

How we need to manage tourism by the year 2050

As the minister of tourism I feel it is my duty to improve tourism in Kenya, and stop it getting out of hand.

Kenya is a beautiful and popular place. More and more people by the year are wanting to visit. It has many attractions and people from all around the world are wanting to visit the national parks, safari parks, the coral reefs, different cultures, accommodation, beautiful scenery and hot weather.

Tourism is important to the country because like all developing countries Kenya needs all the money it can get. And without having to rely on developed countries for charity, tourism is one way in which it can hope to achieve a better standard of living for its people. Tourism is also important because poor people are making money from tourists and the multiplier effect takes place e.g. because they get more money and trades do better and develop. The money the poor people gets goes towards schools, hospitals, roads and any other thing that will help build the country. That is why tourism is vital to the economy.

The people in Kenya can't afford expensive equipment and most have no skills. But they have resources e.g. the hot weather, safaris, parks, coral reefs.

However this must be good but in order to keep tourism under control but at the same time using sustainable tourism e.g. we want to change some aspects but without damaging the environment, people and wildlife. Here are some points we need to improve on:

SAFARI'S

These are very popular in Kenya one of the very famous one is the Masai Mara Kenya's finest.

The number of Rhinos has declined by 90% in the last decade due to hunters. Strict regulations will have to be enforced to stop hunters but I fear it will be a long time until the population recovers.

Also I think that we should control the amount of tourists allowed to enter the parks because far too many are being allowed to enter, making the park crammed full of tourists scaring animals and dropping litter, may cause animals danger. We should do this by raising money to install new computers for the people who work at the safari controlling how many go into and when they come out.

Mini buses are also a problem they tear up the ground causing soil erosion and before long the vegetation is just dust. To prevent this buses keep to a certain track at all times causing minimal damage to the ground.

There are regulations forbidding buses to go closer than 25 metres to the animals but these rules are hardly ever kept, for the tourists want to be as close to the animals as possible. All they end up doing is scaring the animals. If this is not stopped the animals will be frightened away. Bus drivers should be told to keep strictly to the paths and if they are caught breaking these regulations they will be punished.

Balloon rides are very popular with Kenya's tourists as you get to see the beautiful scenery from above, however the burners are also very loud and create a huge shadow towering the animals. Balloon rides should be kept to the minimal and in order to do this I think balloon rides should be more expensive so less will run.

Also I think we should expand them giving animals and tourists more space to roam around.

CORAL REEFS

Another popular attraction as tourists can get boat rides and actually walk through the reef. Boat rides should be reduced lessening the number of boats and therefore the less amount of pollution is caused in the water damaging the coral reef and the animals that live there. The coral reef is very old and delicate and is killed easily and yet people are allowed to walk on it this should be stopped straight away because this delicate species takes a long time to grow. Boats should have glass bottoms so the tourists can see the reef closely but not actually be allowed to touch it, fines should be allocated for any one that does. There should be another means for boats to stop other than an anchor because they also damage the coral reef by dragging along it. Guides should be educated about what's happening and generally be made aware of the damage its causing.

CULTURES

Tourists are coming in wearing revealing clothes and the culture in Kenya are not used to this and find it insulting as it is against their religion. Tourists should not just be allowed to invade there country, they should respect this and laws should be made for less exposing clothes to be worn. We should educate them about the people of Kenya's feelings and have certain places where tourists can wear what they like and certain places where they cant.

Also drugs, alcohol and prostitution have been brought into the country and are giving Kenya a bad name and a reputation they do not deserve. To stop this before people are allowed into clubs they should be searched for drugs, and alcohol should be limited i.e. less should be sold especially during the day.

Also expensive Jewry and flashy watches are being worn by tourists this is very disrespectful because the people of Kenya are mostly very poor and would find it insulting and very tempting to steal. Tourists should be warned about this before hand and told that pick-pocketers are around and rarely caught so keep the jewellery to the minimum.

Tourists are not considerate towards the local cultures, and can affect the locals in this way. Local people see the western clothes and music of the tourists, and adopt them, and the dress or folk music of a town can be lost forever. Also the language that they speak could soon become non-existent because of tourist coming in and speaking different languages. I think we should stop this because this is the locals way of life and it has been for many years and people should not be able to change a culture like that. I think more museums should be opened for tourists to see the peoples way of life and less tourists should be allowed into their towns.

NATIONAL PARKS

National parks are meant to protect the environment. However, not in Kenya, these parks are built to accommodate large amount of tourists. There are entrance fees but this does not reduce the amount of tourists entering the parks. I think the fees should be increased to detour some tourists and protect the environment more. In the parks litter is being dropped and pollution is being caused by the vast amounts of tourists coming in each year. I think we should build some more signs stating clearly that no litter is to be dropped and a fine will be addressed if this rule is broken.

Again with the mini buses drivers are ignoring the fact that they have been told to stay to designated tracks. More action will have to be taken on this but changes will be made as above in SAFARI.

ACCOMADATION

Tourists need somewhere to stay during the night, hotels have been built but the tourists expect all the luxuries and home comforts they get at home. And most of them use up far too much of the towns water supply without thinking, they drop litter and generally offended the hosts. Tourists as soon as they come to the hotel should be shown a video about the cultures and the country is different to there do and generally told not to abuse it and be a bit more considerate.

ECONOMY

Kenya is a less developed country this means it is a poor country and borrows money from developed countries e.g. USA but with tourism the people don't have to rely as much on these countries because Kenya is a popular tourist attraction. But also Kenya because of the warm weather exports tea and coffee each year.

Year	Coffee%	Tea %	Tourism %
1964	11	5	8
1970	14	8	12
1980	15	8	12
1985	18	15	16
1989	10	14	22

As you can see tourism has increased during the years. I think we should export more tea and coffee and allow less tourists at a certain time in. I think we should allow more in winter because the local people are out of jobs because in summer there are more jobs for the locals e.g. pastoral farming or growing crops, and most of theses jobs are only available in the peak season, in summer, and the people are often unemployed in winter. I think we should create some more winter activities for tourists to attract them to Kenya then. So more jobs will be available for the people that live there, therefore more money and less unemployment.

As you can see there are a lot of aspects we need to improve on and hopefully they will by the year 2050.