

TOURISM IN KENYA

- KENYA -
- LDC country in E. Africa
 - Capital Nairobi
 - Sits on the Equator
 - > 500 million \$ ^{from} tourism each year

WHY HAS TOURISM IN KENYA BEEN RISING?

- 1970/80's Kenya was one of the 1st LDC countries to push for mass tourism.
 - Advertising, Media, Promotions
Films eg Born Free
 - Resorts built, Safaris set up
 - Aircraft size up, Package holidays, cheaper long haul flights
 - Airports and infrastructure built
 - More global travel by Europeans and Americans, changing tastes
more adventure holidays
 - Increased affluence and Leisure Time in MEDC's
- But - Political instability + terror attacks are -ve

ATTRICTIONS

- Climate - Tropical 20°C + all year + high sunshine totals
- Safaris eg Maasai, Mara National Park. (45 NPs and game reserves set up)
- The famous Big 5, lion, elephant, Rhino, leopard and Buffalo.
- Beach holiday on Indian Ocean - Mombassa; beaches, coral reefs, marine life.
- Rise in 2 location holidays (Safari + beach)
- Scenery - Rift valley, Mt. Kenya
- Culture - Tribes eg Maasai lifestyle, traditions

ECO-TOURISM

see KIGIO
and

BASECAMP MAASAI-MARA

ADVANTAGES

- 21% of foreign exchange earnings from tourism
- jobs (some all year round) 25,000 direct employment, same indirectly as tourism is labour intensive
- Education and skills improved by tourism
- Infrastructure: roads airport etc mean Multiplier effect/Cumulative causation = boost to economy
- Money spent locally on goods/services
- boost to farming due to demand for food
- National Parks set up - protection for wildlife + Environment.

DISADVANTAGES

- Much of money doesn't reach Kenya, goes to foreign companies/banks/TNC's
- Jobs are poorly paid and may be seasonal
- Minibuses disturb animals and off road vehicles destroy vegetation/soil and leads to soil erosion/desertification.
- Hot air balloon shadows disturbs animals
- Nomadic tribes people forced from land and lose traditional lifestyles/customs
- Coral reef damage by boat, anchors, tourists
- Water shortages
- Tourist dress may offend Muslim locals
- Drug use up, Crime up, Aids up.