

Community Based Tourism

Partner organization	SASOL FOUNDATION
Country	KENYA
Fieldwork period/year	2012
Disciplines	Tourism
Title of the assignment	Community based tourism
Area of work, region, housing, accommodation, transport	Students will be working in Kitui central and Kitui south areas. Accommodation will be in Kitui town. Transport is by public means (matatus) or taxi where applicable organized by SASOL.
Organisation(s) (NGO, training education institute, community	Touristic sites communities (Umaa dam community, Nzambani rock community, Mutha hills community, ndilili rock community)
Context, situation, problem(s) (regarding sector program)	Tourism is a new sector within SASOL Exchange. It was started with an idea that Dutch students during and after their internship are visited by their relatives. SASOL has in the past worked with communities and has identified some attractive sites which can act as touristic sites. The idea was that the relatives can be taken to these sites, spend one or two days with the communities and experience a totally different life with them. This is what we call community based tourism. However, the communities need to be trained on how to interact with tourists to empower them with skills to carry out development activities around touristic sites which will lead to sustainability. So far, two community groups have been trained but there is still the need to improve

Objectives (project and program level)

the training manuals. The touristic sites have not been marketed yet since Kitui district does not lie in the Kenya convectional tourism map, so there is the need to develop their websites which will create awareness to other people on the existing opportunities for community based tourism in Kitui.

1. To have functional community based touristic sites favorable for tourists.
2. Working with the touristic site communities as a practical experience for the tourism students.

Brief project description including major activities

Touristic sites refers to interesting sites which from research proves to be places where tour people can spend days, work with the communities and contribute to their development. Some of the sites are rocks and others are women groups doing pottery and basketry. The sites identified include Umaa dam community, Nzambani rock community, Mutha hills community, Ndilili rock community. Umaa dam & Nzambani rock communities have been trained.

Activities under objective 1

1. Review recommendations of previous teams
2. Evaluation of the pretest community training process
3. Use the evaluation findings to improve the training manuals.
4. Research on possibilities of developing websites for the touristic sites.
5. Reporting

Activities under objective 2

1. Guidance, supervision and



Expected results (project and program level)

- discussions with technical supervisors
- 2. Involvement and discussions at all steps and levels by both Dutch and Kenyan students for exchange of knowledge
- 3. Participation in multicultural events
- 4. Reporting
 - 1. Previous team recommendations reviewed and implemented.
 - 2. Improved community training process.
 - 3. Refined training manuals
 - 4. Trained groups
 - 5. Improved touristic sites
 - 6. Students should have the ability to communicate and relate across cultures
 - 7. Exchange of knowledge between the Kenya and Dutch students and also between all the students and the community.
 - 8. A draft report.
 - 9. Give recommendations to the next teams

Project phasing

Level Dutch and Kenyan students/graduates

Supervision and guidance (name(s), function)

First week – Orientation
In between weeks – Project activities
Last two weeks – Report writing
University, Higher Education, Secondary Vocational Education – graduates or undergraduates
Evaluation and progress meetings done after every two weeks by SASOL staff.