

## ***Recommendations by Students.***

1. Before thinking about creating nomadic tourism experiences in Northern Kenya, the government and stakeholders should first ensure that these communities have access to basic needs and social services. The community cannot prioritize tourism when they do not have access to clean water or healthcare services. After providing access to these needs and social services through other means including policy that promotes fair distribution of wealth, then nomadic tourism can be introduced to help communities further lift themselves out of poverty.

2. Research is missing on cultural tourism development and models that allow for investigation specifically related to cultural tourism are limited. Without research, nomadic tourism development presents a huge challenge.

3. Commercialization of culture can be allowed but with limits of acceptable change that prevent commoditization of the

same. These limits of acceptable change should identify which elements of culture should be commercialized. A suggestion was art only.

4. There is need to build capacity of communities to acquire tourism business management skills. This will ensure benefits are retained by the community.

5. A carefully designed destination plan for should be developed for Northern Kenya which includes creation of nomadic tourism experiences.

### ***Reinventing cultural tourism***

Reinventing of cultural tourism is important and creation of niche products like nomadic tourism is essential. This will require innovation creation of cultural experiences, innovation in its accessibility and innovation in its promotion. Cultural tourism provides opportunities for sustainable development of remote desert like destinations. However, when culture is commercialized, mitigation measure should be put in place to manage its commoditization to prevent loss of authenticity.

Considerations should also be taken in order to ensure that local communities are stakeholders who benefit from their culture.

However, before any type of cultural tourism is developed, tourism planners must ensure that the custodians of that culture are in a happy state and can be able to access basic needs and social services first.



# *The Role of Local Community in Sustainable Tourism*

Local communities are simply not any other stakeholder supporting the path to sustainable tourism, they can be everything tourism needs to be sustainable. Exceptional innovations for sustainable tourism owe credit to community focus. An Italian innovative model of hospitality with local community participation at its center, won the first prize within the First United Nations Development Program,- European Network contest, which was held in

Budapest, 2008. Today, this model continues to attract international interest in its replication, notably from Switzerland, Portugal, France, Croatia, among other countries. This year, Red Rocks Rwanda was feted by the UNWTO for its initiative that creates a space for cultural & social institutions to get together with local people and build stronger societies.

Local community roles

Local communities or host

*“MOST TOURISM ACTIVITIES, ESPECIALLY WILDLIFE BASED, HAPPEN ON LAND THAT BELONGS TO INDIGENOUS COMMUNITIES. ACCORDING TO A REPORT BY THE CONSERVATION AFRICA, APPROXIMATELY 40% OF LANDS LISTED BY NATIONAL GOVERNMENTS AROUND THE WORLD FOR CONSERVATION AND TOURISM ARE INDIGENOUS LANDS, BELONGING TO LOCAL COMMUNITIES.”*



communities are the original inhabitants of a tourism destination. They are the people who have lived in these destinations before tourism, deriving a livelihood from the resources and managing and shaping the destination through culture and traditions.

The local communities can therefore be regarded as the first tourism destination managers. They support creation of tourism by providing the place for experiencing tourism; provide the authentic cultural attractions that add value to the experience and supply tourism with labor and also raw materials from their local economic activities e.g. food from their farms.

These roles of local communities i.e. destination managers, suppliers of tourism products and services and human resource, has often not been recognized by destination planners and developers, resulting to the coexistence of tourism and local communities to be that of exclusion and displacement. Local communities in tourism rich areas, particularly in developing nations, have been observed to live in poverty despite the billions of tourist dollars being generated

from their resources. In extreme cases, these local communities are often evicted from their land or cut off from their livelihood resources. Cases of community exclusion and displacement have been observed in the rural villages of Bali, Tanzania and Kenya for example.

The 16th Interuniversity Student seminar on sustainable tourism focused on the importance of local community roles in sustainable tourism, factors that lead to their exclusion, the results from the exclusion and how tourism can move from exclusion to inclusion of local communities in tourism for sustainable development using case studies from community programs by Basecamp Foundation Kenya and Lets Go Travel Uniglobe.

### **Emerging issues**

It emerged that while local communities have important roles to play in tourism the following resulted to their exclusion.

Political challenges. Tourism policies are meant to provide prosperity safety nets for local community in tourism development. Tourism policies are meant to ensure that there is inclusivity and equitable benefit sharing in tourism development

*“AS THE CUSTODIANS OF THESE LANDS, EXCLUSION FROM EQUITABLY BENEFITING FROM THE USE OF THEIR LAND IS A VIOLATION OF THEIR BASIC HUMAN RIGHTS. THE RESPONSIBLE TRAVELER WILL AVOID TRAVELLING TO THESE DESTINATIONS IF THEIR TRAVEL MEANS VIOLATION OF LOCAL COMMUNITY RIGHTS. 87% OF TODAY’S TRAVELER WANT TO TRAVEL RESPONSIBLY.”*

at the destination, especially where the use of community resources is involved e.g. land. However, local communities are often not involved in the design of tourism policies by policy makers and in the cases where they are involved and the policy is transformative, the implementation of the same is often weak.

Private sector misconceptions of local communities. It emerged that the private sector often perceives local communities as people with social problems or people who are incapable of being equal partners in tourism development because of their social problems or people who taint the image luxury because of their social problems. Their roles are often therefore relegated to tools of promotion of intermittent CSR programs, cheap labor suppliers and cultural props or performers. Their interaction with tourist or tourist linked resources is often under certain strict conditions or cut off completely by the private sector. This often leads to the local community having a negative attitude towards tourists as they see them as a cause of their problems.

Social cultural barriers and local community perceptions. It emerged that local communities themselves have internal challenges that result to their exclusion from sustainable tourism development. For example, most cultural groups often have issues with gender inequalities which mostly affects women. Women are often excluded from meaningful social economic participation e.g. they may be denied access to education and skills development opportunities, either through forced early marriages that result in them dropping out of school or they are forced to stay at home and perform domestic duties. As a result, they are unable to participate in tourism because they lack investment or employability skills. Local

communities may also not have an interest in tourism or may not want to understand tourism or maybe too conservative to participate in tourism which often leads to their exclusion because sustainable tourism must respect the local culture.

#### Recommendations by students

#### Moving from Exclusion to Inclusion for Sustainable Tourism Development

1. The role and interests of local community in tourism development should be recognized in policy and in good practice guidelines. The local community should be involved in the development and implementation of these policies and guidelines.
2. The private sector should find ways of integrating local communities in the tourism supply chain as equal partners. This will require changing their perception of who local communities and what they represent in tourism. It will also require working with the local community themselves and policy makers to build capacity of local communities for tourism knowledge, skills and technology acquisition.
3. Local communities also need to be educated on the importance of their participation in sustainable tourism development and also on how to end cultural inequalities that are hindering their participation in tourism.

#### Conclusion

Local communities clearly have roles to play in sustainable tourism development, as destination managers, local suppliers, cultural experiences creators and as human resource. However, they often end up not benefiting from tourism because



of political, economic and social cultural exclusion challenges. If destinations are to realize achievement of sustainable development through sustainable tourism, these challenges will require to be addressed by first appreciating and recognizing the importance of local community participation in tourism development and then developing inclusive strategies and programs through Public Private Partnerships that will enhance and guarantee their participation.



THE TECHNICAL UNIVERSITY OF MOMBASA  
Department of Hospitality and Tourism Management

PRESENTS

# 2018 - STTA YOUNG CHANGE MAKERS INTER-UNIVERSITY STUDENT SEMINAR

*Theme:* Emerging trends in Domestic Tourism - A sustainability  
Agenda or Business as usual?

**Date:** 26th April 2018 | **Venue:** Kiziwi Hospitality Centre | **Time:** 10.00am - 12.00pm



DIRECTOR IRIE



MINISTRY OF TOURISM



# 15<sup>th</sup> Inter University Seminar On Sustainable Tourism | September 29<sup>th</sup> 2018 | Zetech University



## Topics of Discussion

Assessment of Local Community Involvement in Sustainable Tourism

Importance of local community participation in sustainable tourism development

Is there a role for local communities in sustainable tourism? What is the role and how?

How do we engage community in sustainable tourism/sustainable destination development & the lessons

What are the policies that support local communities on their roles in sustainable tourism?

## The Role of Local Community In Sustainable Tourism



## Presenters and Panelists

Zetech and Kenyatta University Students

Kenya Community Based Tourism

(KECOBAT) Network

Basecamp Foundation Kenya

Lets' Go Travel Uniglobe

African Fund For Endangered Wildlife

Sustainable Travel and Tourism Agenda

Faculty of Participating Universities

Contact: [admin@sttkenya.org](mailto:admin@sttkenya.org) | +254718127557

## Participation is Free



Lets Go Travel  
UNIGLOBE



AFRICAN  
FUND for  
ENDANGERED  
WILDLIFE  
(KENYA) LTD.  
BY GUARANTEE.



# Problem Solving Internships for Skills Development

As part of skills development The Young Change Makers involves actively engaged students in community based tourism development. The students are also trained by STTA to mentor a community based tourism organization of their choice in their community to do business better by adopting sustainable consumption and production best practices of tourism. STTA follows the progress of the student and the community based tourism organization for a period of six months.

The Young Change Makers program also gives students the opportunity to solve an industry problem or challenge using their own approach. STTA engages businesses and organizations to present their management challenges to the young innovative students to come up with a solution. The businesses/ organizations provide internship opportunities for students with the best solution to implement their solution at the establishment. Actively engaged students are also picked from time to time from the pool of young change makers to participate in other organization's events and programs. .

*"Every minute I spent interacting and mentoring the communities in Malindi was fulfilling. The people have so much life and authenticity in their culture. Seeing them use their culture to not only enrich the travelers' experience while assisting the community help maintain their heritage as well as improve their social and financial standards is inspiring to say the least. It became a symbiotic relationship as where a young change maker helped the communities achieve their maximum potential through empowerment, capacity building and overall business performance. The communities in turn educated me on their culture, heritage, nature, networking and the most important thing I picked up on that mentorship, leadership. The essence of sustainability in community-based tourism needs to be communicated effectively and regularly." Sharon Wangari*

**Partner to sponsor a Young Change Maker to receive training and mentor a Community Based Tourism Organization.**

**Partner to provide internship opportunities for Young Change Makers**



“Mentoring  
community  
based tourism  
organizations  
to become  
sustainable  
taught me  
leadership”

Sharon Wangari, a former  
tourism student at Kenyatta  
University

Sharon was trained by the young  
Change Makers Program to mentor  
community based tourism organi-  
zations to adopt SCP practices. She  
spent months at the Coast of Kenya  
mentoring 2 CBTOs while leading  
and supporting a team 3 other  
change makers to do the same.

# What is The Future of Sustainable Tourism?

Tourism industry leaders have a crucial role in modeling sustainable tourism towards a promising future. For this role, exceptional leadership is just a question of who among tour operators, hoteliers, destination marketers, or even governments, can pace up changes needed to guarantee the promising future.

The Sustainable Travel movement continues to gain momentum especially in

this time of the sustainable development goals, information technology advancements and the conscious millennials.

We have already surpassed 1 billion international travelers per year in less than 4 decades and the forecast is that the number will continue to grow.

What we already know is that the demand for sustainable travel is growing among travelers while their unawareness on the

*ONE THING THAT WE KNOW FOR A FACT IS THAT TRAVEL WILL NOT STOP. WITH INCREASING GLOBAL CONCERN ON HOW HUMAN ACTIVITIES ARE MAKING THE PLANET UNINHABITABLE AND HOW WE HAVE ALREADY WIPED OUT ALMOST 60% OF WILDLIFE SPECIES, THE CONCERN IS WHETHER ECONOMIC ACTIVITIES LIKE TOURISM CAN BE MADE SUSTAINABLE.*

sustainable tourism options available to them is decreasing. This is according to a booking.com report released in 2018. The report showed that 87% of travelers want to travel sustainably while those who were unaware of sustainable travel options were 31%, a decline of 8% compared to the 2017 report. In 2017 the number of travelers unaware of destination options for sustainable travel was at 39% while in 2016 the number was at 38%.

The number of sustainable tourism certification schemes is also increasing and the benchmarks for standards getting higher and higher as certification schemes evolve from the increasing awareness on the impacts of travel, pressure from global demands for sustainable development and from competition with each other.

Furthermore, governments have prioritized sustainable tourism to become a tool for achieving global sustainable development rather than being GDP arguments of country specific economic development

strategies. Governments have also realized that tourism has negative impacts that undermine achievement of sustainable development, example being its contribution to global warming.

While some of these trends show a positive shift towards sustainability for the travel sector; the number of travelers who manage to travel sustainably is only 10%, the global number of eco certified tourism businesses is less than 5%; locals are starting to riot against tourists, people in tourism concentrated areas remain poor especially in developing nations and

Africa's tourism is on a snail pace growth despite a global growing demand for wildlife based tourism.

The 17th Interuniversity seminar on sustainable tourism focused on the Future of Sustainable Tourism where students discussed on what has changed in travel, what is changing in travel and what is against the change in travel to become sustainable. Emerging Issues

Advancement in information technology is disrupting travel. Information about destinations has become readily available to the traveler and making travel arrangements has been made easier thanks to fast internet, advancement in internet access supported devices, increasing number of online travel agents (OTAs) and increasing travel knowledge exchange in internet travel social forums and social media platforms. Travel costs have started to go down as supplier push on having best prices available on the internet. On the other hand, knowing the traveler has become harder and instead of spreading out, travelers are concentrating in popular destinations trending on the internet.

Promotion of travel has changed and it has also become more demanding and expensive for destination marketers. The growing demand for sustainable travel has forced destination marketers to start the shift from marketing attractions and products to marketing travel experiences. Since the traveler has also become more aware and has unique demands, destination

marketing organizations have been forced to invest more on research and in developing unique marketing campaigns.

Resources for creating tourism experiences vs livelihood resources for host communities. Over 1 billion people travel internationally every year. They have to go somewhere and they have to use resources of places they visit for creating their travel experience. The problem is that places visited have residents who use the same resources found there for their livelihood. Competition for resources is increasing and it is often the local residents that lose out, both in developed and developing destinations. In developed nations tourists have started to outnumber the local residents sometimes leading to situations where residential homes being converted to tourist homes and become too expensive for the residents to live in. In developing nations access to land and water is sometimes used to create luxury tourism experiences at the expense of the local residents.

On the other hand, human

population growth is also threatening tourism. Wildlife habitat areas are being converted to settlement areas for building infrastructure or for agriculture to meet the growing demand for food. Poverty created by limited opportunities and diminishing access to finite resources has also escalated poaching.

Training and sustainable tourism. Tourism is changing fast and it is changing faster than training curriculum. It emerged that tourism training curriculum was taking too long to respond to the demand for tourism to be developed more sustainable ways and to the changing needs of travel especially on product development and service delivery. What employers expect from graduates does not match the realities in terms of training.

Travel vs Hospitality adoption of sustainable tourism. It emerged that hospitality was more responsive to demand for sustainable travel than tourism where hotels are leading the way in adopting sustainable tourism practices. Tour

operators and destination planners are still slow in adopting sustainable tourism practices.

Tourism business models are changing. It emerged that tourism businesses are now becoming more of social enterprises where tourism businesses are increasingly introducing foundations to ensure both social and economic progress of the business and the local communities that host the business.

#### Leadership from the youth

Student recommendation was concentrated on the training curriculum. It is the youth who are expected to shape the future of tourism and make it more sustainable as travelers, as employees, as planners and as entrepreneurs. With the right training, travel will change in all aspects.

More student exposure programs and on the job learning mentorship programs are needed to fill the gap between training curriculum and employment

expectations for sustainable tourism development. Training curriculum should be reviewed to remove irrelevant units and include relevant sustainable tourism units.

#### A promising future

The future of sustainable tourism looks promising going by the trends. The traveler is increasingly becoming more aware of the negative impacts of their travel and is increasingly demanding for sustainable travel options. Hotels are also responding positively by adopting sustainable tourism practices and forcing destination planners, destination marketers and tour operators to follow suit.

However, when it comes to actual travel, the good intention by travelers is not translated into practice leading to situations like over tourism, mainly driven by the internet and social media craze. The internet has also made it difficult to know who exactly the traveler is and what experiences they want

beyond authenticity.

Furthermore, with a number similar to the population of China travelling every year, coupled by the increasing global population of human beings, pressure on finite resources is only increasing. Day Zero, experienced in Cape Town South Africa is likely to become a common phenomenon across the globe.

The only solution to these challenges that are threatening the future of sustainable tourism is create a generation that will change travel for the better. Training this generation will require a change in how we teach tourism to our travelers, future tourism planners, future employees and future tourism entrepreneurs. The future of sustainable tourism is therefore dependent on our educational training curriculum and mentorship programs.



# *Sustainable and Inclusive Growth in Tourism*

Growth in tourism is not just about soaring numbers in visitor arrivals and revenue. The thought of inclusivity and sustainability matters, especially for industry leadership aiming to scale up tourism development. Growth strategies that just focus on overcoming constraints to growth, while oblivious of sustainable and inclusive dimensions of growth, may threaten viability of businesses

dependent on extensive inter sectoral linkages to tourism value chains, consequently harming community benefits in a tourism economy.

The demand for tourism to contribute to equity and prosperity saw indicators specific to tourism to be included in the Sustainable Development Goals of the Agenda 2030.

*“ADVANCING YOUTH, WOMEN AND MARGINALIZED COMMUNITIES HAS BEEN IDENTIFIED AS KEY TO ACHIEVING THE GLOBAL AGENDA 2030 FOR SUSTAINABLE DEVELOPMENT WHICH REQUIRES ACTION IN ELIMINATING THE SOCIAL ECONOMIC DISCRIMINATION CHALLENGES THAT THEY FACE BOTH IN PRIVATE AND PUBLIC SPHERES OF TOURISM.”*



***What are we sustaining in tourism growth?***

The 18th STTA change makers at Dedan Kimathi University of Technology, which was held on November 24th 2018, brought out discussions on how to spread benefits of tourism growth equitably across diverse interest groups in the destination economy. The overall theme for discussion was Inclusive and Sustainable growth in Tourism. Tourism expenditure and investments grows economies of countries, therefore increasing their capability to support the well-being of their citizens. Tourism growth is important for

development of destinations in world regions, but the benefits of this growth are not always shared equally. There is need to capture full potential of tourism for inclusive growth in Kenya.

***Emerging Issues***

**Defining sustainable and inclusive growth in Tourism**

Inclusive growth in tourism encourages a form of tourism that accrues benefits to ALL, in terms that are equitable and sustainable, and is essential for

sustainability of the sector. To accrue benefits to ALL requires consideration of diversity of interested groups in getting a share of the tourism pie.

Here is a brief of key Take Away points from the seminar that help to explain inclusivity in tourism

1. Inclusive tourism growth is twofold, taking into account voluntary inclusion of otherwise marginalized interests in the production and consumption of tourism
2. Inclusive tourism destinations accrue benefits both hosts and guests
3. Inclusive tourism makes sustainable difference for communities
4. Inclusive tourism incorporates new actors and new places in tourism, on terms that are equitable and sustainable
5. Inclusive growth should be in sync with the different shades of the economy that foster environmental protection and care for communities, to promote sustainable

development.

**Communities interested in tourism growth benefits are diverse.** Accordingly, tourism planners view the issue of inclusive growth in tourism from both the production and consumption perspectives, featuring diversities in the host economy as well as tourist communities.

The production side features interest groups in a host economy, with destination offerings to benefit from the tourist expenditure along the tourism value chain. The consumption side features predominantly issues of accessible tourism. Offers in tourism destinations should be accessible to all, regardless of physical limitations, disability or age. This was earlier on emphasized in the 2016 World Tourism Day by UNWTO, which was celebrated under the theme “Tourism for All – Promoting universal accessibility.”

**Youth and Women Inclusion for Sustainable Tourism.** Tourism creates jobs for youth, men and women, for both skilled, semi-skilled and

non-skilled workers, who can learn on the job and therefore reduce income inequalities. In tourism growth, industry players and investors are preoccupied with numbers, and forget about people. 1 in 10 jobs are created in tourism every year, and women are well represented in formal tourism employment. Nonetheless, women in tourism employment are the most affected by inequalities in opportunity, and are mostly employed in low paying and vulnerable jobs. Women are more likely than men to work in low paying or vulnerable jobs in tourism. This is because work and family characteristics, and sexual objectification of women, relegates women to menial low paying jobs in tourism.

**As future leaders, youth are part of a generation that can fix sustainability challenges we face in tourism today.** Responsible organizations nurture the youth on knowledge to develop tourism sustainably. The STTA Change makers is about putting youth in the frontline of changing mindsets in tourism, towards sustainability focus. This is

key for designing an inclusive sustainable sector that delivers inclusive and sustainable growth. AFEW has conservation education programs, specific for the youth, as part of its model for sustainability.

**Attaining Accessibility for All in Tourism.** Tourism that is inclusive does not discriminate, but ensures accessibility for all in participation and benefit. Design of tourism facilities can create disabling environments for people with varying dimensions of accessibility needs. People with accessibility needs are at times excluded from tourism growth. One of the principles of sustainable tourism is quality visitor experience. Acts of discrimination, especially through overlooking guest needs for access, can erode quality of guest experience. Accessibility is an integration, rights and freedom issue.

**Inclusive growth in tourism should acknowledge the diversities in a tourism economy,** on basis of age, gender, Persons Living with Disability (PLWD), levels of education, among others. Legal

barriers, territoriality, biased policies, control of resources by dominant and weak frameworks for partnerships can hinder accessibility for all. The Sustainable Development Goals (SDG's) are an opportunity to address issues of inequality and increase accessibility for all in tourism. Approximately 0% of tourism businesses in Kenya have employed people who are abled differently.

***When tourism growth is not inclusive***

1. Destinations remain in poverty. The economic benefits of tourism growth are not shared equitably. Unequitable spread of tourism spending is based on gender, race, age, social status.

2. The sector exhibits inequalities in employment, Tourism has to grow sustainably for it to impact on income poverty.

3. Communities are displaced to pave way for tourism development. As tourism grows, people are being displaced, in places that attract too many people or in places that want to attract the many

people who are travelling. Over tourism e.g. Iceland, Venice, Barcelona and Maasai Mara in Kenya, are recent examples of developments in tourism that continue to face opposition from host communities. Forced evictions and land grabbing for tourism development have been experienced by communities in Tanzania and Panaama village in Siri Lanka.

4. Wastage of resources and pollution from tourism continues to be rampant.

5. There is mismatch in conservation values. Colonial practices of exclusion persist in management of wildlife rich conservation areas.

***Way Forward***

Tourism growth is currently measured and reported in economic dimensions, where a lot of concerns to deal with social and environmental issues are not captured. Thus its contribution to sustainable development are more of expectations than reality. Tourism statistics can be distracting. Growth is reported in destinations that continue to lose their ecological and social

appeal. To foster inclusivity and growth, a change in metric used to report tourism growth is urgent. Relying on Tourism Satellite Accounts, a Gross Domestic Product (GDP) economic metric cannot be used measure the contribution of tourism to sustainable development. For tourism to contribute to sustainable development, everyone has to be given a chance to participate in and benefit from its development. The only way to know if tourism is sustainable and inclusive is measuring the net impacts i.e. the social-cultural, economic and environmental impacts.

Governments should have an active role in tourism, to make sure that its growth is sustainable and inclusive. Policies anchored on promoting sustainable tourism should advocate for host community inclusion in the tourism economy in terms that are sustainable and equitable.

Also, local community linkages to tourism value chains should be enhanced and strengthened to foster inclusivity in tourism growth, otherwise, sharing

the economic benefits from tourism growth equitably, will remain a dream far from realization for host communities. For tourism to be an effective driver of inclusive growth, economic leakages that emanate from visitor spending in package tours should be curbed.

UBUNTU translation catch phrase, “I am because we are”, summarized the concept of inclusive and sustainable growth in tourism for the seminar. Inclusivity is possible. Tourism can be sustainable and inclusive if only we decide to take action.





STTA-YOUNG CHANGE MAKERS  
INTER-UNIVERSITY STUDENT SEMINARS

“ETHICAL ISSUES IN  
TOURISM OPERATORS  
COMMUNITY  
INTERACTIONS”

8<sup>TH</sup> MARCH 2018 MOI UNIVERSITY, ELDORET  
TIME 10.00 am-12.00 pm

Join STTA and Moi University for the first 2018 Young Change Makers Monthly Interuniversity Student Seminars on Sustainable Tourism. In this 2 hour discussions we shall be sharing knowledge on the ethical issues that tourism operators should pay attention to when interacting with host communities at destinations.

**Charges: Free**

To participate contact: [admin@sttakenya.org](mailto:admin@sttakenya.org) 0718127557  
<http://sttakenya.org/young-change-makers-program/>



# Young Change Makers Enterprenuers

The Young Change Makers Program, partners with organizations and businesses to provide mentorship to young enterprenuers who have been part of the program. The Young Enterprenuers are matched with established sustainable tourism businesses and organizations who provide them with advice on making their business successful.

## Partner to mentor a young change maker enterprenuer





“As a young  
tour operator,  
I was Inspired  
to create  
plastic free  
experiences”

Edwin Waweru, a former tourism student Technical University of Mombasa and Founder of EMAT Safaris

Edwin was sponsored to attend the Sustainable Tourism Africa (formaly the Green Tourism Summit Africa) or being an active participant of the Young Change Makers Interuniversity Seminars and for championing marine conservation activities.

**“Alone we can do so little**



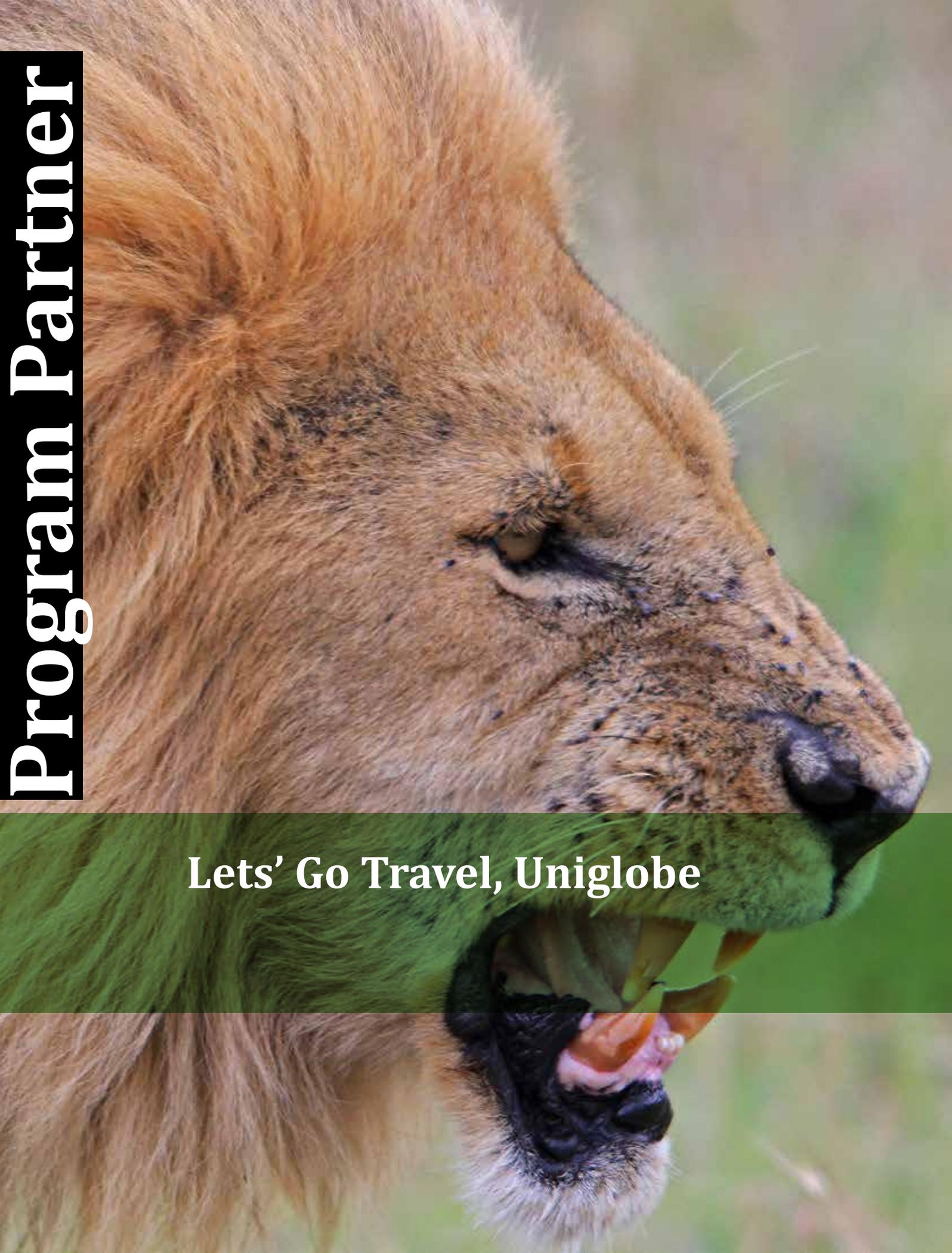


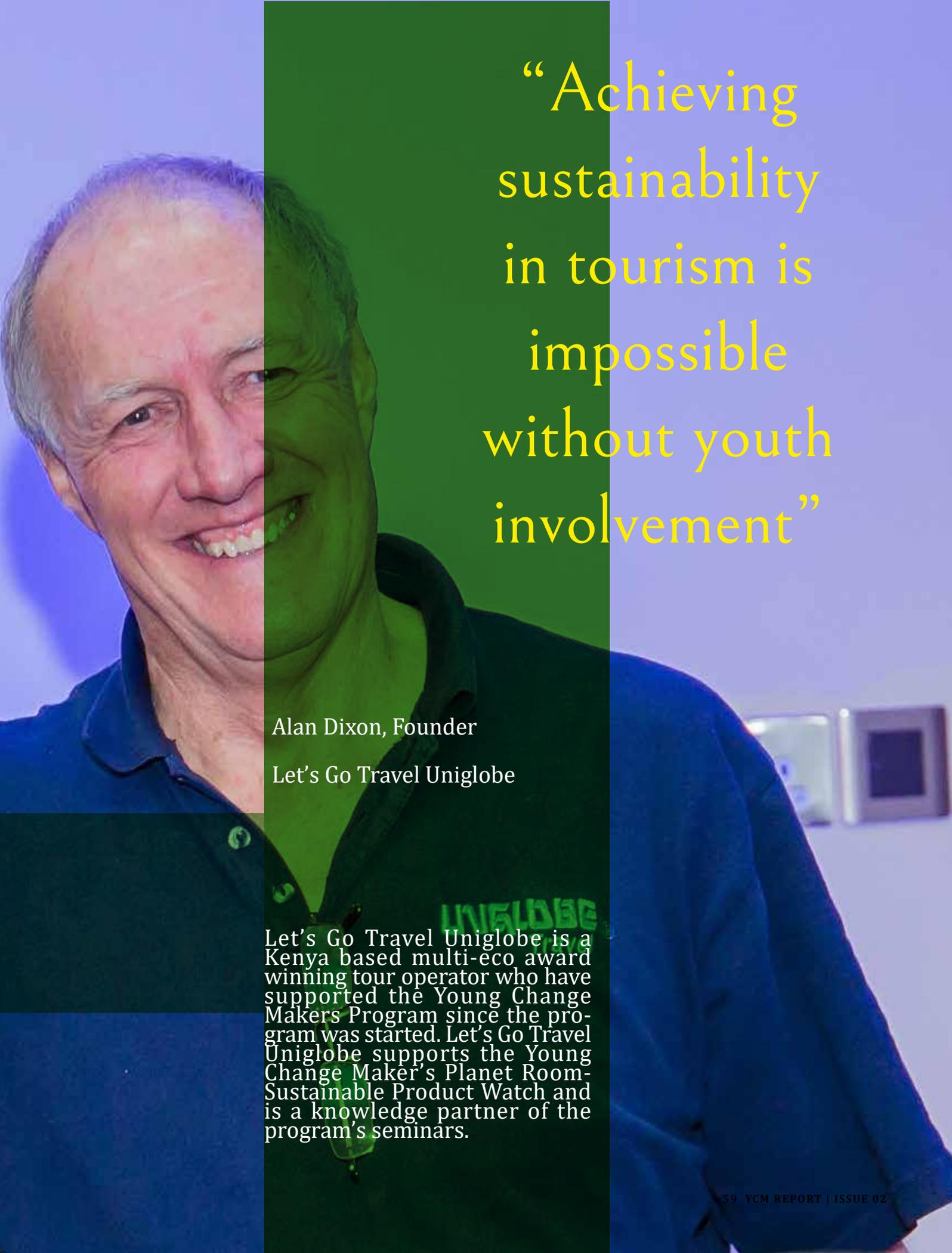
**Together we can do so much”**

**Helen Keller**

**Program Partner**

**Lets' Go Travel, Uniglobe**





“Achieving sustainability in tourism is impossible without youth involvement”

Alan Dixon, Founder

Let's Go Travel Uniglobe

Let's Go Travel Uniglobe is a Kenya based multi-eco award winning tour operator who have supported the Young Change Makers Program since the program was started. Let's Go Travel Uniglobe supports the Young Change Maker's Planet Room-Sustainable Product Watch and is a knowledge partner of the program's seminars.

# Program Partner

State Department,  
Ministry of Tourism and Wildlife of Kenya





“We have to support the youth to take the lead in creating the sustainable future we all want”

Ms.Keziah Odemba, Director

State Department, Ministry of Tourism and Wildlife

The State Department, Ministry of Tourism and Wildlife have supported the Young Change Makers Program since it started, motivating the students to actively participate in the program and learn from it. the Dapartment is also a knowledge partner of the student seminars.

# Program Partner





“The future of our planet lies in the hands of our youth, they hold the solutions we need. We need only to reach out”

Christine Nyangaya, C.E.O

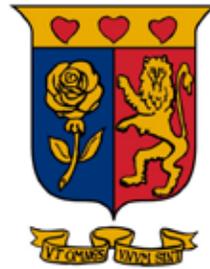
African Fund For Endangered Wildlife

The African Fund for Endangered Wildlife Kenya (A.F.E.W Kenya Ltd) also known as the Giraffe Centre is a not for profit making organisation that promote sustainable environmental conservation through education for the youth in Kenya. A.F.E.W is a sponsor and knowledge partner of the Young Change Makers Student seminars. The also support skills development by providing internship opportunities.



**Tell me and I forget.  
Teach me and I remember.  
Involve me and I learn.**

2018 Program Mentors



**Strathmore**  
UNIVERSITY



TOURISM  
PROFESSIONAL  
ASSOCIATION



**Africa Nature**  
*People for Nature*



**BASECAMP FOUNDATION KENYA**

# “Education is the foundation upon which we build our future”

Christine Gregoire



Technical University of Mombasa

Dedan Kimathi University of Technology

Zetech University

Nairobi University

Strathmore University

Technical University of Kenya

Moi University

Pwani University

Jaramogi Oginga Oding'a University of Science and Technology

Chuka University

Amboseli Institute of Hospitality and Technology

Kenya Coast National Polytechnic

USIU-Africa

Murang'a University of Science and Technology

Mount Kenya University

Kenya Methodist University

**Universities and Colleges represented in the 2018 Young Change Makers Program**

**2018 Program  
Inter-University Seminars Hosts**



USTU  
AFRICA

United States  
International  
University-Africa



University of Nairobi



ZETECH  
UNIVERSITY



# 19<sup>th</sup> Inter-University Seminar on Sustainable Tourism November 24<sup>th</sup> 2018 | Dedan Kimathi University of Technology



## *Sustainable and Inclusive Growth in Tourism*

### Topics of presentation

- Defining sustainable and inclusive growth in tourism
- Youth and Women inclusion for Sustainable Tourism
- Attaining “Accessibility for All” in tourism : The gaps and the opportunities

**Participation is free**

Contact [admin@sttkenya.org](mailto:admin@sttkenya.org)



**Lets Go Travel**  
UNIQUE



AFRICAN  
FUND for  
ENDANGERED  
WILDLIFE  
(KENYA) LTD.  
BY GUARANTEE



## 2019 CALENDAR

### YOUNG CHANGE MAKERS INTER-UNIVERSITY SEMINARS

DATES 2019	VENUE/HOST	THEME/TOPIC
1	26 <sup>TH</sup> JAN JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY- BONDO	Sustainable Tourism in Western Kenya Circuit- Moving from attractions to experiences
2	21 <sup>ST</sup> FEB TECHNICAL UNIVERSITY OF MOMBASA- TUM	Innovative and Sustainable Tourism Experiences in The Blue Economy
3	30 <sup>TH</sup> MARCH MURANG'A UNIVERSITY OF TECHNOLOGY- MURANG'A	Rethinking measurement and reporting of tourism impact
4	27 <sup>TH</sup> APRIL TECHNICAL UNIVERSITY OF KENYA - TUK	Sustainability beyond the tourist experience: Creating value for host community and suppliers
5	25 <sup>TH</sup> MAY AMBOSELI INSTITUTE OF HOSPITALITY AND TECHNOLOGY - THIKA	Quality tourism training (SDG4) in Kenya & sustainable tourism - Is it aligned?
6	29 <sup>TH</sup> JUNE THE UNIVERSITY OF NAIROBI	Disruptive changes in tourism: Drivers and implications for sustainable tourism
7	27 <sup>TH</sup> JULY UNITED STATES INTERNATIONAL UNIVERSITY- USIU- NAIROBI	Sustainable city tourism: Transforming cities from stopovers to experiential destinations
8	31 <sup>ST</sup> AUG MOI UNIVESITY- ELDORET	Sustainable hospitality - rethinking luxury in wake of sustainable consumption & production Goals
9	14 <sup>TH</sup> SEP CHUKA UNIVERSITY- CHUKA	Tourism responding to SDG13: Sustainable climate change adaptation through sustainable tourism
	4 <sup>TH</sup> OCT PWANI UNIVERSITY- KILIFI	Achieving socially, economically and ecologically resilient coastal destinations
10	26 <sup>TH</sup> OCT ZETECH UNIVERSITY-	Inclusivity and equity in sustainable tourism:

### STTA Field Courses (The Planet Room)

	Date	Destination	Duration	Cost
1	February	Fairview Coffee Estate (Kiambu)	1 day	KES.2,100
2	June	Twala Tanebo (Laikipia)	3 Days 2 Nights	KES.22,500
3	September	Rwanda	6 Days 5 Nights	KES.28,000

### Green Globe Academy Sustainability Leadership for Students

	COHORT	REGISTRATION DEADLINE
1	One (February -March)	28 <sup>th</sup> February 2019
2	Two (May-June)	31 <sup>st</sup> May 2019
3	Three (August-September)	31 <sup>st</sup> August 2019

# Designing Travel and Tourism Experiences for 40 years!

**Lets Go Travel** is member of the **Uniglobe International** franchise and are **IATA certified** agent. We are a **Travelife partner** - an international sustainability certification program and a **4 time Eco-warrior award winner** - an award that recognises sustainability efforts in Kenya's tourism industry. We are a **sustainable conscious** travel management company, basing our agenda on four principles – **Community tourism, Conservation, Education and Livelihood.**



**Lets Go Travel**  
**UNIGLOBE**

*"Committed to Sustainable Travel and Tourism"*

info@letsgosafari.com | www.uniglobeletsgotravel.com | [f](#) UNIGLOBE Lets Go Travel | [t](#) @LetsGoTravelKE  
**ABC Place** | 1st Floor, Waiyaki Way-Westlands: Mobile: 0722 331899 / 0733 873625  
**Karen - The Hub** - in the Clock | Mobile: 0722 681591 / 0733 423922

