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Abstract book
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Introduction

The growth and development of the travel and tourism industry has been characterised by countless innovations, which cut across the entire travel and tourism value chain. Conceptually, innovations can be sustaining, incremental, revolutionary, radical or transformational. Whereas sustaining or incremental innovations tend to strengthen and reinforce the existing structure and way of doing things in the industry, revolutionary or radical innovations seek for new ways of doing business. They can even be ‘disruptive’ in nature by for example creating new markets, networks, and a whole new range of tourism practices that, not only call for feelers to detect and if possible attune to these innovations, but also new modes of doing research and tourism business. More radical innovations should be well understood and require new skills and tools for adapting or knowing how to deal with the ‘new tourist/client/consumer’, as well as being sensitive to the enormous possibilities and opportunities that these innovations open up.

While innovation has become a buzzword in tourism practice, it is in many cases used without deeper reflection for anything that is moderately novel. In addition, scholarly work on innovation has been focusing on manufacturing industries and frequently has neglected the service sectors. Generally, the study of innovation in services and tourism in particular is still in its infancy and pioneering studies only appeared in the late 1990s. Given that many countries rely on tourism for their (economic) development, there is an urgent need to improve our understanding of innovativeness in this sector, not the least because innovative capability is a critical factor for industry evolution and survival in light of tight competition, rapid market change and the “contest for the tourist dollar”. The ability to develop new products (goods or services), new organizational methods in business practices, workplace organization or external relations, and identifying new markets, through aligning strategic innovative orientation with innovative behaviours and processes may create competitive advantage for new destinations.

This international conference therefore, aims at sharing knowledge, ideas and experiences among academicians, policy makers, entrepreneurs, governments, private sector organisations and general community interested in travel and tourism. The following sub themes have been identified under which abstracts can be submitted.
Keynote speakers

Wineaster Anderson
University of Dar es Salaam
Tanzania
wineaster@udbs.udsm.ac.tz

Wineaster Anderson (PhD) is Associate Professor of Marketing at the University of Dar es Salaam, Tanzania where she has been employed since 2001. She holds PhD (2008) and Masters (2005) in Tourism and Environmental Economics from University of Balearic Islands, Spain; MBA (2001) and Bachelor of Commerce (1999) from University of Dar es Salaam, Tanzania. Prof. Anderson was formerly Dean and Associate Dean of University of Dar es Salaam Business School and Director of Quality Assurance for the University of Dar es Salaam. Prof. Anderson has researched and published widely in the areas of innovation and sustainability in tourism, international business, and internationalization for poverty alleviation, gender and marketing.

Professor Anderson is a recipient of various honours including the 2018 Tanzania Women Champions in Tourism Award (Africa Reconnect), 2015 Women of Achievement Award in Tanzania (TWAA), the Highly Commended African Management Research Fund Award (Emerald/ALCS) in 2010 and The Konrad-Adenauer-Stiftung Honor for the Best Essay in 1999 on East Africa Community - Towards sustainable regional integration in East Africa. She has won several research grants including DANIDA (Denmark), SIDA (Sweden), Conselleria d’Economia, Hisenda i Innovació of the Balearic Islands (Spain) and HEI – ICI (Finland).

She was a Keynote Speaker at The International Congress on Coastal and Marine Tourism (CMT 2017), University of Gothenburg, Sweden. From 13th to 16th of June 2017; also at Tomorrow`s Food Travel (TFT 2018) Conference organised by Centre for Tourism at the University of Gothenburg, West Sweden Tourism Board, Visit Sweden (National Destination Management Organization), and Gothenburg and Co. (Local Destination Management Organization), School of Business, Economics and Law, University of Gothenburg, Sweden; 8-10 October 2018

She has served and continues to serve various Governmental Committees and Boards in Tanzania including the Technical Advisory Committee to the Minister of Natural Resources and Tourism; the National Council for Technical Education - Business,
Tourism and Planning Board; Tanzania Investment Centre, Tanzania Bureau of Standards and the Tanzania National Parks Authority (TANAPA). Prof. Anderson is also a Member of the College of Business Education (CBE) Governing Board and Trustee in the Board of Trustees of the National College of Tourism (NCT).

Innovation in Tourism: A Least Developed Country Context

This presentation underlines the importance of innovation as a driving force for the growth of the tourism sector and national economy. Although tourism has been identified as one of the key economic sectors in many least developed countries (LDCs), these countries have not been able to fully tap the available potentials in the sector. Using Tanzania as a case of LDCs, the presentation answers the questions - what, when, why and how - about innovation in tourism. First, it highlights the categories and dynamics of innovation in tourism. Then, it outlines conditions that necessitate the use of innovation in the sector. Thereafter, the reasons why the destination managers and other key stakeholders should embrace innovation as a tool for inclusive tourism development have been emphasized. Generally, research-based knowledge on innovation [i.e. product, process, management, logistics and institutional innovation] tourism in the LDCs remains scarce. The presentation provides an important contribution to managerial and policy research.
René van der Duim is a sociologist with special interest in actor-network theory and tourism studies. He has executed research and educational projects in countries like Thailand, Nepal, Costa Rica, Tanzania, Namibia, Kenya, Uganda, Portugal and the Netherlands. Since March 2015 he is appointed as Personal Professor at the Cultural Geography chair group at Wageningen University & Research. He is also vice chair of the Association for Tourism and Leisure Education and Research (ATLAS) and has been involved in ATLAS Africa since 2000. He has co-edited 5 books and published in journals like Annals of Tourism Research, Journal of Sustainable Tourism, Tourist Studies, Conservation and Society, Society & Natural Resources, Environmental Conservation and Vrijetijdsprojects. See also https://www.wur.nl/nl/Personen/Rene-prof.dr.-VR-Rene-van-der-Duim.htm

**Beyond myths: towards a reflexive and critical understanding of tourism innovations**

Innovation is all over the place. It is discussed in scientific literature, but also is a central notion in the popular imaginary, in the media and in public policy. Gradually it has become a symbol of modern society, and a panacea for resolving many problems. Innovation has also become a buzzword in tourism studies and practices. It is used and abused and has come to mean everything and nothing. Any change is called an innovation. But what is innovation? In this talk I will first discuss some of the origins of and myths which surround the concept of innovation. Second, I will present a number of recent innovation processes in tourism and discuss their strengths and failings. Third, and using these examples, I will argue that the social sciences offer a number of theories which could help to unravel and better understand tourism innovation processes.
Stephen Asiimwe
Uganda Tourism Board
Uganda
sasiiimwe@yahoo.co.uk

Stephen is the Chief Executive Officer (CEO) of the Uganda Tourism Board. He took over the helm as Uganda’s chief tourism marketer office in February 2014 - 2019. As CEO of UTB he has led the tourism sector to become the top forex earner and the fastest growing investment and growth portfolio way ahead of agriculture, mining, trade, ICT and energy. The UTB is now considered one of the most influential agencies thanks to Stephen’s dynamism, effervescence, lobbying, advocacy, aggressive and passionate marketing skills. His passion to promote and showcase Uganda are enshrined in his training, exposure and background.

Stephen’s career spans a cross section of disciplines and careers. He is the past CEO and Editor in Chief of the East African Business Week, a regional media powerhouse with operations in Uganda, Tanzania, Kenya, Ethiopia, Rwanda and Burundi from May 2005 to January 2014. He has traversed the globe and engaged both government and private sector leaders in the last 30 years.

One of Uganda’s pioneer business media practitioners, he built two media concerns in six Eastern African countries in the last 10 years. Stephen began his career with Uganda’s leading new outlet The New Vision as a journalist and was instrumental in pioneering business journalism with a passion in travel writing and publishing.

**Tourism and Innovation — The Uganda Experience**

Earlier this year, the United Nations World Tourism Organization reported that worldwide international tourist arrivals (that is overnight visitors), increased 6% to 1.4 billion in 2018 and generated an estimated $1.5 trillion in revenues.

Anchored on the Internet, innovations in the travel and hospitality industry have played a major role in this growth. But destinations, travel companies, hotel companies and other players along the value chain have to be constantly on their toes, tracking future developments of these trends in order to remain competitive.

Technology has the power to transform the industry by helping its players to address key challenges, and by accelerating how destinations manage and engage with travelers.

The basis of most innovation is problem solving. The need is value-adding operations and methods which at the same time produce and deliver better products and services. Innovations are the application of better solutions that meet new requirements or
existing market needs.

The characteristics of an innovation are:
- Opening a new market
- Creating a new product
- Modifying an existing product
- Improving a production method
- Finding a new source of supply
- Creating a new form of organization

Today, automation, freelance working, and the sharing economy are impacting how people work and are employed in the tourism industry. Against this backdrop of continuous innovation and change, the African tourism industry must develop an understanding of how these emerging trends affect us.

As a process of creation of a new value chain in tourism, we should also try to ensure these innovations increase both the tourist product value and experience. New innovations can often work both ways. For one thing, we do not want people taking virtual reality trips of Africa instead of hopping onto a plane and flying over.

The challenge posed between tourism and technological innovations is ensuring that the African industry stays up to date and trained, in order to facilitate further growth.

It is important that we design and support innovations that match the real needs of our targeted audience. That is why this conference is very important for sharing ideas and experiences.

Digitalization of tourism has made it obvious that new competitors can shake up formerly rock solid business plans. At the same time however, new benefits can be derived.

For example, in just over a decade, Airbnb has disrupted the traditional hotel accommodation model. On the other hand, Airbnb has also helped disperse tourist numbers into areas of destination cities that usually do not benefit from visitor spending.

Innovations are reflected in the new products, new services and the new processes that these new combinations of things bring about. But, in order to come up with these new combinations, someone must have fresh ideas.

Thanks to the development of the smartphone and its increasing use around the world these ideas are rapidly forthcoming. A host of innovations are providing new solutions to simplify day-to-day life, but not all innovations are specifically sought; sometimes they arise in response to a problem or need.

Not long ago, when you are in hurry, getting transportation was often a big headache. The founders of Uber looked into the problem and came out with a solution. They developed a mobile application for you to hail a cab.
Now there are possibilities to use mobile apps to contact users at given points and consequently generate an interaction with a place, hotel, leisure area, city or a museum.

Tourism and hospitality is a huge industry with constant changes in trends, perspectives and customer's needs. This makes innovation a vital issue to stand out from the stiff competition with successful applications and practices.

Due to the challenge of Airbnb, it has been suggested that hotels should now focus on value, seeking additional services that encourage guests to download their app and use it with some frequency, so as to establish a bond with the guest and generate a new way to increase guest loyalty.

As Africans whose international image is often misinterpreted, innovation and technology can be instrumental in enhancing cultural tourism development. It is often forgotten that we have a large pool of young talented tech-savvy people across continent who can do this.

Much as innovation has led to rapid progress, the downside is that jobs and opportunities have been lost in the process.

Whereas Air BNB and Uber (innovations) have supported the (budget) traveller both in price and convenience, they have led to the near collapse of the lodges, hotel and accommodation investment and also the cab/special hire industry has suffered in the process. And that goes for every sector; ticketing; cuisine/food industry, tour guiding etc.

That is the paradox we need to solve.

As a former CEO from 2014- 2019, my five year experience saw vast transformation as far innovations were concerned. Media engagement and promotion moved from hard copy, print and traditional medium of communication to faster cheaper and rapid communication to a wider audience in real time using non-traditional electronic platforms. This saved us money and got us reach. Obviously, this was a great boon and bolstered our reach, influence, visibility and effectiveness. Numbers don’t lie, we moved visitor numbers from 1,000,000 visitors to 1,800,000 and earnings from $1.2 billion to about $1.8billion in five years thanks to in part the innovation and technological interventions.

In view of this stand point, I certainly vouch for Uganda and Easy Africa to to engage in transforming tourism and most certainly the service sector by engaging in new technologies and innovations.

The role of Academia (R&D), the Private Sector and certainly the government, my recommendation is that conferences and think tanks like the current discussion should be taken seriously, engage each other in a regular basis and find solutions that effective, effort, productive, reduce operational costs and bring a great ROI for users and operators!
As the old adage goes, “Necessity is the Mother of Invention”!

Looking forward to being a part of this change and transformation!!!
Biosketches

Adu-Ampong, Emmanuel Akwasi
Wageningen University
Netherlands
emmanuel.adu-ampong@wur.nl
I am currently a Lecturer in Cultural Geography at Wageningen University and previously a Senior Lecturer in Tourism Management at Sheffield Hallam University. My work revolves around the intersection of tourism, urban studies and international development planning with key research interests in tourism policy and planning, local economic development planning, urban governance and cultural heritage management. I am the founder of the Tourism Research Network (TouRNet) and organises a yearly symposium for PhD and Early Career Researchers.

Ahebwa, Wilber M.
Makerere University
Uganda
ahebwa.wilber@gmail.com

Ampumuza, Christine
Wageningen University
Uganda
ampumuzchristine@yahoo.com
Christine Ampumuza is a lecturer in the Department of Tourism and Hospitality at Kabale University, Uganda and PhD candidate at Wageningen University, the Netherlands. Her research focuses on tourism sustainability, actor-network theory policy and gender issues in tourism, conservation and community development. In addition, she has interest in transformative & creative research and learning methodologies.

Anderson, Wineaster
University of Dar es Salaam
Tanzania
wineaster@udbs.udsm.ac.tz

Anderson Sentongo, Booker
University of Tourism, Technology and Business Studies
Rwanda
bsentongo2000@yahoo.com
African male tourism and international relations graduate university lecturer.

Arinaitwe, Mercy
Makerere University Business School
Uganda
marinaitwe@mubs.ac.ug
Ariya, George
University of Eldoret
Kenya
georgeariya@gmail.com

Asiimwe, Stephen
Uganda Tourism Board
Uganda
sasiimwe@yahoo.co.uk

Atieno, Lucy
Sustainable Travel and Tourism Agenda (STTA)
Kenya
lucyobare@yahoo.com
Lucy has research interests in tourism as a tool for sustainable development. She is keen on various models through which host communities can be included in tourism sector, through terms and conditions that are fair to them.

Atuzarirwe, Caroline
Makerere University Business School
Uganda
carolatuzarirwe@gmail.com
Lecturer at Makerere University Business School.

Bennett Sepula, Michael
Moi University
Malawi
michael.sepula@gmail.com

Bisoko Lwoga, Noel
University of Dar es Salaam
Tanzania
noelight79@gmail.com
A PhD student at the University of Gothenburg (Centre for Tourism) and University of Dar es Salaam School of Business. An Assistant Lecturer at the Department of Archaeology & Heritage, specializing in sustainable behaviors, cultural tourism and heritage management.

Boekstein, Mark
University of the Western Cape
South Africa
mboekstein@uwc.ac.za
I a lecturer in Tourism at the University of the Western Cape, in Bellville, Cape Town, South Africa. My research interests are mainly in Cape Town as a gateway for tourism to Antarctica, as well as thermal spring tourism, particularly the medicinal value of natural thermal water.
Bulega, George  
Nkumba University  
Uganda  
buligajagwe2418@gmail.com  
I hold a Master’s of Science degree in Tourism Planning and Management of Nkumba University, October 2015. My dissertation topic: Domestic Tourism and Development of the Tourism industry in Uganda. I hold a Bachelor of science Degree in Hotel management, Catering and Tourism (BSc. HMCT) of Nkumba University-1998. My work experience has exposed me to different activities in the field of tourism and hospitality spread through consultancy work with Directorate of Industrial Training (DIT)—Ministry of Education and Sports of Uganda. These included development of technical skills syllabi; assessment and marking of Technical National Examinations (UBTEB and DIT), teaching and lecturing at Higher Technical Institutions of learning, organizing and advising on events and functions where Hospitality and Tourism are involved., supervision of students on apprenticeship or Internships and industrial training in various hotels, tour companies, museums and national parks; and organizing and conducting field trips to tourism attractions for various groups including students. I am well versed with planning itineraries and tours. I am hard working with good self-supervision skills having worked with non-government organizations like Sharing Youth Centre (9 years) and Uganda Catholic Social Centre (7yrs), Buganda royal Institute of Business and Technical Education(1yr) and Kitabi college of conservation and Environment management. I am competent in training and assessing learners to acquire the desired levels of skills demanded by the business environment especially in the trades of Tourism and Hospitality.

Changha, George  
Makerere University Business School  
Uganda  
gchangha@ymail.com

Chombo Wale, Sammie  
University of Tourism, Technology and Business Studies  
Rwanda  
sammie.chombo@yahoo.com

Duim, René van der  
Wageningen University  
Netherlands  
renе.vanderduim@wur.nl

Ezra, Peter Marwa  
Clemson University  
United States of America  
pezra@g.clemson.edu  
Research Interests: Wildlife-based tourism, ecotourism, volunteer tourism and sustainable
Fogle, E’Lisha Victoria  
Clemson University  
United States of America  
efogle@clemson.edu

Gachuhi, Anne  
Moi University  
Kenya  
annegachuhi@yahoo.com

Genç, Ruhet  
Turkish-German University  
Turkey  
drigench@gmail.com  
Ruhet Genç (drigench@gmail.com) is Professor at Turkish-German University Economics & Administrative Sciences Department. He intends to see all issues from management and strategy point of view. His research interests are Sustainability, Innovation, Gastronomy, Value Creation, Medical Value Tourism, Tourist Behaviour & Quality of Life.

Gichana Ombati, Bernard  
Moi University  
Kenya  
ombatigichana@gmail.com  
Bernard Gichana Ombati is a devoted and an aspiring academician, who holds a Bachelor of Tourism Management from Moi University (2011) and Diploma in Information Technology (ICT). He is currently pursuing Master of Tourism Management from Moi University. He has presented several papers at Conferences on ICT usage in teaching of Tourism and Hospitality courses in Kenyan Universities.

Godlisten, Abraham Lengai  
National College of Tourism  
Tanzania  
abrahamgodlisten@gmail.com  
Open University of Tanzania Bachelor of Arts in Tourism.

Groen-Roesink, Simone  
INHOLLAND University of Applied Sciences  
Netherlands  
Simone.groenroesink@inholland.nl

Gumede, Thembinkosi Keith  
University of Zululand  
South Africa  
tkgumede8@gmail.com  
My name is Thembinkosi Keith Gumede, a PhD student in the Department of Tourism and Recreation at the University of Zululand. My field of interest is ecotourism and local economic development.
Jensen, Øystein
University of Stavanger
Norway
oystein.jensen@uis.no
Professor in Tourism and marketing at Stavanger University.

Kagoya, Sumaya M.
Makerere University Business School
Uganda
thumakago@gmail.com skagoya@mubs.ac.ug

Kalulu Wambi, Ronald
University of Tourism, Technology and Business Studies
Rwanda
kaluluronald@gmail.com
Master of tourism and hospitality, lecturer of tourism and hospitality.

Kesande, Provia
Makerere University Business School
Uganda
pkesande@mubs.ac.ug
Kesande Provia holds a Masters Degree of Hospitality and Tourism Management from Makerere University and a Bachelors Degree of Leisure and Hospitality Management from the same University. I am a Lecturer in the department of Marketing and Management at Makerere University Business School (MUBS). Enrolled for a PhD at Polytechnic University Hong Kong, School of Hotel and Tourism.

Kibe, Judy Polly Wangari
Moi University
Kenya
judykibe931@yahoo.com
PhD candidate MOI University.

Koerts, Dineke
Breda University of Applied Sciences
Netherlands
koerts.m@buas.nl
After my career as a tour leader, I worked for several tour operators specialising in tours to Asia. I next joined Breda University of Applied Sciences (The Netherlands) where I designed the curriculum for the Tour Manager track and was the course manager for five years. I have developed and taught a wide variety of courses on tourism related topics and was involved in the design of several train-the-trainer courses (e.g. in Hungary, South Africa and Iran). Currently, I am one of the researchers in the Next Tourism Generation Alliance Project. This EU funded project aims to provide the Next Generation of employees, entrepreneurs and educators in tourism with future proof modules and tools in digital, green and social skills. In my research, I focus on the interpretation of heritage and tour guiding, on several aspects of Chinese tourism and on the effects of (over)tourism on the city of Amsterdam. Next to my activities at Breda
University of Applied Sciences, I am an organizer / consultant / project manager for international cultural events and festivals.

Koki, Jairius Nyongesa
Jaramogi Oginga Odinga University of Science and Technology
Kenya
jairuskoki@yahoo.com kokijairus@gmail.com
I have worked as trained Tourism lecturer and trainer for the last 20 years in tertiary institutions, Universities and the tourism industry respectively. I am a professional tourism consultant and a keen ornithologist. I have handled a lot of tourism issues, research and product development through creativity and innovation. I have thorough knowledge, extensive experience and exposure in tourism training, tourism product development, tourism research and travel. I am very keen on conservation issues; i have involved myself fully individually and through communities. I have been on the forefront in advocating for the development of sustainable tourism that promotes environmental and cultural conservation and ecotourism that promotes community welfare as well as environmental conservation. My scope is to ensure that tourism training and development among communities is carried out with dignity, creatively and innovatively in a sustainable manner to benefit all stakeholders.

Maliva, Nelly Samson
University of Dar es Salaam
Tanzania
nelly@udbs.udsm.ac.tz nmaliva@yahoo.co.uk
Nelly Samson Maliva (PhD Teaching Experience: Marketing and Tourism studies
Research experience: Women in tourism (entrepreneurs and employed in tourism enterprises), Inclusiveness and local content in tourism, Innovations in governance of waste and recycling in urban area (as a part of environment conservation).

Marques, Lénia
Erasmus University Rotterdam
Netherlands
lenia.marques@gmail.com marques@eshcc.eur.nl
Lénia Marques is an Assistant Professor of Cultural Organizations and Management, at the Erasmus University Rotterdam (The Netherlands). She is a member of the Board of Directors of the World Leisure Organization, and author of several publications in event studies, creative tourism and creative industries.

Menge, Julius
Kisii University
Kenya
jnmenge2000@gmail.com

Mgonja, John Thomas
Sokoine University of Agriculture
Tanzania
john.thomasmsg@yahoo.com mgonjajt@sua.ac.tz
Mkwizu, Kezia Herman Martin
African Gifts
Tanzania
kmkwizu@hotmail.com

Mlozi, Shogo Richard
Open University of Tanzania
Tanzania
shogo.mlozi@nct.ac.tz shogo04@gmail.com
Dr. Mlozi is a Tanzanian seasoned Tourism and Hospitality specialist and development professional with extensive experience in research, teaching and consultancy at national and international level. For the past 8 years, Dr. Mlozi has been teaching, researching and working on projects relate to destination attachment, whereby she formulated various models on tourist behavior and tourism innovativeness. Other areas of work include tourism and hospitality entrepreneurship; cultural tourism; domestic tourism; tourism policy and planning and tourism marketing. Her research works of tourism and hospitality are published in both international and local journals. Also, Dr. Mlozi has been involved in technical assignments related to marketing and management of hotel operations. Dr. Mlozi, also has knowledge in ICT and technology application in tourism and hospitality industry. Dr. Mlozi is enthusiastic and developed skills and aptitude to work hard.

Mose, Richard
Kisii University
Kenya
moserk2005@yahoo.com

Munanura, Ian
Oregon State University
United States of America
ian.munanura@oregonstate.edu
Dr. Ian E. Munanura is an Assistant Professor of Ecotourism in the Department of Forest Ecosystems and Society, at Oregon State University. He received his Doctorate in Parks, Recreation and Tourism Management from Clemson University (US), and Master of Science in Tourism and Conservation from the University of Kent (UK).
Through research and teaching, Dr. Munanura explores the potential for ecotourism to improve the wellbeing of rural communities in globally valuable forest landscapes.

**Mwebaza, Susan**  
Makerere University Business School  
Uganda  
[Email] suemwebaza@mubs.ac.ug suemwebaza@gmail.com

Susan Mwebaza is a graduate of Catering and Hotel Management of Makerere University. She also holds a Diploma in Hospitality Management from the Institute of Tourism and Hotel Management in Klessheim Austria and a Masters of Hospitality and Tourism Management Degree from Makerere University. Susan Mwebaza is currently lecturing in the Department of Leisure and Hospitality Management at Makerere University Business School where she has worked since 2006. She is an early career researcher with special interest in sustainability in the Hospitality and Tourism industry. She recently presented a paper on “Religious Tourism and pilgrimage: Conflicts and Challenges” in Poznan Poland.

**Mwijarubi, Lorna**  
National College of Tourism  
Tanzania  
[Email] lorna.mwijarubi@nct.ac.tz

Ten (10) years experience in working with Government, Public and Private Sectors Institutions. Possess Leadership Skills, Critical thinking, Emotional intelligence and Writing skills both in French, English and Swahili. Strong experience in training, partnership with stakeholders, Team building and coordinating in-house research, short courses and Language programs at local and international capacity.

**Namulondo, Stellah Regina**  
International University of East Africa  
Uganda  
[Email] namulondo.stellah@yahoo.com

**Nompumelelo, Linda**  
University of Zululand  
South Africa  
[Email] LindaNO@unizulu.ac.za

I am Nompumelelo Linda who is currently registered as PhD candidates at University of Zululand and would like to participate in international conferences as per request to obtain my degree. I am employed by University of Zululand as a temporary lecturer in Recreation and Tourism department and currently busy with my PhD studies in the same field. My personal interest is to be able to write papers and produce more and be able to defend my articles.
Nzama, Antonia Thandi
University of Zululand
South Africa
NzamaA@unizulu.ac.za
Prof Thandi Nzama is currently serving as an Associate Professor and Acting Dean of the Faculty of Arts at the University of Zululand. She joined the University of Zululand as a lecturer and moved up the ranks within the Department of Recreation and Tourism. She has taught various Tourism modules at both undergraduate and postgraduate levels. She has also supervised a number of Masters and PhD students. She has attended a number of conferences where she presented papers that ended up published in accredited journals.

Ochieng, Amos
Makerere University
Uganda
aochieng@arts.mak.ac.ug aochiengd@gmail.com
Dr. Amos Ochieng holds a PhD and an MSc. from Wageningen University, the Netherlands and a BSc tourism management from Makerere University. He is currently Lecturing in the Department of Forestry, Biodiversity and Tourism, Makerere University.

Odiara Kihima, Bonface
Technical University of Kenya
Kenya
odiarab@yahoo.fr
Dr. Bonface O. Kihima is currently a Senior lecturer and Chair of Tourism and Travel Management at the Technical University of Kenya. He Holds a PhD in Tourism from the University of Lyon 2, France and has 10 years of University teaching, research, consultancy and supervision of post graduate students. He is a member of the eco-rating committee of the Ecotourism Kenya as well as a member of the Tourism Professional Association. His research interests include: Ecotourism, Community Based Tourism, Beach Tourism, Destination Marketing as well as Culture and Heritage Tourism.

Ofwa Wu'Adongo, Joanes
Jaramogi Oginga Odinga University of Science and Technology
Kenya
ofwawuadongo@gmail.com

Onderwater, Leontine
ATLAS
Netherlands
leontine.onderwater@atlas-euro.org
Randrianarivony, Faly Albert  
Université Libre de Bruxelles  
Madagascar  
falyalbertrandrianarivony@ulb.be
Faly Albert RANDRIANARIVONY is a ARES-CDD fully funded PhD candidate at the Université Libre de Bruxelles and the Université d'Antananarivo, Madagascar. His work centres in ecotourism projects. More specifically, he investigates how stakeholders perceive the future of World Heritage Site in African country especially in the Ranomafana National Park, Madagascar. Other research interests include environmental and forest engineering in Madagascar.

Samukelisiwe, Nkwanyana Mildred  
University of Zululand  
South Africa  
nkwanyanas@unizulu.ac.za
I am a lecturer at the university, teaching tourism Research and Tourism development.

Shilingi, Anifae  
National College of Tourism  
Tanzania  
shilingia4@yahoo.com

Ssebaggala, James  
Université Libre de Bruxelles  
Belgium  
james.hce@gmail.com James.Ssebaggala@ulb.ac.be
James Ssebaggala undertook his post graduate studies at the University of Strathclyde, Glasgow Scotland graduating with a Master of Science (MSc) in International Hospitality Management. James has managed hotels in the United Kingdom (UK), Kenya and his native country Uganda and has also worked as a tourism and hospitality consultant. Prior to joining the Université Libre de Bruxelles (ULB), he worked for Uganda Tourism Board UTB) the tourism marketing agency of the Government of Uganda holding two portfolios of Quality Assurance Manager and Marketing Manager. James' research interests revolve around tourism in developing countries including tourism product development and quality assurance along the tourism value chain. Currently a doctoral student at ULB, his PhD focuses on Social and economic impacts of tourism-generated developmental income (DI) on the livelihoods of people living around National parks, with Bwindi Impenetrable National Park(BINP) in South Western Uganda as the case study.

Ssengendo, Edmond  
Makerere University  
Uganda  
efssengendo@gmail.com
Tanui Rotich, Dorothy 
Moi University 
Kenya 
djepkoech@yahoo.com djepkoech5@gmail.com

Dr. Dorothy J Rotich is a Senior Lecturer in hospitality management Moi University and Director Privately Sponsored Students Programme (PSSP). She received her PhD training in Tourism management from Moi University, Masters of Science in Food Science and Technology from the University of Nairobi and Bachelors of Science degree in Home Science and Technology from Moi University, all in Kenya. Before her current posting she served briefly as the Acting director Eldoret West Campus. The research interests are in Food and Beverage Production, Food safety and hygiene, Nutrition and Accommodation in the hospitality industry.

Thomsen, Jennifer 
University of Montana 
United States of America 
jennifer.thomsen@umontana.edu

Jenn Thomsen is an Assistant Professor in the Department of Society and Conservation at the University of Montana in the United States. Her research focuses on social-ecological issues including sustainable tourism, protected area management, and large-landscape conservation. She is working with colleagues to start a project on the impacts and governance of safari hunting in Botswana and Namibia.

Tshipala, Ndivhuwo 
Tshwane University of Technology 
South Africa 
tshipalann@tut.ac.za

Dr Ndivhuwo Tshipala is an academic with great knowledge of tourism development, sustainable tourism, tourism behaviour, motivations and adventure tourism. He holds a doctoral degree in tourism management with adventure tourism as his main area of interest. He has an extensive knowledge of the tourism industry including tourism development and its niches. He has been instrumental in curriculum development of adventure tourism, ecotourism, event management and tourism management qualifications for his current employer. As an academic, he has published articles in accredited journals, presented papers at international conferences and domestic conferences. Dr Tshipala also acts as a reviewer in various accredited academic journals and has also received excellence awards for his academic work. He is an adventure enthusiast and is currently the Head of the Department of Tourism Management at a local University in South Africa (Gauteng Province) and also acts as a reviewer for a couple of journals in the field of tourism. As a scholar, Dr Ndivhuwo Tshipala has supervised several masters’ students to completion.

Tuohino, Anja 
University of Eastern Finland 
Finland 
anja.tuohino@uef.fi

Head of Planning and Development, Faculty of Social Sciences and Business School, Centre for Tourism Studies.
Veldman, Jantien
ATLAS
Netherlands
jantien.veldman@atlas-euro.org

Wanyera, Francis John
University of Tourism, Technology and Business Studies
Rwanda
eracis2006@yahoo.com
Lecturer at RTUC

Werdler, Karel
InHolland University of Applied Sciences
Netherlands
Karel.Werdler@INHOLLAND.nl
Abstracts

The effects of stakeholder governance capacity in tourism-led local economic development planning

Emmanuel Adu-Ampong
Wageningen University
Netherlands
emmanuel.adu-ampong@wur.nl

At the most basic level, stakeholder capacity refers to the extent to which a given stakeholder or set of stakeholders have at their disposal the tools and the ability to effect desired change. In a highly fragmented sector such as tourism, this aggregation and pooling together of resources is key to effective stakeholder collaboration. Given that the mandate of stakeholders tends to differ, it becomes crucial that they can aggregate and pool together their resources. However, how stakeholders interact is not necessarily always compatible and this raises key governance issues such as the application and allocation of resources, rules and decision-making power. This is especially so when it comes to how stakeholders interact in leveraging tourism for poverty reduction and local economic development planning purposes. Using the case of the Elmina 2015 Strategy in Ghana, I develop the concept of stakeholder governance capacity to explore the governance factors that constrain and/or enable the use of tourism in local economic development planning. The Elmina 2015 Strategy was launched in 2003 as a way of leveraging heritage tourism for local economic development and poverty reduction in the historic city of Elmina where the centerpiece attraction is the UNESCO World Heritage Site of the Elmina Castle. This process was led by the Komenda-Edina-Eguafo-Abrem Municipal Assembly (KEEA) local government authority in conjunction with other institutions like the Ghana Museums and Monuments Board, the Ghana Tourism Authority, the Dutch Ministry of Culture and the Dutch Embassy in Ghana. This paper is based on a qualitative methodology within which I conducted fieldwork research in Ghana between August-November, 2014 and July-September, 2015. In all a total of 66 interviews with key tourism stakeholders at the national, district and local (KEEA) level was conducted. In Elmina I undertook both participant and non-participant observations and interviewed policy makers and community members who were centrally involved in the making of the Elmina 2015 Strategy. Using the stakeholder governance capacity as an analytic framework, I consider the images held by local government officers at the KEEA with regard to tourism's role in local economic development, the instruments and tools available to them to manage tourism development and how this relate to their capacity in leveraging tourism for socio-economic development. The findings show that although local government officers hold a positive image about tourism’s role in economic development, they do not have all the needed policy and implementation instruments to achieve the objectives of the strategy as these are held by other stakeholders. In this presentation I show how the governance capacity of the KEEA Municipal Assembly is constrained by the dispersal of needed policy instruments, messy institutional arrangements and poor stakeholder interactions at the local level. This paper shows that the tourism-poverty nexus has governing needs that stakeholders must address through their interactions and pooling together of their resources. It is through interactions that conflicting interests are negotiated, coalitions built, activities coordinated, and overall stakeholder governance capacity enhanced across multiple governance levels.
Institutional frameworks for sustainable events management: A Kenyan perspective

Lydia Akunja
Moi University
Kenya
l.akunja@gmail.com

Events of all types have the potential to create adverse consequences both positive and negative. Several areas of events have been comprehensively researched. However there is need for studies to create a better understanding on the relationship between events and public policy agenda. Institutional frameworks include formal laws, regulations, procedures and informal conventions, customs and norms that shape socio-economic activity and behavior. They affirm need for effective governance at local, sub-national, national, regional and global levels representing the voices and interests of all people which is crucial for sustainable development. This study therefore sought to underscore the importance of strengthening institutional frameworks for sustainable development with specific reference to event management in Kenya. The study purpose was to provide an in-depth understanding on the various institutional frameworks in place and their relationship to sustainable event management. The objective was to establish the existing institutional frameworks in place in Kenya with respect to events management and to provide and insight into the requirements and guidelines relating to sustainable management of events and finally make recommendations for event service providers to the execution of events that are environmentally, socially and economically sustainable. Data was collected from documents relating to regulation of events in Kenya. The study findings revealed that the existing documents were not adequate in shaping the event industry towards sustainable development and hence recommends that policy makers and service providers incorporate responsible practices in their businesses if Kenya is to be positioned as a preferred destination and contribute towards the global sustainability agenda with a framework that is comprehensive, flexible, transparent and effective.


Christine Ampumuza
Wageningen University
The Netherlands
ampumrest@gmail.com

This paper takes an ANT methodology perspective to disrupt the traditional modes of studying the nexus between community-conservation- and tourism development processes and resultant controversies. Extant stories of the nexus between indigenous peoples such as the Batwa of Uganda, conservation and tourism development are predominantly stories of marginalization. Secondly, debates on nonhuman agency in tourism seem to have overshadowed discussions on human agency beyond the tourist. Inspired by Actor-network Theory [ANT], this article uses the concept of enactment as starting point to rethink the two debates. Results obtained from participant observations undertaken during village visits, extensive study of literature and images, as well as informal interviews, indicate that multiple realities of Batwa-ness are enacted into place in and through scientific practices, human rights activism, tourism and conservation practices as the Batwa incessantly relate with different heterogeneous actors. As such, Batwa are not a homogenous single actor or category, rather Batwa-ness is multiple. As such, multiple Batwa-ness is enacted beyond marginalization to include other realities such as forest ecology expertise, tourism entrepreneurship, organizational capacity and political activism. The
complexities discerned in the Batwa case adds to the broader conceptualization of agency as an attribute that is and can be multiply enacted in various practices including practices that render an actor to be passive. In addition, the radically disruptive ANT methodology used in this article not only enacts the Batwa as multiple but also, highlights more complex outcomes of conservation and tourism development processes beyond marginalization.

**National Parks Governance: Understanding Local Community, Tourism and Conflict Nexus in Ethiopia: Case Studies of Awash National Parks**

Fikirte Andargie  
Bahir Dar University  
Ethiopia  
flykyeadugna@gmail.com

In the early 1870s, protected areas were expanded and concerns of environmental conservation were enhanced with the emergence of the concept of managing protected areas (Iwai, 2009). The protected area movement for conservation of biodiversity and for recreation or tourism has begun with the establishment of Yellowstone National Park in the United States of America in 1872 (Adams, & Infield. 2001). In most African countries, national parks were established during the colonial period mainly for the purpose of hunting and tourism (King, 2007). However, the policy, fortress conservation approach, has neglected the local communities who were residing there before the establishment of the national park. Such action has severely affected the social, economic and political aspects of the local community (Iwai, 2009). Awash National Park, a first legally gazetted national park in Ethiopia, was established in 1969 for the conservation and preservation of biodiversity and for tourism. The then government established the national park via taking lands from the Afar and Keryou community who were living around it. Despite the special care provided to the biodiversity, the local communities who lost their lands due to the national park establishment did not get fair compensation payment (Solomon, 2014). This was because of the old national park governance policy that only focused on conservation of natural resources without taking into consideration the benefit of the local community from the protected area (Adams, & Infield. 2001). Establishment of national parks via excluding the local communities or their participation has often caused negative relationships between Protected Areas and local communities, resulting in conflict (Asebe, 2011). This conflict could make it impossible to sustainably manage the natural resources and use for tourism. Therefore, the overall objective of this study is to examine whether or to what degree the Ethiopian government national park governance policy facilitate and/or debilitate local communities’ involvement to conserve the biodiversity of their surroundings and benefits of tourism industry. This research will attempt to answer the questions such as: 1. How does the government define, operationalize and implement national park governance policy from the local community involvement and benefit sharing from tourism. 2. How does the Awash National Park affect the livelihood of the local community? 3. How does the local level conflict dynamics in Awash National Park affect the park management and development of tourism? 4. How can tourism industry be able to solve the local level conflicts in and around ANP? The research will utilize an inductive and logical approach procedure. From the two basic research methods, the researcher prefer qualitative. It supports the researcher in order to interpret the lived experience of local community and government in ANP governance system as a reason for local level conflict and biodiversity distraction. To perform this research work, the researcher has used both secondary and primary sources as a tool to collect the data. Secondary sources such as, unpublished and published materials, reports and documents; primary sources of archives, medias, letters, newspapers, progress reports, meeting minutes, project proposals, project evaluation, General Management Plan (GMT) and other related materials that discuss about the cases of Awash...
National Park specifically about its governance system that couldn't make the local community beneficiary from tourism rather it affects the livelihood of the local community and became a case of conflicts. The researcher also used primary sources of data through focus group discussion, key informant interview and observation. Data gathered through interviews and Focus Group Discussions has been transcribed to narrate participants' lived experiences. The transcription and other forms of data have been analyzed by employing narrative, verbatim and thematic analysis.

Frugal innovations in tourism; case of female entrepreneurs in tourism host communities in Uganda

Mercy Arinaitwe, Provia Kesande
Makerere University Business School
Uganda
marinaitwe@mubs.ac.ug

The tourism and hospitality industry has continued to develop over the years and host communities have increased the number of products and services such as making crafts, cultural performances and tracking wild life among others. Tourism industry goes thru a chain, it’s important for communities to find affordable means of meeting the needs of the tourists at every level of the chain such as tour operators, travel agencies, tourism transportation and destinations, hotels and food beverages operations, entertainment and attractions which all require new innovations to attain competitive advantage. Tourism is one the sectors with the highest proportion of small scale tourism enterprises run by women. According to the UNWTO, in some countries, tourism has almost twice as many women employers as other sectors. The international Labour organization found out that women make up between 60-70% of the labor force in the hotel sector. Female tourism entrepreneurs are a growing concept of interest to the tourism industry due to their involvement in tourism small scale businesses like campsites, homesteads, souvenir shops, bee keeping, diary production art and craft shops, music dance and drama, guiding and interpretation services and demonstration farms (Njoroge, J. M. (2018). These entrepreneurs usually operate their businesses in tourism hotspot areas targeting various tourists as their major customers. However, the survival of the small scale tourism businesses depends on many sustainability factors (Michailidou, A. V., Vlachokostas, C., & Moussiopoulos, N. (2016). Female entrepreneurs are however unable to maximize their potential and benefit from the rapidly growing industry because of the high costs involved in producing the tourism products and services. This paper proposes frugal innovation as a solution to this challenge. This paper further aims at addressing the issue of how frugal innovations affect female run tourism enterprises and how are they operationalize it. This study will be guided by resource based theory developed by Barney (1991). The theory argues that firms are heterogeneous to one another due to possessing some strategic resources and capabilities, on which consequently competitive advantage is, acquired (Barney 1991). Thus competitive advantage is acquired by accumulating strategic resources and capabilities. In order to cope with the aim of this paper, the resource based view can also be applied to frugality in tourism entrepreneurship as a resource. Furthermore the study will adapt a qualitative case study approach so as to explore tourism entrepreneurship within the context using a variety of data so as to ensure broad understanding of the concept (Robert Stake, 1995). The findings of this study are of both theoretical and empirical significance to various stake holders the study will be used by policy makers to inform policy by decision makers, will also be used a base of inquiry by academicians to get a deeper understanding of the phenomena and the study will be useful for all tourism business operators particularly the female tourism entrepreneurs.
Towards an innovative sustainability framework for tour operators as drivers of sustainable tourism agenda in Africa

George Ariya, Grace Nderitu, Catherine Sempele
University of Eldoret
Kenya
georgeariya@gmail.com

While the academic debate on hotel certification and customer awareness on sustainability practices has been widely documented in Africa, sustainable certification of tour operators has drawn little attention. However, tour operators could be the principal drivers of the sustainability agenda within tourism value chain. They act as the bridge between client and host destination, influence or make choices on behalf of (potential) clients and suppliers’ practices, and may drive positive contribution for sustainable tourism destinations in Africa. This paper tends to provide an innovative framework on how sustainable certification process may be implemented by placing tour operators at the centre of sustainable tourism value chain. The paper is based on systematic theoretical literature review to present an innovative sustainability framework in the early steps of tour operators’ certification process in Africa. The paper concludes that while driving sustainable tourism agenda in Africa in the overall tourism value chain, tour operators as influencers of suppliers’ practices and customers’ choice of tourism services, could be the drivers of tourism sustainability agenda in Africa within the overall tourism value chain.

Standardization and Internationalization of Tourism Small Businesses: A Study of Hotels in Kampala, Uganda

Caroline Atuzarirwe, Kezia Mkwizu, Matama Rogers
Makerere University Business School
Uganda
carolatuzarirwe@gmail.com

The main purpose of this study was to explore the level of hotel service standardization and internationalization in tourism small businesses, a study of hotels in Kampala. This study followed a qualitative research design where informants were interviewed to give their perception of service internationalization of Small and Medium Enterprises (SMEs) within Kampala, Uganda. Data was collected from 11 Tourism Small Business Enterprises (TSBEs), who were selected purposively given their vibrant involvement in the tourism sector. Data was analysed using thematic analysis. From the business owners/managers, standardization was explored at three levels; Level one is External Stakeholder sensitivity which covers information regarding hotel service inspection, information flow, conflict of interest and standards by stakeholders. Level two is the Firm’s orientation to standards which consists of budgetary allocation, standards checklist, internal factors, people preferred at work and standards knowledge. Level three is the Individual which covers work motivation, work team, experiences (roles), daily activities, reasons for choosing hospitality industry and expectations. On the other hand, hotel service internationalization was explored using external factors affecting standardization. In addition, this study has discovered that the Owners/ Directors appeared to be skeptical towards internationalization on grounds of costs involved. Besides that, the small hotel business owners indicated that some stakeholders were only keen on collecting taxes and business operating licenses. Further findings show that regulatory requirements, such as taxes and licenses, bring a vital dimension in the small business Internationalization process that need not to be underestimated when looking from the perspective of the transaction cost theory in the spheres of developing economies. This study implies that internationalization costs, taxes and
licenses are among the crucial aspects in standardization and internationalization process of hotels in the context of Uganda.

Cape Town as Africa's gateway for tourist flights to Antarctica: Past, present and potential future

Mark Boekstein
University of the Western Cape
South Africa
mboekstein@uwc.ac.za

As one of five Antarctic gateway cities, the only one in Africa, Cape Town hosts the ships and aircraft of numerous countries that operate scientific bases in Antarctica. In addition to these national expeditions, every summer a number of Antarctica-bound tourists depart from Cape Town, mostly by air, either on flights shared with national base personnel, or, increasingly, on privately operated aircraft. Gateway cities also perform a number of functions linked to Antarctica and Antarctic tourism, such as arranging Antarctic-themed festivals and displays in local museums, information and activity centres, and educational programmes. Visiting local tourist attractions before and after the flight to Antarctica, which in Cape Town includes wine routes, beaches and wildlife, also forms an important part of the overall Antarctic tourism experience. Cape Town is the furthest from Antarctica of all the gateway cities, and it is therefore unrealistic to expect it to compete with cities such as Ushuaia and Punta Arenas, in Argentina and Chile respectively, for a share of the Antarctic cruise ship market. However, with the Antarctic mainland only six hours’ flight from Cape Town, the air-land tourism market has enormous potential for development. It is now 10 years since the City of Cape Town signed the Southern Rim Gateway Cities Agreement, when it joined the other gateway cities in an agreement to cooperate on issues such as science, education, logistics, business opportunities, and tourism. While there has been growth in air-land tourism between Cape Town and Antarctica during this time, it has been limited by a number of factors, including the distance between Cape Town and Antarctica, the high price of flight tickets, limited space on flights, and lack of policies designed to develop and grow the Cape Town-Antarctica tourism industry. This paper, based on a combination of secondary statistical data and interviews with Antarctic tour operators and tourism officials, will explore the role that Cape Town has played, is playing, and could play in the future, with regards to air-land tourism to Antarctica, by considering not only the trip to Antarctica, but also the time spent in Cape Town before and after the trip, as well as the prevailing policy environment.

Domestic tourism and development of tourism industry in Uganda. A case study of Queen Elisabeth National park

George Bulega
Nkumba University Entebbe
Uganda
bulegajagwe2418@gmail.com

This study in progress seeks to explore opportunities for developing domestic tourism in Uganda focusing on Queen Elizabeth National Park(QENP) as a case study. QENP is 376 Kms. (234 miles) from Kampala to the south western part of the country into the districts of Kasese and Kabarole in the among others. QENP was selected for this study because of a large number of domestic tourists visiting since mid1990’s. QENP is home to variety of wildlife; four of
the big five, birdlife and flora which attract tourists including domestic travellers. The specific objectives are: 1) to identify the current domestic travel trends in Uganda; 2) to examine the contribution of domestic tourism to the development of tourism in Uganda; 3) to investigate the challenges to domestic tourism development in Uganda. The study will employ purposive and simple random techniques for sample selection (Kothari, 2004 and Kendra 1989). Six (6) categories of respondents totaling 165 will be involved in the investigation; including the perspectives of tour operators (n=25), local residents (n=60), local tourists (n=60), accommodation and restaurant owners (n=6); Uganda Tourism Board (UTB) managers (n=2), and the Uganda wildlife Authority (UWA) park guides and gate clerks staff (n=10); and UWA managers (n=2). In order to get appropriate information foreign tourists and employees of agencies and NGOs will be excluded from this interview. UTB and UWA as the major stake holder will be consulted for their expert views on domestic tourism as well as staff at QENP. Residents will be randomly selected from the towns of Kasese and Kabarole which are located close to the park. The collected data will be compiled, summarised and analyzed using descriptive statistics and cross tabulation techniques. There after tables showing relationships between the variables percentages will be presented. The study will investigate domestic travel trends using a time scope of 20 years (between 1998 and 2018); 1. tourism statistics and records will be analysed to established domestic tourism numbers and revenues accruing from domestic tourism for the last two decades; 2. This study will explore various parameters identified by previous scholars (Mariki et al., 2011; Mwaura and Sekitoleko, 2012) such as social cultural, economic and political factors among others in to identify the contribution of domestic tourism to tourism development in the region of Uganda. 3) The study will further examine the challenges leading to the slow growth of domestic tourism such as lower incomes for local people, lack of time for leisure (holidays), lack of effective promotional strategies among others in order to suggest tentative solutions to alleviate them. Although several bottlenecks exist leading to the slow growth of domestic tourism, Uganda like any other African countries has big potential to promote and develop the tourism industry in particular domestic tourism and improve the economy. The study therefore intends to investigate the situation and suggest measure to address to revert the situation.

Employee Engagement: A Mediator between Organizational Inducements and Industry Loyalty among Workers in the Hospitality Industry in Uganda

George Changha, Otengei Samson Omuudu, Francis Kasekende
Makerere University Business School
Uganda
gchangha@ymail.com

The paper reports findings on the mediating effect of employee engagement on the relationship between organizational inducements (financial rewards and career development support) and industry loyalty among employees in the hospitality industry. A two-step approach namely; 1) Confirmatory Factor Analysis (CFA) to generate a measurement model; and 2) Structural Equation Modeling (SEM) to test the hypotheses, confirmed fully mediated relationships. A proposed model is robust enough to cause a 22.6% variance in industry loyalty. The study provides a theoretical explanation for the enhancement of industry loyalty with engagement as a major driver and, presents its policy and managerial implications.
Community Empowerment a Pre-requisite for Community Participation in Tourism: A Case of Red Rocks Community Initiative Musanze Rwanda.

Sammie Chombo Wale
UTB Kigali
Rwanda
sammie.chombo@yahoo.com

Community empowerment, enablement and preparation to get involved in tourism have had its biggest attention in the community tourism research. Given the increased awareness of the importance of how a community around an attraction gets affected by events related to tourism, community participation in tourism is the way to go for community prosperity. The increased awareness of the importance of host communities in the development of tourism in a destination will always dominate interest from the different stakeholders of tourism with an aim to empower the communities as a pre requisite for the contribution of the community politically socially, physically and psychologically. This research will follow the case study approach guided by some questions that will address areas such as; How does Red Rocks empower communities? Do the different community fraternity perceive themselves empowered through the Red Rocks Initiative? Are the communities’ initiatives informed by the contextual settings for tourism participation? And finally is the atmosphere at Red Rocks that which empower and creates a platform for the community to fully get involved in tourism? The answers to these four questions will provide clear view of the community empowerment and tourism participation a feasible one.

In order to obtain complete answers the study will employ semi-structured, open ended interviews administered in a face to face fashion and in vernacular to enable eliciting in-depth responses and extensive probing as recommended by (Bailey 2007). A voice recorder will be used to record the interview process where later the data will be transcribed verbatim with the aid of Microsoft Word through the track changes and comment boxes, text units for highlights.

Models/Theories on Community Empowerment/enablement for the Tourism Industry Community empowerment encompasses processes that are to increase their capability to control elements of the business the individuals’ society for the better of the society’s wellbeing. Colton and Harris (2007) confers with Strzelecka (n.d.) that community empowerment is about governance and the ability for the community to have control on projects and be able to influence the decision on implementation of projects that are in their locality. In each year Red Rocks Initiatives through the community is to develop a line-up of annual activities (calendar of activities) that guides the projects under the control of the stakeholders; Ubumwe Debate, Poems, songs and fiction stories, Red Rocks summer camps/cultural film festival, Umuganura (a cultural Harvest season), Banana Beer Festival, Heritage Preservation Debates, and Village Christmas Market. Research Design This research is adopting the case study approach that seeks to have a holistic understanding of the events or situations in Nakinama Red Rocks initiative area in order to have a full inductive logic as once outlined by (Patton 1990). The Red Rocks is a place selected due to the indifference in the stakeholders in the operations of tourism activities and a place where community empowerment has taken several dynamics giving it a potential case much interaction will take place to collect much qualitative data.
Recognizing the Albergo Diffuso as a poverty reduction strategy in Africa: the setting up of a theoretically rooted model of analysis

Maurizio Droli, Lucy Atieno, Pius Odunga
University of Udine
Italy
maurizio.droli@uniud.it

Background: The Albergo Diffuso (AD) represents a community-based model of hotel hospitality recognized and promoted by the United Nations for its innovativeness, social inclusiveness, and environmental sustainability, since 2008. At present, this model is widespread in some European and Asian Countries, but is under known by decision makers and investors operating in African Countries, despite the richness of historical, cultural and natural resources existing in many of them.

Objectives: The objective of this study is to define a theoretical analysis model to be adopted in order to analyze potentials of attractiveness, competitiveness, social inclusiveness and environmental protection of African countries for the purpose to establish AD networks.

Resources and methods The Natural Resource-Based View (NRBV) is the theoretical framework used by the study to assess existing analysis models that will be presented and discussed in the light of existing country-level databases.

Expected results: The main expected result of this study consists in the formalization of the analysis model best fitting existing databases and the identification of the possible observation levels, key-performances and performance-proxies. Its expected impact consists of the possibility to start gathering data needed to carry out the subsequent, on field and desk analysis.

Planning and Development of sustainable tourism products, case of Gishwati –Mukura National Park, Rwanda

Marie Claire Dushimumukiza
Horwath HTL Rwanda
Rwanda
clairedush@gmail.com

The Government of Rwanda (GoR) has identified tourism as a key economic pillar as enshrined by the Rwanda National Strategy for Transformation (2017-2024) that could facilitate the achievement of Rwanda aspiration to become a high income economy by the year 2050. The sector is now a major contributor to the country's gross domestic product (GDP), foreign exchange earnings through exports, investments and employment. The country harbors great tourism potential, and GoR is working on bringing together all the conditions to realize that potential. Efforts such as the restoration of Gishwati Mukura forest and the establishment of the Gishwati-Mukura National Park (GMNP) have been therefore prioritized as part of several activities undertaken aiming at making Rwanda one of the leading wildlife and ecotourism destinations in Africa, both in terms of tourism arrivals and revenues. This paved the way to start planning for the tourism development of this park for better management of the forest ecosystems while bringing multiple benefits to surrounding communities to improve their livelihoods. Tourism attractions in the GMNP are underdeveloped at present, and there are many, yet untapped opportunities that can help to increase the tourism value significantly, complement part of Rwanda's overall tourism experience with diversified tourism products and services and build sustainable tourism in the area, hence the need to carry out this study. The study focus was ‘Planning and Development of Sustainable Tourism Products, case of
Gishwati- Mukura National Park. It was aiming at identifying the existing tourism attractions, analyzing the market needs, proposing potential and sustainable tourism products capable of generating both higher revenues and increased tourist satisfaction. The study was conducted in 2 districts located in the vicinity of GMNP such as Rutsiro and Ngororero in Western Province, Rwanda. A participatory approach included structured and unstructured interviews, focus group meeting, field observation as well as desk research was used while collecting the data. Community based organizations, government and local authorities, tourism operators, and other relevant stakeholders were consulted. The study results indicate that GMNP has a range of tourism products including primates, mammals and birds species as well as different species of trees. In addition, the Park is endowed with community products such as traditional dance, handcraft makers, bee-keeping, etc. Tourism trails, Community based tourism activities and Plant a tree program were among others the proposed potential products which could contribute to the creation of employment, business and income-generating opportunities especially for local communities in an ecologically sustainable manner. The study concluded that both public infrastructure as well as private investments are needed in order to develop and capitalize on the available tourism potential in the GMNP. The application of recommended actions will help to effectively achieve the rapid development and growth of GMNP, considering the important role of the tourism sector for the Rwanda’s economic growth and its impact on the improvement of livelihoods of its citizens.


Peter Ezra, David White
Clemson University
United States of America
pezra@g.clemson.edu

The advance in technological innovation has fostered an increase of location-based social networks (LBSN), offering a capacious platform to share user generated contents (UGC) in terms of texts and photos. Tourism research is destined to benefit by embracing this social media era because it brings forth amazing transformation and improvement to the traditional methodologies such as questionnaires, focus groups and interviews. Social media services and location-based social networks, such as Flickr, Facebook, Twitter, and Instagram, provide a promising opportunity for studying tourist behaviors and activities. The availability of these big data sources can complement the information provided by traditional/official statistics on tourist demographics, travel behavior, number of tourists, tourist destinations, visit durations, travel patterns and several other indicators. The rationale for conducting this study arises from the fact that despite an increasing trend of big data in terms of photographic postings and sharing among travelers on various social media platforms, little has been done to make them useful for planning and management of the respective tourist attractions where they have been taken. Having such information can also help to identify areas of maximum visitor use and establish some relevant visitor management measures to gain a rich understanding of the characteristics, density, distribution and behavior of tourists within tourist attractions, social media photo-sharing services (Flickr data) were used to provide this essential information. And to capture a multitude of issues on geo-located photographs from within the host destination/attraction a case study approach was adopted which focused on the Tanzania as one of the tourist destinations in Africa. A survey of 2012-2017 Flickr geotagged photos from Tanzania was conducted and a dataset of images of tourists was downloaded from Flickr website in excel format and a total of 49,301 records were finally obtained. Another survey of international tourist arrival in Tanzania between 2012 and 2017 was also used as a benchmark to validate the Flickr data. Point density
(a spatial analytic tool) was employed to analyze the spatial distribution of photographs and the magnitude of photographs per unit area from point features that fall within the same neighborhood. Further analysis was conducted using R software (Version 3.5.1), SPSS 24 and excel. A major intriguing finding from this study is that some of social media photographs offer accurate geo-spatial information of tourist movement. Different movement patterns of tourists and popular points of interests in Tanzania are identified and visualized (mostly in protected areas in Northern Tourist Circuit and Zanzibar Beaches). The seasonality and frequency of Flickr’s monthly and yearly geotagged photos is also similar (but not identical) to the actual tourist total numbers in Tanzania. Its recommended that more strategic planning and efforts to market and promote other tourist destinations (especially the Southern Tourist Circuit) to reduce the pressure on the northern parks. This can be achieved by improving infrastructures that link all tourist circuits in the country to ensure uniform tourism benefits to the host communities.

Practicing love through VFR tourism

Sebastian Filep, Jerram Bateman, Tony Binns
University of Otago
New Zealand
sebastian.filep@otago.ac.nz

Despite the attention devoted to VFR (visiting friends and relatives) research in the tourism literature (Backer, 2008; Hing & Dimmock, 1997; O’Leary and Morrison, 1995), the studies have been dominated by an economic approach, concentrating on aspects such as tourism expenditures (Shani, 2011). Relatively little consideration has been given to the social facets of these visits, particularly to developing countries. Along these lines, Duval (2003) argued that there is ‘a need to explore further this segment of travel in terms of broader social associations’ (p. 267), especially in the context of the close links between migration and tourism (Coles & Timothy, 2004; Shani, 2011; Williams & Hall, 2000). This presentation reports on a recently conducted research project with the Sierra Leone immigrant community in London, UK, focusing on social and psychological implications of VFR experiences. Recent migration from Sierra Leone to the UK was driven by the Sierra Leone Civil War, with some stating that as many as 17,000 Sierra Leonean refugees migrated to the UK over its duration between 1991 and 2002 (Rutter, 2003). In 2011, it was estimated that 23,000 Sierra Leoneans were living in the UK, with the majority of them having settled in London (UK Office of National Statistics, 2013). The specific aims of this research were to: (1) To gain a general insight into the nature of the VFR experiences for the representatives of this community (their motivations for visiting friends/relatives back in Sierra Leone, places visited, travel companions, frequency of travel, etc). (2) To explore how VFR experiences could affect the overall sense of well-being and quality of life of this diaspora community. (3) To examine how the Sierra Leone diaspora perceives the social and psychological benefits of their visits for their hosts, and the implications they have for the wider community in which their friends and relatives live. As there is no research on VFR experience of this community, the study, conducted in London throughout January 2019, was exploratory in nature. A qualitative methodology incorporating 13 semi-structured in-depth interviews was used to access views and opinions that may be difficult to retrieve via quantitative methods. The participants sought were of the Sierra Leone diaspora who reside in London, and who have been to Sierra Leone in the last 5 years to visit friends and relatives. Each interview lasted for 50-60 minutes, with introductions and general questions about visits to Sierra Leone (such as when did you go, who did you go with, what motivated you to go, etc); followed by detailed questions informed by Pan’s (2008) study on the phenomenon of VFR experiences. Preliminary findings are at the time of writing being analysed. The project has theoretical value. The topic and the interview data are linked to Sternberg’s (1986) theory of
love which defines love beyond intimacy and passion, as commitment to include the decision that one loves another, and in the long term, the commitment to maintaining that love. This type of love is evident in the stories of Sierra Leonese diaspora.

**Collective Memory Work as a Tool for Improving Women’s Participation in the Tourism Industry: Reflections from the Ladies of Livingstone**

_E’Lisha Victoria Fogle, N. Imusho, B. Moopo, M. Mumba, G. Mutale, D. Nachinga_

_Clemson University_

_USA_

_efoogle@clemson.edu_

As one of the world’s largest industries, tourism provides employment to one in 11 persons. While The Global Report on Women in Tourism 2010 reports the majority of those employed in industry are women, Baum (2013) asserts 60-70% is a more accurate representation of women in the labor force. Though the industry provides a number of opportunities for employment, the involvement of men and women in tourism is different—it is stimulated by underlying societal, cultural and political influences (Cole, 2018). These factors affect how, where and when women are involved in and constrained by tourism. Much of the research conducted in Africa on gender and tourism has focused on entrepreneurship, empowerment and other community-based initiatives involving women. Shifts in research have called for different approaches (i.e. methodologies, paradigms, etc.) to understanding the relationships between women and tourism (Ateljevic, Morgan and Pritchard, 2007; Higgins-Desbiolles, 2010). However, limited tourism research in Africa has used collective memory work, rightfully so, as there are fewer women of color involved as academics investigating these phenomena—indicated by Yankholmes’ (2014) analysis of African scholarship on tourism and hospitality. Though collective memory work is not a new method in social science research, it has been relatively underutilized as a method to understanding the issues affecting women in tourism spaces. It should be noted that collective memory work differs from collective memory, which has been used in a number of studies in Africa to re-write and include the perspectives of underrepresented voices in historical contexts (see McEwan, 2003) Collective memory work, however, is a methodology constructed by Frigga Haug, which was produced with the goal of emancipation by addressing power structures, hegemony and inequality (Haug, 2000). Additionally, in leisure and tourism studies, it has been highlighted as an emerging qualitative research method for critical studies in feminist liberation (Small et al., 2007). As part of a month-long project, this presentation provides reflections from three sessions where five co-researchers (one organic intellectual and 4 local participants) in Livingstone, Zambia completed a collective memory work project addressing the question of, “how does gender influence and create constraints to women’s participation in the tourism industry”? This presentation will also highlight methods used, outcomes for the co-researchers, and possible future research initiatives that can encourage confidence in the workplace among women.
Perceived contributions of competencies on graduate employability in the hospitality industry

Anne Gachuhi, Hellen Ogutu, Rose Burugu
Moi University
Kenya
annegachuhi@yahoo.com

The progression of hospitality sector came partially as a result of the evolvement of transport industry (King and Craig, 2005), which later led to the demand for proficiently trained service delivery workforces. Tourism and hospitality education as a professional area of training is a recent phenomenon of the 60’s (Airey, 1988). Notably, the industry perception of employee competence amidst diversified training background has not been clearly documented. This paper therefore sought to determine the perceived contributions of core competencies on graduates’ employability in the hospitality industry by identifying the considered and expected competencies in employability of hospitality graduates and finding out the Industry’s interpretation of employability. The target population were three star rated town hotels within Nairobi. The study respondents were human resource managers and heads of hospitality departments who made up the sample of the study. Stratified and simple random sampling was used. Descriptive survey was used to generate required data through the use of closed ended questionnaires. Reliability was enhanced through split half reliability technique while validity was by use of experts in content validity method. A pilot test was conducted. Data was analysed using measures of central tendency. Results of the study highlighted the considered competencies for hospitality graduates by employers as: industry knowledge, critical analysis, problem management and quality orientation. While expected competencies identified included: result orientation, practical knowledge, and technical proficiency. The study also shows that the industry interprets employability largely as the ability of hospitality graduates to enter into employment and stay in employment as well as the potential of hospitality graduates to progress in their careers. The study thus, recommends that training institutions need to develop relevant training programmes to ensure graduates in the hospitality sector acquire proper and adequate training to improve their chances of employment in the hospitality industry. Furthermore, training institutions need to liaise with the hospitality industry especially hotel managers to ensure that hospitality graduates meet market place expectations required by industry players and professionals in the hospitality sector. Findings of this study are projected to benefit policy-makers, academics as well as the tourism and hospitality industry.

Creation of Cultural Narratives: The Impact of Social Media on Tourism

Ruhet Genc
Turkish-German University
Turkey
drangench@gmail.com

The role of social media in tourism development has long been discussed within tourism and hospitality research field regarding to the decision-making of travelers, tourism operations and tourism management (Leung et al., 2013). From an individual point of view, tourists are able to access various contents on the internet about the destinations they visit or plan to visit especially after the development of Web 2.0, and social media appears as the most powerful source thereafter by shaping the travel-related searches of tourists in search engines (Xiang & Gretzel, 2010) in numerous forms varied from textual contents such as wikis, blogs, microblogs to visual content types including social media networks, media-sharing sites, review sites and
even voting sites (Munar & Jakobsen, 2014). Moreover, Munar and Jakobsen (2014) categorizes the motivations for sharing online content into three main groups, namely individual action and personal cognition, self-centered motivations, and finally community-related motivations which include altruistic behaviors to help community to reach their goals, and in the case of tourism, an urge for maximizing the well-being of other tourists by sharing one’s own experiences. In doing so, individuals participate into the creation of cultural narratives and shaping the tourism market by sharing their experiences through social media. On the other hand, tourism marketers have already acknowledged the importance of social media for their marketing efforts from an organizational perspective (Hudson & Tahl, 2013). For instance, the destination marketing organization efforts of national tourism organizations revealed that social media plays a crucial role to reach a global audience with limited resources (Hays et al., 2013). Hence, organizations have a possibility to make use of these available cultural narratives in order to expand tourism market as a tool of development, such as increasing tourism employment and tourism revenues in a particular destination. In this manuscript, the effect of social media will be analyzed through the creation of cultural narratives by individuals and their usage by organizations to increase the size of tourism market, especially by destinations in less-developed countries for developmental purposes. The methodology of this study will be literature review and critical evaluation of the previous findings on the impact of social media on tourism through creating cultural narratives. The paper will start with a brief discussion on the development of tourism in the presence of social media tools. Next, the manuscript will provide a detailed analysis for tourist-based cultural narrative creation and then the focus will shift to the use of cultural narratives by organizations in transforming the tourism markets, with a specific consideration of touristic destinations in the emerging economies and their concerns for development. As a result, the paper aims to provide a model where the relationship between cultural narrative contributions of tourists through social media and transformation of these narratives into tourism benefits by relevant organizations can be quantitatively investigated.

Assessment of Information Communication Technology in the Contribution of Community Based Tourism Institutions in Tanzania: A case study Arusha DC.

Abraham Lengai Godlisten, Anifae Shilingi
National College of Tourism
Tanzania
abrahamgodlisten@gmail.com

Past research projects (e.g. Reino, Frew, Albecet-saez, 2011) elucidated that the development of Information communication technology has resulted in positive impact on local communities such as more efficient transaction, a low cost distribution chain, improved customer service through personalized service, enhanced service quality and cost reduction (Zelenka, 2009). The rationale of undertaking this study is to require an understanding of the impacts of Information communication technology to community based tourism and tourism initiatives, therefore identifying how it helps in development of the community, types of information communication used and the role of information communication technology in empowering business. This study will be used by the government, tourism initiatives and local communities to implement alternatives or to supplement ways used in community based tourism. Also this study aims to contribute in filling information and knowledge gaps regarding the impact of Information communication technology to community based tourism to the local communities found in Arusha.

The research design was a case study research whereby both qualitative and quantitative data was collected. The sample size included 4 Community Based Tourism managers found within the village selected, 8 local tours guides, 8 waiters, 4 village leaders and 32 local resident found
in different place in Arusha district. Random sampling and stratified sampling were used to find respondents and collect data. The data collection instruments were focus group discussion, secondary information, direct observation and interviews. Quantitative data were analyzed by using Statistics Packages for Social Science (SPSS version 16.0) and Microsoft Excel whereby content analysis was used to analyze qualitative data.

A House for Hospitality, quality improvement by metropolitan cooperation

Simone Groen-Roesink, Karel Werdler
InHolland University of Applied Sciences
The Netherlands
Simone.groenroesink@inholland.nl

Several years ago it became obvious that both international and domestic tourism to Amsterdam would keep on growing and that some parts of the city might suffer from something that is nowadays known as ‘overtourism’. Obviously this growth was in line with the expectations of such organizations as UNWTO and the Dutch Tourism & Congress Organization (NBTC) that predicted a worldwide growth of 3,1% (UNWTO, 2016) and a growth to the Netherlands of +5% (NBTC, 2016). It is not only the amount of (international) visitors that has grown. The same can be said for the expenditures (11,4 billion Euros in 2016), the amount of domestic (23,1 million) and international overnight stays (15,8 million) and the expansion of accommodations that grew with 15% between 2012 and 2017 (NRIT report, 2017). Although these developments are regarded in general as positive from an economic point of view and an incentive for employment opportunities, representatives of stakeholders also found it hard to find and hold on to motivated staff. The occurrence of these two problems, avoiding congestion on one hand and finding sufficient motivated staff for the industry at the other inspired the city council, Amsterdam Marketing and stakeholders from the industry to embrace the concept of spreading tourism throughout a larger area around the city that became known as the Amsterdam Metropolitan Area (AMA) (Stad in balans, 2016). However, although this approach seemed a possible solution for one element of the problem, it did not offer relief for those entrepreneurs in the industry looking for and holding on to staff. To solve this problem several stakeholders applied for a regional funding that would enable them to cooperate more closely and on different levels to tackle both problems and still guarantee all visitors a hospitable experience. This led to the creation of the unique concept of the House of Hospitality in 2016, a so-called triple-helix endeavor where representatives of local government, the tourism and hospitality industry and educational institutes of both vocational and academic level joined hands and were awarded the regional funding. Since three years all parties have embarked on a variety of projects and this paper would like to highlight some of its successes and pitfalls.

Ecotourism as a Mechanism for the Local Economic Development in Southern Africa’s Rural Communities

Thembinkosi Gumede
University of Zululand
South Africa
tkgumede8@gmail.com

Scholars and stakeholders involved in the tourism industry share a common view that ecotourism has demonstrated a great potential for attracting both local and international visitors. Consequently, ecotourism has been advocated as one of the most important pillars of the
tourism industry mainly for its potential to conserve natural resources whilst boosting the socio-economies of the nearer communities. A review of literature indicates that most of the developed and developing countries use their scenic natural resources and distinct landscapes as tourism resources. Despite, the majority of the inhabitants of the Southern Africa’s rural communities are affected by abject poverty, unemployment, and income inequality yet, most of these communities are characterised by natural resources that can be used for tourism purposes. In line with this background, this study sought to find out how ecotourism contributes towards the local economic development of the study area. The study was conducted at the Oribi Gorge Nature Reserve (one of the South Africa’s popular ecotourism attractions) and the surrounding communities. The population of the study comprised of the municipal officials, community tourism organisation, Oribi Gorge Nature Reserve’s official, community leaders, and households of the nearer communities. A sample of 384 respondents was drawn from the population using convenience sampling technique. This sampling technique was deemed appropriate on the basis that the study intended to select the respondents based on their accessibility, knowledge of the chosen topic, and willingness to participate in the study. The study employed exploratory mixed methods design, which suggests that both quantitative and qualitative modes of research enquiry were adopted during collection, analysis, and interpretation of data. Face-to-face format was used to collect the data from the respondents through survey questionnaires. The quantitative data were analysed by means of the Statistical Package for Social Sciences (SPSS version. 24). Content analysis was used to analyse the qualitative data which were gathered through unstructured questions. The findings of the study indicated that ecotourism contributes to the local economic development of the study area through employment creation, capacity building, multiplier effect, and revenue generation.

The role of cultural proximity for visitor experiences of life cultural performances – the case of Ndere Cultural Centre

Oystein Jensen
Stavanger University
Norway
oystein.jensen@uis.no

A main purpose of the study was to explore how the audience of a cultural heritage performance perceive and experience the performance with particular emphasis on possible differences relative to the proximity of their own cultural background. The case explored was the about three hours regular evening cultural dance performance at Ndere Cultural Centre (by Ndere Cultural Troupe) in Kampala attracting a wide international visitor market as well as Ugandans. Theoretical underpinnings can be found in social identity theory with focus on how cultural background and social group can explain why visitors tend to evaluate or experience heritage sites or heritage experiences differently (Gieling & Ong, 2016). The question relates moreover to the concepts of cultural proximity (Ryan, 2002) or heritage proximity (Poria et al., 2006; Uriely et al., 2002). As the Ndere show also can be perceived as a life “theatrical performance” aesthetic experiences dimensions (Csikszentmihalyi et al., 1990) will also be of relevance. The study followed a qualitative approach. The data consists of 24 recorded personal interviews conducted during March 2016 with audiences at life cultural dancing performances at Ndere Cultural Centre in Kampala. Among the 24 interviews 10 were conducted with Ugandans as 14 from other nationalities, mostly from European countries. The data also consists of personal interviews with the manager and arts director of Ndere Cultural Troupe (Stephan Rwamgezi) expressing the philosophy, the purpose and the performance approach of the show. A main research problem by this exploratory research was to reveal differences of the experiences of the performance among the visitors based on cultural background measured by nationality
(Ugandan versus non-Ugandans). The findings offered indications of some specific differences in the perceptions and experience of the show among Ugandans and non-Ugandan (mostly international tourists) visitors, such as: Experiencing different details of the show (especially cultural elements), being personal and emotionally touched, actively participating, recognizing specific cultural elements, as well the perception of the leader of the show in the role as cultural mediator and as show-master. Generally, the quality and the cultural credibility of the show were quite positively evaluated by all the interviewees, including artistic and cultural elements. The findings of this explorative study offers support to assumptions of differences in experiences of heritage attractions based on life performances relative to cultural proximity.

Tourism Innovations In Developing Economies. Is It Top Leadership and Management Support, Curvy Women, or embracing ICTs to Boost the Tourism Industry in Uganda? Role Model Personal Perspective.

Sumaya M. Kagoya  
Makerere University Business School  
Uganda  
thumakago@gmail.com; skagoya@mubs.ac.ug

This study aims at giving insights on how to boost the tourism industry in Uganda through use of Information and Communication Technologies and top leadership and management support. The objective of the study is to develop a deep understanding of the best approach to boost tourism innovations in Developing Economies like Uganda. The philosophical orientation employed will be Interpretivism and deductive in nature. The research approach will be narrative approach to qualitative data from personal life reflections in form of stories to capture core themes. Narrative analysis will be utilized throughout the study in a chronological order while ensuring reliability and validity of the throughout the entire paper. The study findings will include: benefits, challenges and recommendations from the author’s perspective as, a Ugandan, a leader, a manager, ICT personnel, educator and a patriotic. Findings will have practical implications to the Ugandan policy makers, tourism industry, current and future leaders and managers, women and girls in Africa and future academicians in the subject matter. The originality of the study is based wholly on the author’s own personal life experiences content in form of narrative stories and to the best of author's knowledge, it carries no material narrated, written or published previously by others.

ICT Usage in Panelist Sessions to Enhance Completion of PhD Studies in Public Universities: Study of Uganda and Tanzania

Sumaya M. Kagoya, Kezia H. Mkwizu  
Makerere University Business School  
Uganda  
thumakago@gmail.com; skagoya@mubs.ac.ug

In PhD Studies, majority of PhD programs in Universities are for a period of 3 to 4 years for a PhD student to graduate. However, attaining a Doctor of Philosophy (PhD) has challenges which hamper the normal progress. For example, only 41% of students during their PhD studies are able to overcome the challenges they encounter. Academic institutions have rules governing them in all academic aspects which should be followed by staff and students. At PhD level, students present their work to the panelist comprising of a group of professors, doctors and a secretary whose role is to record comments raised by the panelist. Unfortunately, this traditional
means of notes taking by the secretary using pen and paper and the panicking student anguished by examination fever, renders some vital information to be omitted and causes delays in receiving the official comments. This not only minimizes the quality of the PhD work presented, but also delays the PhD student(s) from completing the program on time thus increasing financial costs among others. Past scholars have averred that for a PhD student to finish her or his PhD program in time depends on factors like inadequate money to meet the tuition fees, travel expenses, social issues, health issues and lack of commitment. However, there is scant literature on trends addressing the issue of ICT usage during the panelist sessions hence the need for research on the use of ICT like video cameras during presentations to curb mismatches of comments and other related snags. Therefore, this paper examines ICT usage in panelist sessions to enhance completion of PhD studies in public Universities in Uganda and Tanzania. Quantitative data was analyzed using descriptive statistics and PLS-SEM with results showing a significant relationship between ICT usage in panelist sessions and success in completion of PhD studies in Tanzania and Uganda. The outcome of this study can assist Universities to improve panelist sessions during PhD presentations.

Analysis of Rwanda’s tourism marketing strategies and its influence on tourism development. Case of Kigali tourism corridor and Northern province of Rwanda

Ronald Kalulu Wambi, Stella Ingabire, Pascal Niyendera
University of Tourism, Technology and Business Studies
Rwanda
kaluluronald@gmail.com

The main study analyzed Rwanda’s current marketing strategies and its influence on tourism industry development. The study was guided by three questions which were answered using information from documents, observations, questionnaire and interview with a sample size of 123 respondents mainly from Rwanda Development Board marketing department, tour operators, tourists, national park officials and Kigali international airport workers who were conveniently and purposively selected in accordance to their availability and willingness to participate in the study. The major findings revealed that Rwanda has existing marketing strategies like Tembera Rwanda, one day Rwanda however, given their performance, they are not as effective as they are supposed to be. But, with the introduction of new innovative marketing plans such as VISIT RWANDA, MICE tourism, standardizing establishments, strengthening security, high conservation spirit and segmenting the tourism market to high end customer; the country is beginning to receive the fruits of her marketing with double figures of visitor arrivals in the country hence tourism growth in terms of sales revenue, skills enhancement and infrastructure development. The study recommends more allocation of funds for the effective marketing around the global particularly with a mix of both private and public efforts.
The Impact of Gorilla Permit Increment on Tourism and Hospitality Businesses in Rwanda. Case Study of selected Tourism and hospitality Businesses in Musanze and Kigali city

Ronald Kalulu Wambi, Callizte Kabera, Anne Clenie Umulisa
University of Tourism, Technology and Business Studies (UTB)
Rwanda
kaluluronald@gmail.com

The study centered on gorilla permit increment and its impact on tourism and hospitality businesses in Rwanda. The objectives involved identifying the reasons for Gorilla permit increment in Rwanda, to examine the impact of Gorilla permit increment on performance tourism businesses in Rwanda and to find out the problems Rwanda tourism industry face due to Gorilla permit increment. The research design involved both qualitative and quantitative designs. The total population was 112 which was a sum total of park managers, tour operators/guides, tourists, hotel managers, car rentals, tourist centres, restaurant owners, and local leaders. The study used universal sampling given the nature of the study and questionnaires, interview and documentation methods were used to collect data and data was analyzed using descriptive statistics. Findings revealed that the main reason for gorilla permit increment in Rwanda were to target high end customers, boost other tourist activities in the parks, conserve and preserve the gorillas, increase revenue sharing percentage for communities around the Volcanoes national park, and enhance visitors’ experience among others. The above reasons brought in mixed fortunes to the businesses relying on tourism especially in Musanze district and Kigali city. On one hand, there has been increased conservation of endangered mountain gorilla; an increase in visitation to the other park products and other national parks, and a boost in revenue sharing percentage given back to the local communities. However, the doubling of gorilla permit in Rwanda gave many clients a clear pass to Uganda and DRC and thus a blessing to them as there has been a boosted booking for them than Rwanda. The biggest impact is being felt by businesses especially small and medium tour operators, small hotels, car rentals, restaurants, as well as independent operators as the high-end tourists want to stay in five-star hotels and book with big businesses hence react less to price elasticity, that is, they do not care paying a higher price. This has put most small and medium businesses in a crossroad and dilemma as most of them have started losing customers thus as a way of surviving, the other option available is employee downsizing or others going out of business. The study concludes that even though there is need to reduce mass tourism at the park, but for the sake of small tourism businesses which form majority of Rwanda’s economy, the government should adopt different measures that have a balance for environmental conservation and business sustainability.

Environmental Conservation and its Influence on Tourism Development in Rwanda
Case Study of Gishwati-Mukula Forest National park in Rwanda

Ronald Kalulu Wambi, Callixte Kabera, Emmy Tushabe
University of Tourism, Technology and Business Studies (UTB)
Rwanda
kaluluronald@gmail.com

The study explored environmental conservation and its influence on tourism development in Rwanda. The study objectives were (1) to find out the causes of environmental degradation in Rwanda; (2) to find out the impact of environmental conservation on tourism development in Rwanda and (3) to assess the relationship between environmental conservation and tourism
development in Rwanda. The total population was 109 and was comprised of, staff from REMA, local leaders around Gishwati-Mukula forest national park, staff from conservation department in RDB, and local communities surrounding the park. A sample size of 86 was selected using Krejcie and Morgan table of sample determination (1970). Simple random and purposive sampling techniques were applied depending on the respondent. Tools for collecting data were questionnaires, field observations, documentaries and interview. Data was analyzed using descriptive statistics. Findings on the causes of environmental degradation in Rwanda were poor cultivation practices, deforestation, overgrazing, soil exhaustion. The impact of environmental conservation around Gishwati-Mukula forest were the recent gazetting of the forest into a national park by government hence the ability of the conserved flora and fauna to generate tourism revenue when visited by tourists, stabilizing biodiversity, quality air for visitors, revenue sharing and increase of wildlife conservation. The relationship between environmental conservation and tourism development were highly significant in that, if there is environmental conservation, then, tourism resources will be developed hence attracting visitors at the destination. The study proposed environmental sustainability measures in Rwanda are; apply the 3R (recycle, re-use and reduce); implementing carrying capacity, cut one plant two tree policy, green tourism, use of renewable energy, planting more trees and plants, efficient waste management, soil conservation and better agricultural practices as well as pollution control.

Collaboration among Tourism Associations in the Tourism industry in Kenya

Albert Kariuki
Kenyatta University
Kenya
kariuki.albert@ku.ac.ke

Tourism is a highly fragmented industry with diverse sectors. The private sector tourism encompasses a diverse range of industry stakeholders and entrepreneurs, including transport and accommodation providers, in-bound and out-bound travel agents and tour operators, financial institutions, restaurants and retail outlets, local communities, entertainment centers, handicraft producers and tour guides. As in other industries, it is also common practice for each sub-sector to establish its own trade associations. Associations are formed for various reasons, most often to share strategic information and to lobby and assert their members’ interests. The purpose of this paper is to explore the efficacy of collaboration among sectoral trade associations in tourism development in Kenya. The study adopted a mixed method research design. The population of the study was seven stakeholder trade associations under Kenya Tourism Federation. The study adopted qualitative and quantitative primary data collection methods, using semi-structured interviews, participant observation and questionnaires as data collection instruments. Secondary data was collected through content analysis of various books, journals and websites. The secondary data analysis process started at the beginning of the research and involved a critical review of literature mainly from journals, books, various government and private sector organisations documents and reports. Primary quantitative data was analysed using descriptive statistics and presented in frequencies and percentages. The finding of the study shows that, the existing collaboration among industry association in Kenya are not well structured, the paper recommends the adoption of formal partnership models as a best practice of collaborative arrangements in sustainable tourism development in Kenya.
Sustainability issues of tourism activities around the lakes; Case of lake tourism around lake Victoria

Provia Kesande, Mercy Arinaitwe
Makerere University Business School
Uganda
pkesande@mubs.ac.ug

A lake is a habitat for aquatic animals and is of great importance to humans and the tourism industry respectively. Lakes provide water for domestic, industrial and agricultural use as well providing food. In spite of this observation, lakes are facing a number of threats ranging from over exploitation to pollution which might affect their structure and functionality. Tourism and recreation activities have both direct and indirect effects on aquatic ecosystems. While land based activities have impact on the environment, recreational activities that take place in Lakes Rivers and wetlands and their riparian areas are mostly likely to negatively impact the aquatic environment (Martin T. Dokulil 2016). Water is one of the most sensitive and vulnerable resources for many tourism destinations whose attractiveness highly depend on the water quality and availability in the lakes. Negative impacts from tourism occur when the level of visitor use is greater than the environment’s ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as: soil erosion, increased pollution, discharges into the water, natural habitat loss, increased pressure and strain on water resources, and it can force local populations to compete for the critical resources. Lake Victoria is the second largest fresh water in the world covering nearly 68800 square kilometer. It is shared by Kenya Tanzania and Uganda. It is one of the most popular tourist attractions of Uganda because of its attractive natural landscapes and number tourism activities that take place there. However, during the last decades, Lake Victoria has been facing environmental issues due to over exploitation and increasing levels of pollution. Lake Victoria offers a variety of tourism activities ranging from boat rides, cruises, swimming, canoeing, beach activities, spot fishing trips, bird watching and accommodation facilities like resorts and hotels which are the major tourism related water consumers. Several studies have been conducted on environmental issues affecting water bodies but inadequate attention has been paid to the questions this study is looking forward to address. In this study therefore; the focus will be on the effect of tourism activities on the water quality and the sustainability of tourism activities on Lake Victoria. The study will majorly focus on the following question; Qn: How L. Victoria has been affected by tourism activities and what has been done in response to these effects? Theoretical and Empirical significance This study will use a Tourism carrying capacity model. The findings of this study will open new lines of inquiry for the tourism industry stakeholders and academician. The results will also be used by policy makers to inform policy. Findings will also be useful to destination managers and business tourism owners. Methodology The study will use a mixed method approach (Cross well 2017). It will adopt a cross sectional design and the target population will be tourism business owners around Lake Victoria.
Efficacy of mobile applications on front office operations: a case of Hilton, Nairobi

Judy Kibe, Hellen Ogutu, Susan Ojwach
Moi University
Kenya
judykibe931@yahoo.com

Mobile applications present a huge opportunity for hotels to engage both directly and indirectly with their customers. Moreover, it eliminates hotel operational costs, distributes services efficiently and conveniently to customers. However, despite the manifold benefits of the use of mobile apps in business operations, there are limited researches about the use of mobile apps at the front office operations in hotels. The general objective was to investigate the efficacy of mobile applications in front office operation operations. The specific objectives studied included; examining the usefulness of guest service mobile applications, establishing the efficacy of wallet mobile applications, and investigating the efficacy of mobile mapping and travel applications in front office operations. The case of Hilton Hotel was used due to relevant structures of mobile applications capable to enhance service delivery in the front office. The descriptive research design was used targeting 76 employees working in the front office department of the hotel. With the use of Slovin’s formula, a sample size of 63 employees was used. Random sampling technique was used to identify respondents. Structured questionnaires were used to collect data and descriptive statistics used to analyze it. 84% of the respondents agreed that guest service apps used in hotels make the customer check-in process faster. Further, it was established that mobile wallet applications used in hotels make payment for services convenient, faster, accountable, and secure. Additionally, mapping and travel apps help visitors approximate the cost of travels to various destinations, remind visitors of their travel plans/takeoff, and inform visitors of environmental details. In conclusion, mobile apps enhance the efficiency of front office operations by allowing convenient, faster, and cheaper execution of operations. It is recommended that the management and ownership of hotels should ensure the adoption and implementation of the use of mobile applications to offer guest services owing to the numerous benefits.

Innovating the Kenyan coastal destination through heritage

Bonface Kihima, Laban Rotich
The Technical University of Kenya
Kenya
odiarab@yahoo.fr

Cultural and heritage sites enhance nationhood through tourism promotion. Ironically, majority of these sites some of which are inscribed as World Heritage Sites (WHS) – the case of the coastal Kaya forests – have not been effectively developed and promoted as tourism attractions. For instance, even though the Kaya forests are in close proximity to the beach area, they have minimal visitation, visibility and appeal. Through interviews with industry stakeholders, this paper recommends the creation of a coastal tourism offer beyond the beach. It focuses on destination appeal with specific emphasis on the place of innovation and heritage in the coastal tourism system. The paper advocates for the extension of the tourism product by adding places or items previously ignored by the tourism sector such as the Kaya Forests, National Monuments, archaeological sites and other historical sites to the existing product offer – the beach.
Next Tourism Generation Skills Alliance: Digital, green and social skill for tourism

Dineke Koerts
Breda University of Applied Sciences
The Netherlands
koerts.m@buas.nl

The Next Tourism Generation (NTG) alliance (https://nexttourismgeneration.eu) is a European project that runs from 2018 to 2022 and focuses on solutions for the fast changing and increasing gaps in digital, social and green skills in the European tourism industry. By creating a collaborative relationship between education and the industry, the alliance wants to provide entrepreneurs, employees, students and educators in five tourism sub-sectors (accommodation, food and beverage operations, travel agencies and tour operators, visitor attractions and destination management) with future-proof modules and tools in the fields of digital, social skills and green skills for tourism. Method The paper presentation reports on the findings of the first phase of the NTG project. During this phase, the gaps between current digital, social and green skills and those needed around 2030 were identified. These skills gaps were researched through desk research, an online survey conducted in the countries involved in the project (Bulgaria, Germany, Spain, Hungary, Ireland, Italy, the Netherlands, and the UK), and 201 interviews with industry experts. The next phase of the project will, amongst others, see the development of best practices, modules and other tools to close the identified skills gaps. NTG project first phase: some findings Tourism, just as other industries, is influenced by world-wide mega-trends. The most important in the years ahead will be technological innovations and disruptions, demographic changes, environmental pressures and a shift in economic power from the West to emerging and developing countries. The tourism industry will accordingly change substantially and new and different skills will be needed for working in tourism. Digital skills (including those for on-line marketing and social media) will become indispensable; many of the surveyed and interviewed participants indicated these skills as an important area for improvement. Despite the advance of automation and digitization, the human factor will still be crucial in 10 years’ time. Social skills such as hospitality, creativity, interpersonal communication and multicultural dexterity will become even more relevant than today and will be necessary to deliver the increasingly personalized services and experiences desired by tourists. In most participating countries, environmental or green skills are not considered a priority today. Green tourism is still perceived as a niche market. Nevertheless, many participants think that green skills will be much needed around 2030 although most found it quite difficult to pinpoint exactly what green skills include, something which will be discussed more in-depth in the paper presentation. Some points for discussion • What are the implications of the identified gaps for developing skills products that will be relevant for a next generation of educators, companies and employees in tourism? • What are inspiring case studies and best practices and will these still be relevant around 2030? • Efforts aimed at closing skills gaps should be grounded in a solid understanding of a country’s and industry’s skills base today. Are the skills, identified in the NTG project as relevant for 2030, also valid and useful for contexts, countries and regions outside Europe?
Utilizing Local Cuisine Festivals to market the Lake Region as a tourism destination. A case study of Annual Kisumu Fish Fiesta Festival

Jairus Koki, Lilian Wanyonyi  
Jaramogi Oginga Odinga University of Science and Technology  
Kenya  
kokijairus@gmail.com

Local cuisine festivals have emerged as a niche market for promoting gastro-tourism both locally and internationally. Travelling to a tourism destinations by tourists has often been made more adventurous and exciting by tasting of local foods song and dance. The primary purpose of this study is to explain how local cuisine has been used in marketing Kisumu county as a tourism destination. Kisumu city is one of the lake-side counties in Kenya endowed with both natural and cultural attractions. The county has made milestones in tourism development through coming up strategies of diversifying its products in order to brand itself as a major tourism destination in Kenya. One of the ways was through coming up with the annual Fish Fiesta Festival that refers to a three day festival organized during Easter Holidays that entails cultural cuisine shows, cooking of different fish dishes, dinning, sporting activities, cultural dances and many more. The paper will adopt a mixed research method where by both qualitative and quantitative data will be collected through questionnaires, interview schedules and document analysis. 300 Questionnaires will be used to collect data from tourists and local residents during the event. The tourists will be purposively selected for the purpose of getting more information on the importance of the festivals to them. Interviews will be conducted to 5 Tourism officials from the County and 10 Hoteliers to determine their perception on the role of the festival in destination marketing and its impacts on the socioeconomic wellbeing of the residents. Data will then be analysed using the SPPS version 20 and qualitatively through identified themes.

Investigate the role of stakeholders in developing nature trails within river Sosiani ecosystem, Uasin Gishu County

Jairus Koki, Falerian M. Mwasya, Henry Togoch  
Jaramogi Oginga Odinga University of Science and Technology  
Kenya  
kokijairus@gmail.com

A stakeholder is as any group or individual who can affect or is affected by the achievement of the organization’s objectives. In this study, persons, institutions and organization who can affect or be affected by Development of River Sosiani as a nature trail include; KWS, KFS, NEMA, WRMA, WRUA, Moi University, County Government and the local community. The objectives were; To identify the tourism products within River Sosiani, To examine the role of stakeholders in developing river Sosiani as a nature trail, To determine ways of conserving Sosiani river as a nature trail and To establish the benefits of developing river Sosiani as a nature trail in Uasin Gishu County. The study area was in Eldoret town, Uasin Gishu County. The target population for this study was 100 with a 30% sample size of 33 respondents. Questionnaires with closed ended questions were used as instruments for collecting data while SPSS was used for analysis and interpretation of the data collected. From the findings of the research it is evident that development of river Sosiani as a nature trail is achievable. These include; natural scenery with the highest mean of 4.61 and a standard deviation of 0.567, bird sanctuaries, riparian vegetation, terrain, waterfall and river flow. River Sosiani nature trail will go a long way in the conservation of the environment which had the highest mean of 4.64 and a standard deviation
of 0.621, a source of revenue, contribute to climate hacking, increase the tourism products in
the region and act as an education and research destination. In order to ensure sustainability of
the nature trail, stakeholders must create awareness on the importance of conservation,
encourage planting of trees, develop and vouch for proper waste disposal means, hold regular
cleanups and put up a fence boundary round the nature trail. 1) Creation of awareness of the
importance of environmental conservation which might result in local residents being able to
understand the objectives and benefits of having a nature trail as a tourism product within the
region. 2) All stakeholders should be consulted in the planning and development process
whereby; public participation especially on land issues in order to ensure due diligence and the
law is followed avoiding future complains 3) Strict and clear procedures need to be put in place
which will be used to regulate the population visiting the nature trail that is the do’s and dont’s
need to be clearly stated as well as the consequences of not adhering to them.4) Public private
partnerships should be incorporated in order to ease the pressure of planning, funding,
administration and monitoring of the nature trail which will ensure the successful development of
the nature trail.5) Creation of a committee to oversee the implementation and monitoring of the
project progress.6)Promotion of sustainable land and water management projects.

International Demand and its Motive for African Community-based Tourism

Noel Biseko Lwoga
University of Dar es Salaam
Tanzania
noelight79@gmail.com

This study utilizes push-pull model to understand demand for community-based tourism (CBT)
in sub-Saharan Africa. The data were collected through online Google Form survey from
Germans in Eberswalde Town in Germany. The findings show that there is a substantial
international demand for CBT. The push motives behind the demand are not only limited to
interaction, novelty seeking, authentic and new knowledge and sharing economy ethos, but also
include physical motives of relaxation. This is in contrast to a dominant argument that motives
for CBT represent the dichotomous polarized discourses of soft versus hard with reference to
the notions of interaction versus relaxation. The findings also show that the merely presence of
natural and cultural resources does not structure pull motives, but what is critical in pulling
tourists include the traditional use of the resources by the local community, safety and security,
accessibility, quality of service and sustainability aspects of CBT. In addition, findings indicate
that potential tourists prefer to arrange CBT tour themselves (individual travel arrangement)
through internet and website. Implications of these findings in conceptualizing tourism demand
and motive and in marketing of CBT in SSA are discussed.

‘We are here but not here’: Coastal residents’ perception of tourism impacts

Nelly Maliva, Dev Jani
University of Dar Es Salaam
Tanzania
nelly@udbs.udsm.ac.tz

Residents’ perception is considered to be one of the key factors influencing resident’s
participation in tourism, and thus the success of the industry in the locality. This study aimed at
appraising local residents’ perception of tourism around Saadan national park in Tanzania along
the shores of Indian Ocean. Both, quantitative and qualitative approaches were utilized to
capture holistically the perceptions of residents; a structured questionnaire was used to collect quantitative data while in-depth interviews and observations were used in collecting qualitative data. The quantitative data were descriptively analysed while content and thematic analyses were used for qualitative data. Generally, the local residents around Saadan have low level of education, are small entrepreneurs, and have lived most of their lives in the area. Locals consider tourism to have a great economic potential which is not realized due to challenges like more decision power vested on TANAPA and foreign investor, low marketing of the attractions, their culture being ignored, and poor infrastructure. The level of local involvement appears to be tokenism in nature which leads into low contribution of tourism to the locals and the area with respect to economic, socio-culture, and environmental; thus the local perception of ‘we are here but not here’. The results send signals to other tourism stakeholders like government, private investors, and non-profit organizations in trying to include the locals as a means towards inclusive tourism development.

Analysis of the effect of Human-wildlife conflict on the conservation of flora and fauna in Akagera National park

Steven Mangwa Kalisa  
University of Tourism, Technology and Business (UTB)  
Rwanda  
mansteven2005@yahoo.com

Human-wildlife conflict occurs when there is close interaction between wild animals (fauna) and human beings, resulting into injuries and deaths of human beings or killing of wild animals and wild plants’ (flora) illegal harvesting plus their habitats distraction. Wildlife-human conflicts (WHC) are a serious obstacle to wildlife conservation worldwide and are becoming more prevalent as human population increases, development expands, and global climate changes. In addition, as some wildlife conservation activities succeed, wildlife expands into human-dominated areas. This situation puts people and wildlife in greater direct competition for a shrinking resource base. The main challenges to the continued protection of Akagera National Parks’ flora and fauna are population pressure, high rates of poverty and a high reliance on natural resources for livelihoods of the communities surrounding the park. The objectives of this study are to identify the kind of the human wildlife conflicts in Akagera National Park, analyze of effects of the human wildlife conflicts on flora and fauna conservation and establish measures that could be adapted to manage human wildlife conflicts in the park. The research design is descriptive which will involve a field survey where the researcher will go to the target population who are the 113 employees of Akagera National Park to investigate issues under the study.

"Yes, we want to do this differently": collaboration and innovation in creative tourism entrepreneurship in Kenya

Lénia Marques, Simone Langejan  
Erasmus University Rotterdam  
The Netherlands  
marques@eshcc.eur.nl

Doing things differently – that summarises how innovation could be described. Innovation is about not only having a good idea, but implementing it. Entrepreneurs are people looking for opportunities and make things happen, and innovation is when this is done differently. In tourism, innovation often happens with small-scale entrepreneurs, who are locally embedded,
although connected one way or the other to our globalised world. Creative tourism in particular is a privileged field for small-scale entrepreneurs to experiment and develop tourism products in a more horizontal way. This is done through collaborative mechanisms and co-creation principles. This paper investigates different forms of collaboration which contribute to innovation in creative tourism entrepreneurship. To understand this, the focus of the research was on creative entrepreneurs in Kenya, mainly around Nairobi. Fourteen interviews were held in 2018, with entrepreneurs of different type of creative tourism related-products and tourists. Preliminary findings point out that openness to opportunities, willingness to learn, cultural exchange and impact on the local community are some of the main mechanisms and motivations behind collaborations among stakeholders. These collaborations were, are and will possibly be in the future the foundational structure for innovation of creative tourism in the region. Innovation which entails much more than tourism product development, as it also allows for engagement and trust through co-creation, contributing for economic development and often for social innovation.

Tourism Community Capitals: Towards Sustainable Livelihoods Approach; Review of the Literature

Susan Matiku, J. Zuwarimwe, N. Tshipala
Moi University
Kenya
suematiku@yahoo.com

The Sustainable development goals call for community participation in development and encourage communities to be involved in activities that indorse their sustainable livelihoods. Rural development is best executed if the local communities are involved in the development planning, decision making and management. The community-driven tourism projects are capable of providing sustainable livelihoods, if the communities have access to their capital assets, and this is because they are well informed of their priorities. They consequently have full legitimacy to utilize all the resources at their disposal for sustainable livelihoods. Tourism has been progressively used for, and directly linked with, rural poverty alleviation in African countries. Through a review of 10 sustainability models and 45 sustainable livelihood approaches, the study randomly selected 25 sustainable livelihood approaches. Out of the 25 approaches that were reviewed, only 7 were connecting with tourism where one used tourism as a diversification strategy for livelihood and the others had tourism livelihood framework that included tourism related and non-related capital assets. However, the application, and to an extent the ideologies, of the widely used categorising framework, the Sustainable Livelihoods Approach (SLA), has not been fully utilized on the tourism community capitals that are at disposal of the destination communities. This necessitated development of an approach that integrates community participation through the capital assets that they endow. Through review of literature the study developed a Tourism Community Capitals for Sustainable Livelihoods Framework (TCCSLF). The motivation for this call was to develop an integrated framework that not only focuses on the communities’ tourism capitals but also recognizes the communities’ tourism resources as the backbone of their livelihood.
Effects of leadership styles on employee commitment to service quality in hotels

Angore Mbitha
Moi University
Kenya
abmbitha@yahoo.com

The purpose of the study was to establish the effect of the leadership styles on the employee commitment to service quality. The study was guided by the three research questions; how goal attainment affects employee commitment to service quality, how interpersonal relationship affect employee commitment to service quality, and what are the good leadership practices in the hospitality industry? Descriptive research methodology was preferred in the study since it was involved in understanding the situation ‘how’ in relation to the variables. A structured questionnaire was used for data collection. The study found out that the democratic and transformational leadership styles are prevalent at the study hotel. The study revealed that the leadership style of a manager affects the employee commitment to service quality either negatively or positively. Lastly, the study found that there were good leadership practices in the hospitality. The study concluded that the leadership style of a manager influenced the employee commitment to service quality. Based on the relationship between the respondent and the manager there was either a positive or negative influence on the employee commitment to service quality. The study revealed that there was a negative influence of encouraging staff to participate in decision making on commitment to quality service, positive influence of thinking and say ‘we’ rather than ‘I’ on the job performance and a negative influence of believes only their ideas are best on the job performance of the respondent. The study recommends that supervisors should evaluate their leadership style approaches especially when encouraging the staff in participating in the decision making. While this is a positive attribute, it had a negative influence on the employee job performance. The managers should monitor the attitude, behavior of employees and engage them appropriately so as not to lose the self-drive to perform their jobs.

Role of wildebeest migration in sustainable tourism development in Serengeti-Mara ecosystem: a transboundary management approach

Julius Menge, John Akama, Christopher Ngacho
Kisii University
Kenya
jnmenge2000@gmail.com

Sustainable tourism development in the Serengeti-Mara region seemingly depends largely on the wildebeest migration phenomenon. This is particularly due to its appeal to the tourist and its classification as one of the new wonders of the world by UNESCO. The phenomenon has over the years been used as a flagship/marketing tool to project the ecosystem as a leading tourism destination. This has resulted in proportionate flow of tourist to the region to witness this unique occurrence. Development of facilities to meet demands of tourists has also grown in tandem. However, continuity/persistence of the phenomenon has not been interrogated. Environmental management, resource use practices & other human activities on either side of the Kenya-Tanzania boundary have begun to alter the spectacular nature of the migration. Human population is ever increasing in and around the SME with high poverty levels, putting more pressure on land. This has been accompanied by destruction of the Mau water tower, an important source of the Mara River which is a source of life in the SME. Climate change has set in to worsen the situation. This scenario has been aggravated by conflicting policies on either
side of the boundary regarding resource management & use. Eventually, this trend may truncate the phenomenon altogether. This questions sustainability of tourism development. The main objective of this study is to assess the role of the wildebeest migration phenomenon in sustainable tourism development in the SME. This will be done by interrogating continuity of the phenomenon from a transboundary resource use and management perspective. The study specifically intends to assess the influence of four features of the migration namely the migration route, population/numbers, migration pattern/timing and composition of the migrating community on sustainability of tourism development. The study is guided by Rational Choice Theory and Tragedy of Commons Theory. Among the concepts explored include Political Ecology, Transboundary Natural Resource Management, Integrated Natural Resource Management and concept of sustainability. Both primary data and secondary data will be collected for this study. The target population for the study is 14983 individuals drawn from conservation agencies employees, business community and local community members. They are vital in giving information on observations on changes relating to the migration phenomenon. A strata sample size of 221 is obtained using coefficient of variation from Nassiuma's formula. A combination of qualitative and quantitative techniques will be explored when collecting and analyzing data in a practical field study. Data will be analyzed using descriptive and inferential statistics and presented using tables, pie charts & graphs. Knowledge so produced shall supplement existing literature and contribute towards informing and guiding on management of transboundary resources to ensure sustainable development.

Tourism Development and Destination Competitiveness: A Review of Literature on Human Resources Management in Tanzania

John Thomas Mgonja
Sokoine University of Agriculture
Tanzania
mgonjait@sua.ac.tz

This article, reviews the literature on human resources management training as a critical component for the tourism industry development, destination competitiveness and community development in Tanzania. It argues that rapid growth of tourism in many developing countries has been accompanied by inept planning, uncoordinated tourism and hospitality training strategies and therefore, producing unskilled human resource leading into undesirable social, economic, and environmental impacts as well as visitors’ dissatisfaction and complaints. Secondary data were collected from multiple online scientific databases, books and government websites and analysed quantitatively. The review shows that most of the training institutions in the country focus more on tourism and hospitality 20.37% (n = 11), hotel management 18.52% (n = 10) and tour guiding 18.52% (n = 10). Currently, there are no institutions in the country offering trainings in leisure and recreation as independent (standalone) programmes at all levels of human resources training in tourism (i.e. Certificate, Diploma, Degree). Tourism is regarded as the practice of traveling to other places for enjoyment and thus it is seen as a form of leisure and recreation that takes place away from home. The article argues that in order to take fully advantages of the myriad natural resources that the country is endowed with, tourism planners, managers and particularly education institutions should diversify their tourism training programmes in the country to encompass leisure and recreation studies as standalone credentials (specializations) instead of being entrenched in other tourism programs where they are given insignificant weights. Such trainings will enable the country to produce competent experts in leisure and recreation who can design and/or organize leisure and recreation activities that are demanded by tourists. As demand for leisure and recreation activities continue to increase in Tanzania and in other counties, more experts in leisure and recreation will be
required to cater for the needs of tourists. Both Leisure and Recreation are often considered to be prerequisites for tourism.

Innovation and lake tourism in Tanzania

Kezia Mkwizu
African Gifts
Tanzania
kmkwizu@hotmail.com

Lake Tourism in African exists in areas with natural and man-made lakes such as Victoria, Tanganyika, Nyasa, Chad, Edward, Kivu, Manyara, Nakuru, Naivasha, Natron, Turkana, Tana, Nasser, Kariba and Volta. The largest lake in Africa as well as the world's second largest freshwater lake is Lake Victoria. In addition, Lake Victoria is divided among three East African countries namely Tanzania (49%), Uganda (45%) and Kenya (6%) with Tanzania having the largest share. In Tanzania, lake tourism is evident not only on Lake Victoria but other lakes such as Manyara, Tanganyika and Natron. However, there are many challenges for lake tourism in Tanzania like climate and innovation. Innovation is vital for creating new products. Past scholars have documented on lake tourism with the concept of development and advocated for more research on lake tourism in relation to innovation. Therefore, to extend literature in the phenomenon of lake tourism, this paper's general objective is exploring innovation and lake tourism in the context of Tanzania. This paper specifically explores technology use and lake tourism products. The diffusion theory provides the framework to explore the spread of ideas and innovation hence guide this study to explore innovation particularly technology usage for tourism. This paper adopts documentary research and literature review methods. The literature analysis reveals interesting information that technology use in terms of technological progress on motorbikes has enabled one of the tour operators to offer off-road tourism product where tourists can ride motorbikes to various tourist attractions like Lake Natron and thus enjoy lake tourism. This implies that innovation can assist in development of new tourism products to areas surrounding the lake. Constraints in technology use can be identified in relation to lake tourism products and this is due to lack of awareness of innovation opportunities, inadequate funding for product innovation and access to technology as among the barriers to creating new tourism products. The outcome can assist tourism stakeholders to introduce off-road tourism product as a strategy to boost lake tourism as well as encourage promotion of innovation as key to developing new lake tourism products.

Innovation and Domestic Tourism: Insights on Selfie: Comparative Study of Botswana and Tanzania

Kezia Mkwizu, Harrieth G. Mtae, Phetogo Sechele-Mosimanegape
African Gifts
Tanzania
kmkwizu@hotmail.com

Domestic tourism can make major contribution to economic development for African countries. However, the development of domestic tourism faces a number of challenges including awareness and innovation. Although innovation such as selfies is a trendy technology, there are limited studies that relate selfie innovation and domestic tourism in Africa. Hence, the aim of this paper is to examine innovation and domestic tourism focusing on selfie by comparing Botswana and Tanzania. This paper specifically analyses selfie usage and marketing of domestic tourism.
Diffusion theory guides the theoretical framework to analyse selfie as a trendy technology in terms of usage in relation to marketing domestic tourism. The study area is Gaborone in Botswana and Dar es Salaam in Tanzania. Quantitative approach was used as a research method. Snowball sampling technique was utilized and online survey semi structured questionnaires were sent to respondents. Collected data from a total of 59 respondents who were university students that visited tourist attractions was analysed using descriptive statistics and ANOVA. Results from ANOVA analysis indicate that there is a statistically significant relationship between selfie usage and marketing of domestic tourism (p=0.024 for Botswana; p=0.007 for Tanzania). Although there is similarity for statistically significant results for both countries, differences emerge in terms of explanations of the statistically significant relationships for the tested variables of selfie usage and marketing of domestic tourism. For example, in Botswana, the statistically significant results is explained by the relationship between using selfie to build awareness of tourist attractions and hearing experiences from others that they enjoy sharing information about domestic tourism. On the other hand, for Tanzania, the statistically significant results emanating from the sampled respondents is explained by using selfie to learn about tourist attractions visited and hearing experiences from others that they enjoy sharing information about domestic tourism. The implication of this study is that selfie usage should be encouraged for promotion purposes by tourism stakeholders as a way to market domestic tourism.

Technology Usage in Tourism: Comparative Study of Tanzania and USA

Tanzania
kmkwizu@hotmail.com

Tourism has recorded increasing growth globally with international tourist arrivals reaching 1.4 billion in 2018. However, previous scholars have highlighted that there is less attention in research for domestic tourism. In addition, domestic tourism has challenges including marketing and promotion of tourist attractions. Although technologies such as selfie has been developed and is used widely by travellers, there is inadequate literature on this innovation in relation to tourism particularly marketing of domestic tourism. Therefore, this study is motivated to examine technology usage in tourism with a specific objective of analyzing the relationship between selfie usage and marketing of domestic tourism by comparing Tanzania and USA. Quantitative method will be used to establish the relationship of selfie usage and marketing of domestic tourism. Data will be collected from the respondents using semi-structured questionnaire via email survey. The sampling technique that will be used in this study is convenience sampling and snowball sampling. Data will be analysed using descriptive statistics and Partial Least Square Structural Equation Modelling (PLS-SEM) with the aid of a statistical software called SmartPLS version 3. The outcome of this study will provide comparative insights on selfie usage and marketing of domestic tourism that can assist tourism stakeholders in marketing and promotion of domestic tourism.
Timing and launching new services is assumed to strongly support satisfied tourists and in turn generate positive outcomes. Tourists are more than ever knowledgeable about what services they expect. Much information is available to develop sound expectations about a destination. It is known that tourism hotels act accordingly to satisfy known expected needs and slowly adapt new offerings satisfying tourists even more. At the same time a waste part of the tourism literature emphasizes that new offerings testing (i.e., not known), so called unique services, engender high satisfaction and eventually reflect positive outcomes for the tourism company. Tanzania is an established tourism destination. Many known services however offer a rich flora of less tested innovative services. This work builds upon the notion that tourism entrepreneurs in Tanzania, given the variation, offer both unique and less unique tested services which reflect their performance. Therefore, the study aims at providing a systematic analysis of how new product development, innovativeness, environmental munificent and performance variables are related by using a sample of entrepreneurs. The notion of new product development (NPD) is vital in any organization. Timing to market is essential especially for reaching right responses regarding qualities. Traditionally, NPD has been viewed as a sequence of separable stages (e.g., design, production, and marketing) driven by different factors (i.e., technology and customers). On the other hand, innovativeness is defined as ‘a firm’s ability to engage in innovation. Performance is firm’s ability to increase sales, profits, reputation, new customers, new products, and ability to enter new market segments or new geographical markets. While, environmental munificence as abundance of resources and growth potential.

We argue that differences in environment determine outcomes in performance. Thus, a model is proposed to examine the interrelationships between new product development-munificence-innovativeness-performance. We argue that these variables are important for entrepreneur to have a competitive edge in their businesses. A quantitative research design was employed. The empirical study was based in Dar es salaam, Tanzania. A sample of 111 entrepreneurs in tourism and hospitality industry were asked to fill out a survey. These entrepreneurs were purposively sampled and measures meet acceptable levels of validity and reliability. The results show that there is a strong negative effect of new innovative offerings (i.e., new product development), while processes refining outcomes (i.e., innovativeness) have a positive relationship towards performance. Our results further indicate that the commercial ideas captured in munificence mediate (i.e., lower) negative effects of new product innovations as well the positive effects of innovativeness. This article discusses timing and is important as first step to introduce a vital discussion point with practitioners. It recognizes the role of timing and how environmental munificence strengthens effects of innovativeness on performance. We believe this to be important for practitioners in Tanzania. Theoretically, the study contributes to the literature on unique offerings (products) in tourism thus closing the gap in innovativeness and performance.
Blue Economy: tourism opportunities for developing countries in Africa

Muhamr Mwangi, Eunice Kibiro
Technical University of Mombasa
Kenya
muhoromwangi@yahoo.com

The Blue Economy (BE) was developed after the United Nations (UN) conference for sustainable development (Rio+20) in 2012. BE builds on Integrated Coastal Zone Management (ICZM) embedded on the principles of the Green Economy (GE) and sustainable development, taking into account the three pillars of environmental, economic, and social sustainability. Blue tourism on the other hand, is concerned with the touristic activities taking place around and within the aquatic resources. Coastal or marine tourism is one of the largest and oldest segments of the tourism industry. Oceans are considered a source of wealth and job creation as well as a main attraction. The coastal areas attract large proportion of the population due to resource abundance, accessibility to marine trade, recreational activities and connectivity to the sea and land. Ocean and coastal tourism is widely regarded as one of the fastest growing areas of contemporary tourism. Africa is the largest island with four oceans on its side and 39 (70%) out of 55 African countries are coastal or islands. African coastal states, with maritime claims of 12 nautical miles (22 km) territorial seas, 200 nautical miles (370.4 km) Exclusive Economic Zone (EEZ), measure over 13 million km2, has for a long time not utilized its blue economy fully as it was not recognized as an important economic driver. This has recently changed with the African union developing African Union Agenda 2063 ‘The Africa We Want’ and recognizing the key role that the ocean plays in the catalyst for socioeconomic transformation through harnessing a blue economy strategy. Online desktop research was employed, using grey literature on green and blue economies. The research sought to find out the challenges developing countries are facing in GE development, the opportunities available for developing countries in GE and the mitigating strategies developing countries are employing or should employ in the development of a GE. There are four key opportunities in BE development – economic, environmental, community involvement and destination management. Other opportunities around BE resources include Africa’s expansive 30.5km coastline, diverse coastal resources, human resource, and the Exclusive Economic Zone. The BE approach also provides for opportunities for investments in tourism infrastructure including hotels and resorts, dedicated terminals in ports for cruise tourism industry and marinas for leisure boat activities. First, the paper examines factors hindering African countries ability to take advantage of blue tourism opportunities. This paper further examines the opportunities available for African countries BE strategies through sustained economic growth and policy reforms such as investing in tourism infrastructure, developing a regional framework and fostering economic diversification. Finally, the paper proposes the mitigating measures for blue tourism positive exploitation.

Tourism in the devolved era: the missed opportunities in Kenyan coastal tourism

Muhamr Mwangi, Eunice Kibiro
Technical University of Mombasa
Kenya
muhoromwangi@yahoo.com

Coastal areas have a tendency to attract large proportion of the population due to resource abundance particularly food, and other subsistence resources, accessibility to marine trade and transport, recreation activities and connectivity between sea and land. Kenya is known worldwide for the big five animals namely Lion, Leopard, Buffalo, Rhino and Elephant. These
animals are terrestrial and are majorly found in the rest of the country except for Shimba hills. The four Kenyan coastal counties namely Mombasa, Kilifi, Kwale, and Lamu receive the bulk of over 63% of Kenya’s leisure and recreation tourism. Since independence the coastal environment has been neglected in development despite receiving the largest share of visitors. It was for such reasons that the country enacted a new constitution to devolve the functions to the grassroots. In the 6 years of devolution, the counties have been facing a myriad of challenges not limited to lack of collaboration in product development, policy formulation, developmental frameworks, and marketing of their products. The research sought to address the following questions; which are the key coastal tourism activities; what are the potential benefits of devolution to tourism development in coastal tourism and which are factors affecting implementation of devolution to coastal tourism. This paper conducts an online desktop research using government publications and published articles on devolved tourism using literature review of destinations that have devolved their tourism. The survey limits itself on tourism activities within the coast strip 10 kilometres from the coast line and within the 12 nautical miles territorial waters (22.2 kilometres). Based on the scope of reviewed articles; this study reveals that devolved tourism contributes significantly to the development of tourism. For example, South Africa uses devolved tourism as a pro-poor strategy, India’s devolved tourism benefits have been channelled more effective to vulnerable groups while Kericho County is promoting agri-tourism concept. Restricted to limited knowledge; this paper makes a brief literature survey on devolved tourism since 2013 to explore how devolved tourism and its applications have developed in this brief period. The coastal counties have been blessed by a multitude of attractions ranging from the aquatic/marine ‘big five’ with different species of whales, dolphins, turtles; diverse sacred Kayas; forest ecosystems; and endemic species such as Sokoke Pipits and the golden rumped elephant shrews. Therefore, this paper aims at figuring out the missed opportunities in coastal tourism since the country enacted the devolved system while indicating trends for future research.

The Role of Wildlife Tourism Sector Vulnerability and Adaptability in the Relationship between Climate Change and Sector Performance. The Case of Maasai Mara, Kenya.

Richard Kerongo Mose, John Akama, Pius Odunga, Christopher Ngacho
Kisii University
Kenya
moserk2005@yahoo.com

It’s unequivocal that climate change is happening. Wildlife is found in arid and semi-arid areas in Kenya, this is where wildlife tourism which forms over 60% of Kenya’s tourism occurs. Yet these are areas that are most affected by climate change. In Maasai Mara, the Mara river is drying as a result of the destruction of Mau Forest and exacerbated by increasingly unreliable rainfall. The drying Mara River has made its crossing by the wildebeest less spectacular. Worse still the seasonal migration of the wildebeest is becoming less and less regular due to the unpredictability of the rainfall. This paper reviews English language literature on role of climate change adaptation in the relationship between wildebeest migration and performance of the Wildlife Tourism Sector, with a special focus on Maasai Mara Game Reserve. The studies reviewed reveal performance of the wildlife tourism sector largely depend on three adaptation strategies: behavioral adaptation, managerial adaptation and technological adaptation. Further, these studies reveal that tourists were the most adaptive while the community that depends on tourism least adaptive. With these revelations, the Kenya government can make deliberate efforts to develop climate change adaptation policies in order to develop tourism sector especially in Masai Mara. Similarly, policy makers and stakeholders can use these studies to
develop policy and legal frameworks as important climate change adaptation tools for the tourism sector.

Understanding the potential of community-based ecotourism enterprises to improve the wellbeing of people adjacent to the Greater Virunga Landscape in Uganda and Rwanda

Ian Munanura
Oregon State University
USA
ian.munanura@oregonstate.edu

Community-based ecotourism enterprises (CBEEs) are perceived to improve the wellbeing of residents adjacent to protected areas and arguably benefit wildlife. For example, improved wellbeing is expected to incentivize residents’ support for conservation or dissuade from wildlife threatening practices. Over the last 30 years, CBEEs have been created in most African protected areas in the attempt to secure the future of wildlife. However, the critics have empirically challenged the conservation impact of CBEEs. The literature argues that the potential for CBEEs to generate tangible and immediate conservation benefits is limited. Most research has attributed this failure to structural constraints such as; inequity in benefit distribution, mismanagement, and insufficient revenue to create impact.

Notwithstanding the structural constraints, two questions are critical. First, do CBEEs improve the wellbeing of people adjacent to protected areas? Second, does improved wellbeing lead to support for conservation or reduced wildlife threatening practices? This paper explores the first question using the case of the Greater Virunga Landscape in Rwanda and Uganda. It is hypothesized that residents with direct access to conservation incentives through CBEEs have higher levels of objective and subjective wellbeing conditions compared to residents without direct access to conservation incentives. Further, it is hypothesized that the potential for CBEEs to strongly improve the wellbeing of residents varies across different types of CBEEs (Ecolodge enterprises, handicraft enterprises, cultural attraction enterprises). Data were obtained from surveys of residents who are members of CBEEs at GVL (n=346, 61% of the sample), and non-members of CBEEs at GVL (N= 224, 39% of the sample). The objective wellbeing dimension is measured by annual income, land ownership, livestock ownership, and access to healthcare. The subjective wellbeing dimension is measured by satisfaction with life, positive affect, and flourishing scales.

The findings reveal high percentages of low annual income earners, and high percentages of residents who own land, livestock and have access to healthcare. These findings were not statistically different across residents with access to conservation incentives and residents without access to conservation incentives. Similarly, the findings were not statistically different across varied types of CBEEs. The findings also revealed a deficient level of life satisfaction across both groups, albeit statistically higher life satisfaction finding among residents with access to conservation incentives. The levels of flourishing and positive affect were moderate across both groups, and there was no statistically significant difference. Analysis of variance revealed that cultural attraction and handicraft enterprises have the most potential to generate improved wellbeing, and ecolodge enterprises have the least potential to improve wellbeing. Overall, the findings show that CBEEs may not have the potential to improve the wellbeing of residents neighboring GVL substantively. It also shows that handicraft and cultural attraction enterprises would have most potential to improve subjective wellbeing conditions of residents. These results could be useful to conservation institutions at GVL to inform community incentives conservation policy. The presentation will discuss additional implications for practice and research.
Adoption of online food delivery services in Ugandan restaurants: The pros and cons. A case of Jumia Food Uganda.

Susan Mwebaza, Juliet Namukasa
Makerere University Business School
Uganda
suemwebaza@mubs.ac.ug

Online food delivery systems refer to business platforms that provide order services, payment and monitoring of the process but are not responsible for the preparation and order delivery operations (Correa et al., 2019). Online food ordering is growing in popularity among both consumers and restaurants, because of its benefits to the restaurants and the consumers. Consumers are embracing online ordering because of its ease, speed, and precision, while restaurants see the potential for increased revenue and fewer errors—and they are responding to obvious consumer demand (Kimes, 2011). Consumers are able to compare menus, scan and post reviews and place orders from a variety of restaurants with a single click. Jumia Food is one of the online food delivery platforms in Uganda through which customers can order food from any of the registered restaurants and have it delivered at their doorstep. This study focuses on the adoption of online food delivery services in Ugandan restaurants registered with Jumia Food, an online market platform in Uganda. Purpose – The purpose of the study is to determine the advantages and disadvantages of adoption of online food delivery systems in Ugandan restaurants. The objectives of the study include understanding the type of online delivery system adopted, establishing the key success factors of adopting an online food delivery service system as well as its benefits among others. Design/methodology/approach – A quantitative cross sectional study will be carried out amongst the 127 restaurants registered on Jumia Food. A sample size of 97 restaurants will be the unit of analysis selected by simple random sampling. A self-administered questionnaire will be used to collect data in addition to literature review. Findings: the study is ongoing Practical implications – the study findings will be useful to policy makers as well as practitioners in the restaurant industry in terms of decision making and policy implementation. Originality/value – literature on the adoption of online food delivery systems in Ugandan restaurants is still very limited. This paper will therefore contribute to the available information on the subject of online food delivery services.

The challenges facing STIC cultural tourism growth in Tanzania

Laurent Filbert Mziray, Giara Bahai, Donath Mkenda
National College of Tourism
Tanzania
arusha.info@nct.ac.tz

The research presents a case concerning challenges facing domestic cultural tourism growth in Tanzania the case of Arusha region. The study area will be in Arusha region, where cultural tourism programs are well developed. Despite having spectacular cultural, beautiful scenery and some of the world famous wildlife parks, cultural domestic tourism in the area is still very low , a fraction in comparison with wildlife domestic tourism. Therefore the research aims at analyzing the challenges facing cultural domestic tourism growth since it started to emerge in early 1990s. This evaluation will reveal challenges and ways forwards to the growth of cultural tourism, relatively with the wildlife tourism in the area. It will also reveal the perceptions of Tanzanians towards their own cultural diversity, the people’s awareness of conservation of culture and ways to conserve their culture against strong foreign cultures for future generations. The study design will be descriptive research design where both qualitative and quantitative data collection will be
used. The sample will be selected from tourism stake holders, which will include Tanzania tourist board, tour operator companies in the area, cultural tourism programs found in the area and districts tourism officers. The data will be analyzed by using statistical packed for social scientist (SPSS) version 16, as well as content analysis. Both Qualitative and quantitative data will be analyzed by frequencies, tables, charts and percentages in order to simplify interpretations of the findings.

Innovation in cultural tourism product development: A case of Buganda Cultural Trail

Stellah Regina Namulondo  
*International University of East Africa*  
*Uganda*  
*namulondo.stellah@yahoo.com*

Tourism is currently one of the most promising industries in the world and there is urgent need to better understand innovation in this sector. Over the past two decades, the average growth rate of the tourism sectors in developing countries has exceeded gross domestic product (GDP) growth, and many developed countries have experienced even higher growth in their tourism sectors (OECD, 2010). Tourism plays an important role in economic development by sustaining employment and bringing in the much needed foreign currency. A number of developed economies face growth problems in tourism and specifically within tourism firms in these economies. Tourism firms operate in a competitive market that is characterized by high turbulence and rapid changes. Strategies to support innovation are needed to remain competitive in the global tourism market (OECD, 2010). To compete effectively, tourism firms must be highly innovative either in cutting costs or in offering new, high-quality products that meet customer demand. Through qualitative research, adopting questionnaires, observations and focus group discussions as data collection tools, this research undertook to examine the improvement in cultural tourism product offering in Buganda Kingdom. Taking the reality and paucity of literature on innovation and specifically in service industries as spelled by (Gallouj & Djella 2010) who asserts that major innovation literature relates to production of goods and technology and not to service as a starting point. This research specifically examined the aspects of innovation in cultural product offering that have increased the product value. It took to examine the product development initiatives, product offering, education and interpretation, and finally marketing. The findings are very educative and enriching, driving home the reality that innovation is core at the heart of Buganda cultural tourism development. Through such initiatives – innovative ideas, the value of the product and tourism offerings have increased in the kingdom over time thus attracting more tourists. The findings also point to major bottlenecks in cultural tourism product offering which span from structural rigidities in the kingdom to more external factors such as lack of political will and generally perceived expensiveness of Uganda as a tourism destination in the wider East African region. The findings therefore point towards a nuanced approach to cultural tourism development that is all encompassing and holistic.
‘Fukamira’ Hospitality Etiquette, Customer Loyalty and Facility Competitiveness: Kneeling Service Delivery as Service innovation among Nightlife Establishments in Eldoret Town, Kenya

Jonathan Plimo Ng’oriarita, Irene J. Mainah
Moi University
Kenya
ngoriaritaplimo@yahoo.com

Over the past decade, customer attraction and retention has become a dominant and a must survival thing to do among organizations in the tourism industry. This has further been necessitated by the ever increasing emergence of new establishments in the market place. To survive in such a competitive environment, tourism establishments have come up with innovative ways to attract and retain their customers as well as influencing their purchase decision. This paper examined the innovative service delivery strategies being adopted by nightlife establishment in Eldoret town, Kenya in order to survive competition. Service innovation is defined as “changes directly observed by the customer and regarded as new; either in the sense of never seen before, or new to the particular enterprise or destination”, (Hjalager. 2010). The adoption of ‘Fukamira’ hospitality etiquette as a service innovation strategy is the focus of this paper. Founded in African traditions and customs, where a service provider needed to kneel before the seniors, this service innovation entails waiters of nightlife establishments engaging and serving clients while in a kneeling position. This not only rekindles the business motto: the customer is the King but also makes the entire service look authentic. Specifically, the study sought to; (i) Establish whether the kneeling service delivery influence the choice of nightlife establishment among the customers; (ii) Find out the customers’ perception about kneeling service providers; (iii) Establish the impact of kneeling innovation on the competitiveness of the nightlife establishments. A total of 380 respondents randomly selected from five (5) establishments that have adopted this form of service innovation were involved in the study. In addition, the 5 operational managers were interviewed in-depth. The study results revealed that 89% of the respondents considered spending their evening time in the establishment because of the new service innovation with 54% being first timers in the establishment. However, most female (57%) had low approval of the service innovation terming it a ‘faked’ marketing strategy. The study concludes that the adoption of ‘fukamira’ hospitality etiquette in service delivery among nightlife establishments in Eldoret town has a positive effect on customer loyalty and facility competitiveness.

Livestock ‘pollution’, Nocturnal Pastoralism, and Enhanced Visitor Experience: Land Use and Livelihoods Innovations among Talek Manyatta Community, Maasai Mara National Reserve, Kenya

Jonathan Plimo Ng’oriarita, Ritan K. Dickson
Moi University
Kenya
ngoriaritaplimo@yahoo.com

Since the colonial times, Kenya has been known as an excellent safari tourism destination with pristine wildlife resources being the main attraction, and Maasai Mara national reserve is one of her leading wildlife tourism destinations. The reserve is home to the famous wildebeest migration, and the big five (5). Communities living adjacent to the reserve practice nomadic pastoralism, an economic activity that has over the years remained compatible with tourism development. However, declining pasture volumes and increasing animal populations have
forced local community members to graze their animals in the reserve in a bid to safe their livestock from starvation. Park grazing do not auger well with tourism as competition for park use between tourists and the local communities adjacent to the park is always a result. Unsatisfied visitors with expectation to wildlife register their dissatisfaction when instead of finding them; they end up coming into contact with grazing cattle. Complaints by these visitors lead to a response from the park authorities by confiscating the pastoralists’ livestock in the reserve and the owners fined severely before getting their livestock back. Animals grazing in the reserve threaten the quality of visitor experience and satisfaction. Visitors complain that they pay in order to experience the wild animals and not domestic animals. This has bred disquiet between community members and the park authorities. To remedy this, night livestock grazing has been introduced as a strategy toward eliminating park “pollution” with livestock during the day time. Communities living in the Talek Manyatta have negotiated with park authorities and night grazing in the park allowed. The animals have since acquainted themselves with night grazing. This study therefore sought to find out; (i) The visitors’ opinion on livestock “pollution” in the park; (ii) The effectiveness of night livestock grazing on the overall visitor experience and satisfaction; (iii) the impact of night grazing on the overall socio-economy of the manyatta Morans. Eighteen (18) Manyatta Moran leaders, Thirty (30) tourists, nine (9) tour drivers, and three (3) camp mangers were interviewed for this study. Mixed methods were employed in this research with the use of structured interviews and participant observation used. The study established that by adopting night livestock grazing, local communities in Talek Manyatta had more day time to partake tourist activities like guiding, Manyatta cultural performances among other activities. In addition, the new innovation on night livestock grazing has eradicated livestock “pollution” of the park. This has in turn increased the quality of visitor experience and satisfaction in the reserve. Night livestock grazing is a good innovation which provides a win-win situation for both park management and the local communities of Talek Manyatta.

Assessment of Customer Relationship Management (CRM) dimensions and its effect on competitiveness of hotels in Diani, Kwale County

Hilda M. Njiru, Isabella Cheloti Mapelu, Dorothy Jepkoech Rotich
Moi University
Kenya
hildahhmurugi06@gmail.com

Customer relationship management (CRM) dimensions: key customer focus, organisation, knowledge management, and technology are considered an essential benchmark for competitive advantage in hotels. The main objective of the study was aimed at assessing and describing the CRM dimensions of hotels in Diani and addressed the following specific objectives based on the following models; model of implementation that involves strategy, people, processes and technology and model of behavioural dimensions which states that CRM is a multidimensional construct of four components; key customer focus, CRM oraganisation, knowledge management and technology-based CRM. This study adopted a descriptive survey design that was aimed at assessing and describing the CRM dimensions of hotels in Diani. The sample size of the study was 443 employees from front office, food and beverage, marketing and top management in the four star and three star hotels. Whereas purposive sampling was used to select the three departments (front office, food and beverage and marketing. Random sampling was used to select the respondents who were administered with a semi-structured questionnaire. Data collected was analysed by use of descriptive statistics and presented in form of tables. From the multiple linear regression analysis, Key Customer Focus, Organisation Management, Knowledge Management and Technology-based significantly predict competitiveness (p<0.001 and p=0.994, 0.983, 0.987, 0.802) and A reliability analysis was carried out on the perceived task values scale comprising
items found in each objective. Cronbach’s alpha showed the questionnaire to reach acceptable reliability for key customer focus, organisation management, knowledge management, technology-based and competitive strategies at $\alpha = 0.744$, $\alpha = 0.867$, $\alpha = 0.823$, $\alpha = 0.699$ and $\alpha = 0.822$ respectively. Study concludes that CRM dimensions are an important component because of incremental impact it has to the market share. The CRM dimensions tracks customer interactions with the organisation and allows employees to instantly draw information about customers such as experiences, feedback and trends of universal problems. Consequently, the study findings will be envision the benefit the management and entrepreneurs of hotel establishments in Diani to understand the necessity in use of CRM dimensions for competitiveness.

The investigation into the role by Umhlathuze municipality to curb tourism crime and to provide safety and security

Linda Nompumelelo  
University of Zululand  
South Africa  
LindaNO@unizulu.ac.za

Tourism industry has a variety of development challenges and need proper policy implementation to be established in order to function properly. Some of the functions of the tourism policy include the rules of the game, the terms under which tourism operators must function, setting out activities and behaviours that are acceptable for visitors. Tourism is now the fastest growing. It has attained an impressive growth in terms of tourist arrivals and foreign exchange earnings which led to increasing competition among the countries. This paper seeks to contribute by doing an investigation on policy implementation and occurrences of tourism crimes. This study seeks to reveal whether are there adequate policies that address situations of tourism safety and security. It will further investigate the levels to which tourism policies are practised or implemented. Rational choice theory assumes and postulates that individuals commit crimes once they have calculated the risks versus rewards of the act; that they prefer to take such actions that would generate maximum and greatest benefits for them and actions that are most favourable to them. Applying the rational choice theory to examine the relationship between tourism and crime reveals that opportunity plays a large role. This paper provides a condensed summary of a comprehensive understanding of what motivates individuals to commit crimes against tourists and what communities can do to deter such occurrences. Through a better understanding of the motivations of criminals to target tourists we can design better strategies that neutralize these motives, or frustrate their attempts by having better security. The perception that South Africa is one of the world’s crime capital remains and while crime rates in specific types of crime are decreasing or stabilising. It is important for this article to review the literature on the perceptions of safety and security and the implications for the future growth and development of this industry. The study used qualitative and quantitative methods to collect data. The questionnaires were distributed to one hundred and twenty-four participants and some of the participants did the interviews in order to find out their views on criminal activities. The proportionate stratification will be based on the fact that there will be more participants in the study area. The previous studies indicate that there are high levels of crime in South Africa which are a threat to the tourism industry and economic development more generally. The recommendations that are discussed were taken from the different views of different respondents that were interviewed. The tourism stakeholders should have as many programs to remedies the criminal activities and promote a crime free area. The findings of this study hopefully will manage to bring attention to the problems crime, safety and security, as well as promote a crime free, safe and secured in the study area.
Innovative natural resources based tourism products to promote sustainable livelihoods of people residing in the rural areas of KwaZulu Natal, South Africa

Antonia Thandi Nzama
University of Zululand
South Africa
NzamaA@unizulu.ac.za

This paper explores the role of innovative entrepreneurship using the natural capital to improve sustainable rural livelihoods of people residing in uPhongolo local municipality in the Northern Zululand. The paper argues that innovative entrepreneurship in craft development using natural capital that is readily available in rural areas has a potential of supplementing or even substituting sustainable livelihood of people residing in rural areas. Innovative entrepreneurship plays a significant role in the design and development of unique craft products that would have a potential of entering the targeted mainstream markets within the tourism industry. This paper is based on a capacity building project that was implemented at uPhongolo local municipality, in Northern Zululand between 2015 and 2017 by a private service provider in partnership with the provincial and local governments. The intention was to hand the project over to the community at the end of contract of the service provider. The broad purpose of the project was to address issues that are related to poverty alleviation, job creation and empowerment of crafters so that they acquire entrepreneurial skills as well as refined skills to design and develop unique products with a competitive edge to penetrate national and international markets. A case study research methodology was used focusing on a group of 25 crafters that were carefully selected based on a number of pre-determined criteria to participate in the capacity building project. The findings of the study demonstrated that innovative entrepreneurship, which is exhibited by unique designs and products, using natural resources plays a significant role in improving livelihood sustainability. The findings also highlighted the significance of capacity building programmes that equip people with the skills that enhance their ability to identify natural resources at their disposal and use these to sustain their livelihoods and reduce their vulnerability to the loss of these livelihoods.

Wildlife conservancies: The future of conservation around Lake Mburo National Park, Uganda?

Amos Ochieng
Makerere University
Uganda
aochiengd@gmail.com

Wildlife based tourism is arguably the most significant sector of the tourism industry for most African countries. It contributes to employment, revenues, peace and shared social development among others. Wildlife based tourism activities entail both consumptive and non-consumptive forms. Sport hunting is a wildlife based tourism (consumptive form) activity promoted by many Southern and Eastern African countries to help raise money to address the conservation-development challenges near protected areas. Uganda first reintroduced it in 2001 around Lake Mburo National Park and later replicated it to other areas to address human-wildlife conflicts. However, a recent publication “the battle over the benefits: an analysis of two sport hunting policy arrangements in Uganda” by Ochieng et al. (2018) revealed that the sport hunting policy arrangement around Lake Mburo National Park evolved over time due to the politics of landownership, mismatch in national and local discourses, the formation of new actor coalitions and intense battle over the benefits. The paper concluded that the settlement of the
battle over the benefits was yet unforeseeable. Indeed, ‘new’ innovative strategies continue to be trialed in this landscape to try and increase the amount of benefits available to the local people and to ensure that these benefits make meaningful impacts in terms of shared social development and to eventually guarantee the survival of wildlife on private land. Currently, the Uganda Wildlife Authority is working together with the private sport hunting company (Game Trails Uganda Limited), Kiruhura district local government, the Community Wildlife Association and the Nshara Collaborative Wildlife Management Board (NCWMB) to trial the concept of wildlife conservancies around Lake Mburo National Park. The goal of this approach is to promote sustainable wildlife use and management by giving the local landowners and the broader community rights to wildlife management, tourism and its associated benefits. In doing so, the landowners are being encouraged to pool their land to conserve wildlife for sport hunting as well as traditional tourism activities like photographic tourism. It is expected that this will make wildlife use a competitive land use activity with the potential to increase the amount of benefits from wildlife tourism to both the landowners and the wider community. Thus, wildlife conservancies are being fronted as an “innovative” strategy with the potential to change and sustain the positive local attitudes towards wildlife as a land use activity. This paper analyses the implementation of wildlife conservancies in Uganda and the extent to which it can contribute to changing and sustaining local attitudes towards wildlife around protected areas in Uganda. Data collection methods included in-depth interview, document review and focus group discussion. Using the social exchange theory, this paper demonstrates that the implementation of wildlife conservancies around Lake Mburo National Park in Uganda is not only a deliberate attempt aimed at diversifying the amount to benefits from wildlife tourism but also augments conservation efforts in Uganda and has potential to ensure that wildlife tourism becomes a competitive land use activity around Uganda’s protected areas. These findings have implications for conservation and development in Uganda and Africa generally, especially, in terms of changing and sustaining local communities’ support for conservation activities.

Adoption of E-Learning in Tourism and Hospitality Training in Kenyatta and Moi Universities

Bernard Gichana Ombati, Bob Ernest Lisamula Wishitemi, Noah Wasilwa Sitati
Moi University
Kenya
ombatigichana@gmail.com

Electronic learning is playing a very crucial role in the present educational scenario. It is emerging as a prominent way to carry teaching–learning process and has the potential to change the whole education system, due to this reason it has become one of the most preferred research areas as away and mode of delivery in higher learning institutions. This study focus on the extent to which e-learning has been adopted as a mode of delivery in two public Kenyan Universities. The objectives were to determine stakeholder aspirations on the use of e-learning as a mode of instruction in the teaching of Tourism and Hospitality Programmes in the two Universities, and determine the attitudes and perceptions of tourism students towards e-learning as a mode of instruction in the teaching of Tourism and Hospitality. The study was guided by Diffusion and Innovation theory. A sample size of 120 students and six key informants Directors Institute of Open and Distance Learning (IODL), ICT and the Deans from the two Universities were used in the study using questionnaire surveys and interview. Explanatory mixed method design was used in the study, Purposive and stratified sampling techniques were employed to constitute the sample of 120 students and six key informants (Directors of Open and Distance Learning Institutes, ICT centres and the respective Deans from the Universities). Questionnaires and interviews aided data collection. Descriptive and inferential tests were performed using
Statistical Package for Social Sciences (SPSS). Results showed that adoption of e-learning in the teaching of tourism and hospitality has been embraced partially and fully in the two Universities respectively. Stakeholder aspirations to the use of e-learning emphasize on the ease and reduced cost of learning, and increased interaction among learners and service providers. Attitudes and perceptions of tourism and hospitality students towards e-learning has increased student/lecturer interaction, user friendliness of e-learning platforms, flexible learning experience, convenience, and the opportunity to acquire new knowledge. Key recommendations include adoption has been embraced, more users are enthusiastic using the platform the attitude is positive from the users and the tutors. Need for more e-learning facilities, Infrastructure development to be enhanced inorder to tap into digital technology in Kenyan universities.

Application of diffusion of innovation theory in crisis management: A case study of the tourism and hospitality industry

Dorothy Jepkoech Rotich
Moi University
Kenya
djepkoech5@gmail.com

Crises in the tourism industry vary from small-scale organisational issues to external factors such as natural disasters as well as terrorism. They affect both demand and supply in generating and destination countries. Economic downturn and recession, Political events such as war and terrorism, unrest and crime, natural disasters such as earthquakes, flooding and volcanic eruptions, technological, Regulations, competition and government interventions are regarded are some threats of crisis. Crisis management is about developing an organization’s capability to react flexibly and thus be able to make the prompt and necessary decisions when a crisis happens. For this reason, there is a need to have a clear understanding of how crisis can be managed. This paper sought to assess the extent the diffusion of innovation theory has been incorporated in the strategic plans in tourism and hospitality industry. The essence of the diffusion process is the information exchange, when an individual communicates a new idea to one or several others. Responding well to crisis depends, in large part, on how well the internal stakeholders understand the nature and scope of the mission and the subsequent problem. Knowing how and why operations are planned makes information dissemination easier and clearer. This paper examined 6 stages in the scope of tourism crises. The stages from smallest to largest are local managers and staff, corporations and organizations, national industry sectors, national and local government authorities, industry sectors overseas and international governmental and nongovernmental agencies. From the findings the tourism and hospitality industry has assumed a proactive method to their media management by presenting excellent relationship between the local and national media by regular, friendly and direct communication. There are press conferences, as well as special publications like newsletters and magazines that are utilized to operate together with the media. It was also found that there are direct communications that are important in crisis situations when the firm and the media cooperate to guarantee the truthfulness of any reports. It was also established that hospitality establishments spent millions on innovations everyday in their marketing efforts to ensure they achieve competitive advantage. Marketers have to study their target markets’ behaviour to avert a crisis whereby a new product or service is rejected by its intended market segment. It was therefore concluded that that Diffusion of innovations theory is an important tool to Tourism and hospitality establishments as it seeks to shed light on how consumers perceive an innovation and the different factors that one must consider when introducing a new concept to a group of people. Hotels do not exist in vacuums and must not turn their backs to the social system which
significantly influences how innovations are perceived as well as the time, communication process and innovation itself.

The role of mobile app based taxis services in customer satisfaction within, Nairobi county, Kenya

*Kiptanui Rotich, Judy Kibe*
Moi University
Kenya
rotich.dominic@yahoo.com; rotich.dominic@mu.ac.ke

The advent of innovations on the application mobile services have become the most important of urban transportation today given the efficient and convenient service they provide. Moreover, they are available all the time, usually; taxis as private transport are needed by the new young generation, especially the womenfolk because of the absence of the public transportation. In Kenya, authorities are faced with challenges of making reasonable rules as to regulate the taxi market; moreover, there is tough completion among taxi providers that leads to the improvement in service quality. In doing so, they use digital means such as online mobile app. The study focuses on the latest trend in taxi services in Kenya in which the technology is adapted in a modern way through online request using well organised mobile application to help passengers to ride a taxi. The research seeks to analyse whether application mobile based taxi services provide satisfactory and efficient service, identify those factors that are responsible for quality service. The study used descriptive survey research design. The study targeted 4 main mobile app based taxi providers in Nairobi County. Simple random sampling was used to sample the respondents. The questionnaire has been designed to collect customer satisfaction information by measuring different factors. Five quality service factors were studied, namely mobile app convenience, driver's attitudes, time reliability, affordability and car make. The data generated was analysed through descriptive statistics and correlation analysis. The result indicated the positive impact on customer satisfaction on time reliability, (96.7%), influence mobile app based adoption convenience (70%), car make (72%) but other two factors showed negative customer satisfaction, price affordability (67%), driver behaviour (60%). The research shows that there is a significant impact of service quality factors in the overall satisfaction. It can be further concluded that mobile app based rides had significant impact on the growth of taxi industry operators among new entrants to online taxi services.

Hotel Rating System Dimensions as Determinants of Customer Satisfaction in Selected Star-rated Hotels in Malawi

*Michael Sepula, Diammianah M. Kieti, Jacqueline C. Korir, Isabella Cheloti-Mapelu*
Moi University
Malawi
michael.sepula@gmail.com

Over the years, countries have continued to introduce hotel rating systems to indicate to customers the level of comfort and service quality expected in different hotel categories. However, there is paucity of information on the underlying relationship between hotel rating system dimensions, service expectations and customer satisfaction. Hence, this study sought to establish the effect of the basic registration standard and grading standard as hotel rating system dimensions on customer satisfaction. The study hypothesised that there is no significant relationship between hotel rating system dimensions, service expectations and customer
satisfaction. Using an explanatory and descriptive survey designs, the study focused on 11 star-rated hotels in Lilongwe and Blantyre cities in Malawi. A total of 216 respondents comprising of 203 hotel guests, 10 hotel managers and 3 assessors participated in the study. Multiple sampling techniques were adopted, whereby, census was used to select star rated hotels and managers, and simple random sampling and purposive sampling techniques were used to select hotel guests and the assessors respectively. Data was collected using self-administered questionnaires for the hotel guests and semi-structured interviews for managers and assessors. The data collected from the hotel guests was analysed with the help of Statistical Package for Social Sciences (SPSS 20.0) alongside Analysis of Moment Structures (AMOS 22.0). Structural Equation Modelling (SEM) was used to establish the relationships between hotel rating system dimensions, service expectations and customer satisfaction as latent variables of the hypothesized model. The underlying model factor structure was established using a unidimensionality test. Model fit indices of the structural model revealed that the model was perfect ($\chi^2 / df = 1.524; GFI = .958; CFI = .986; RMSEA = .043, p> 0.05$). Moreover, the research findings revealed both the basic registration standard and grading standard accounted for 86% of the proportion of variance in customer satisfaction. Furthermore, both the basic registration standard ($\beta= 0.265; t=2.89; p 0.05$). The study concluded that both basic registration standard and grading standard are determinants of customer satisfaction in star rated hotels in Malawi.

Transforming tourism resources and identifying capabilities in the King Cetshwayo District

*Nkwanyana Mildred Samukelisiwe,*  *Girlly Bongiwe Thwala*
*University of Zululand*
*South Africa*
*nkwanyanas@unizulu.ac.za*

Townships conveyed many of Apartheid’s gross inequities: of restrictions on movement for township inhabitants in “white” areas; of separation from CBDs and places of work causing daily difficulty and expense for poor people. It is an undisputable fact that over the years, tourism has been regarded as something belonging to other races, particularly White people. Black people, Africans in particular had always been spectators, with no understanding of what tourism is all about, not even aware of benefits that they would derive from tourism. According to the Group Areas Act of 1950, traditionally, White people were found in urban areas while Africans were found in townships as well as in rural areas. That is why one would find many tourism products and facilities in cities, as a result, tourist would travel from faraway places only to experience the city life which they have been told about, or have read about. Tourists end up thinking that they have experienced everything in that destination, only to find that they have not seen all. It is time for tourism innovation in townships. Most tourists are exploring the world so that they can experience what is not in their normal environment. Scholars believe that tourist expectations directly affect the perceived value experience and satisfaction. It is of great concern that, when foreign tourists arrive at townships, they are mostly accommodated in hotels and B&Bs in town and they would be seen transported by busses to attractions like game reserves and they would come back at the end of the day to accommodations in towns having not seen the beauty of our township, the ‘sense of the collectiveness, a social vibrancy, street life, meat roasted on open fires, free-ranging farm animals, smoky shebeens, and great music, the vibrant experience, the rich socio-cultural atmosphere of the people in townships is missed as they are transported through to rural areas where game reserves are situated. Visitors hardly get out of the coaches and interaction with local residents is strictly monitored. This paper will therefore focus mainly on strategies of transforming township tourism resources and identifying economic capabilities.
these resources can bring to the townships community. Tourism in the study area does not benefit the local communities. Richards Bay is the major city in the district, and also the gateway for tourists from overseas, it has a harbour and an airport. When tourists arrive, they are taken away by coaches to view city attractions and township tours are out of the picture. Tourists would love to visit the townships where local activities are found. Transformation in township tourism should be encouraged, one would see a change of attitude from township people, they would embrace tourism and be protective of any tourism product they may have, poverty would also be alleviated hence people would be encouraged to open up tourism businesses. A qualitative method will be done for this study with the hope of getting precise direction on how the current tourism businesses can be transformed and be of benefit to owners, community and the tourists. Tourist, business people, tour operators, local councillors, will be directly interviewed (in-depth) for this paper.

Impact of Product innovations to the marketing strategies of hotels in Rwanda (A case of selected hotels in Kigali city)

Booker Anderson Sentongo, Wanyera Francis
University of Tourism, Technology and Business
Rwanda
bsentongo2000@yahoo.com

Product innovations are very important to the sustainable development of any business including those in the tourism and hospitality industry particularly in developing countries. There are many benefits of product innovations which include attracting new market segments, increase of business revenue and satisfaction of the customers. All destinations try to innovate products so as to achieve these objectives. However product innovations in developing countries such as Rwanda especially for hotel establishments are difficult to achieve due to several challenges. This is the major motivation for carrying out this study to establish the impact product innovations have on the marketing strategies of the hospitality industry. This is because product innovations done within the hotel can influence marketing activities exogenously in relation to the product packaging, pricing strategies, promotion strategies, and the people who are involved in the service delivery, the place or distribution strategies as well as the target market. The objectives of this research will be to identify the products which have been innovated by hotels in Kigali city, describe the impact of these innovations to the marketing activities of these hotels, and discuss the challenges faced by these hotels in innovation of products and to suggest ways in which they can overcome these challenges to product innovations. The study used a descriptive research design which involved the use of both qualitative and quantitative approaches. It also used the primary and secondary data in relation to product innovations. The sampling techniques were purposive and the target population were 50 staff of selected hotel departments around Kigali from which a sample of 42 were selected. Data analysis was by the use of SPPS.
Product innovations for a diversified urban tour experience in Rwanda (The case of Kigali City)

Booker Anderson Sentongo, Wanyera Francis
University of Tourism, Technology and Business
Rwanda
bsentongo2000@yahoo.com

An urban tour involves tourist visitation to different attraction sites and facilities around the city and many major cities in the world offer tourism attractions and activities to their visitors. Such attractions may include natural features and man-made such as museums, cultural centers, amusement parks, historical sites and monuments and several others. The enjoyment of a diversified urban tour is very important for achieving tourist satisfaction in any destination country and it promotes longevity of tourist stay. The problem is that some cities around the world and in the east African region do not have many tourist attractions and activities to offer to tourists to enable them to have a diversified tour experience and Kigali which is the major city of Rwanda seems to be facing the same challenge. It has a few historical sites and museums to offer to tourists who are interested in a tour around the city. However some product innovations are being undertaken by some of the tourism stake holders like the tour operators and the government which also has plans to improve the tourist experience of Kigali city, although there are still a lot of product gaps which need to be innovated. This research will attempt to identify the existing tourism attractions and the product innovations which have been undertaken, the challenges to the tourism product innovations in Kigali city and what can be done by the stake holders to diversify the urban tour a little more. The research design will be descriptive as it will describe the tourism product innovations which have been done around Kigali and the target population will be the government tourism organization responsible for tourism product innovations and marketing as well as a sample of tour operators who are also involved in selling city tours around Kigali city.

Digital Transformations and Tourism Development

Anifae Shilingi
National College of Tourism
Tanzania
shilingia4@yahoo.com

The aim of this research is to examine the impact of technology in the tourism sector. More precisely, the digital transformations that are examined are the booking systems along with the global distribution systems, the social media usage and online reviews. For the purposes of this research, a mixed method approach will be used, with questionnaires and interviews with hotel guests, workers, hotel managers as well. More precisely, the findings of this research will reveal that booking systems, social media and online reviews allow a better interaction between tourist businesses and consumers. Moreover the findings will enhance tourism marketing and exposure on behalf of the business; improve service quality and the provision of customized services to customers. This will be achieved through customer insight offered by their feedback, increase the negotiate power of hotels due to the online reviews, and overall lead to increased customer engagement, brand recognition, customer satisfaction and loyalty, and hotel profitability. Thus, it is expected that the tourism sector, and especially the hospitality industry, will rely heavily upon technology in the following years in the digital security of the Tourist from source to destination with safety approach. The research area will be in the Northern and Southern circuits in Tanzania especially in Arusha and Iringa. The attention will be paid to TTB
Geo-spatial analysis of tourists in Uganda: Exploring the potential of geotagged social media data

Edmond Ssengendo, Lydia Mazzi Kayondo, Jim Ayoirekire
Makerere University
Uganda
efsengendo@gmail.com

Capturing and analyzing tourist spatial behavior is essential for effective planning and management of the tourism sector. In Uganda, information about tourists is collected using conventional survey methods administered through interviews and questionnaires with limited collection of geotagged data. Given the administrative and financial costs involved, surveys are not regularly conducted and they tend to only cover immigration posts and key tourist destinations such as National Parks. This implies that tourists’ spatial behavior in terms of movement and destinations visited is not fully known yet it is critical in planning for the development of the tourism sector. With the digital technological advancements available, large amounts of geotagged data is generated by tourists using various social media platforms while visiting destinations across Uganda. However, in spite of these large volumes of data generated, there has not been an attempt to examine how this data can be captured, analysed and assessed as a viable tourism data source that could help overcome some of the data challenges experienced when using conventional non geotagged surveys. Using geotagged data generated in Uganda by both domestic and international tourists from three social media platforms (Twitter, Instagram and Foursquare) this paper analyzes the viability of determining tourists’ spatial behavior across the country. Based on the collected geotagged social media data, the paper determines the spatial distribution of tourists, examines their mobility patterns and assess the viability of the geotagged data by correlating it already existing data collected using the conventional non geotagged methods. Using geospatial analysis tools, results reveal that social media platforms provide geotagged data sets that can viably be used to understand the geospatial analysis of tourists in Uganda. Applying the Kernel Density Estimation method, tourists were more spatially distributed in central, eastern and western regions of the country with the main tourist hotspots in Kampala, Wakiso, Mukono, Masaka, Mbarara, Bushenyi, Mitooma, Kasese, Kabarole, Jinja, Tororo and Busia districts. Furthermore, calculation of the tourist’s degree centrality reveals that there was high tourist movement (in and out of the district) in Kampala, Wakiso, Mbarara, Jinja, Lira and Tororo districts. The results from the radius of gyration (a metric of mobility) reveal that the majority of the tourists moved highly in areas that were between 1 and 240 km from Kampala city (which was identified as the center of mass) than compared to 241 and 480 km. In general results reveal high tourist spatial concentration and movements in central, western and eastern districts than in the northern part of the country. Correlation of the data sets reveals that social media data provides more spatial details than conventional survey data. The study recommends an integrated and complementary approach where social media and conventional survey methods are applied together.
Exploring the Social-Ecological Resilience of Safari Hunting Tourism and a Hunting Ban

Jennifer Thomsen, Katherine Coe, Joseph Mbaiwa
University of Montana
USA
jennifer.thomsen@umontana.edu

Safari hunting plays an important role in wildlife conservation and management in many African countries. Safari hunting can be considered as a benefit for wildlife conservation and as an economic driver in local communities. Yet, there has been limited research to understand how safari hunting and a ban on safari hunting impacts local communities and wildlife management. In addition, there is a lack of research exploring the strengths and weaknesses of different governance structures to inform best practices for safari hunting across country borders. To address these gaps, we propose to assess how a safari hunting ban impacts the resilience and sustainability of local communities’ livelihoods and wildlife populations in Botswana before and after a safari hunting ban was issued. This work builds off of a pilot study on safari hunting in Namibia and can help assess the impacts of a safari hunting ban on neighboring countries like Namibia and Zambia as part of the Kavango-Zambezi Transfrontier Conservation Area. To make scientifically sound decisions regarding safari hunting management and policy, there is a critical need to understand the social and economic constructs associated with safari hunting and how these constructs relate to conservation and local livelihoods. The ban on safari hunting has led to a reduction of tourism benefits and a subsequent loss in revenue to local communities. Some communities have diversified and transitioned into other revenue building tourism activities, whereas other communities remain static in their tourism development ventures. Recent studies have demonstrated the adverse socio-economic impact of the safari hunting ban on rural livelihoods, but further investigation needs to be done on the relationship between the hunting ban and local communities’ perception of wildlife conservation, safari hunting, and sustainable resource use. This research will provide insight on the social and environmental impact of the ban on Botswana’s rural communities, but it is also pertinent to the overall conservation goals of wildlife conservation at a multinational level.

A framework of indicators for sustainable adventure tourism destinations: A case of Waterval Boven South Africa

Ndikhuku Tshipala, Willie J.L. Coetzee, Marius Potgieter
Tshwane University of Technology
South Africa
tshipalann@tut.ac.za

In South Africa and around the world, the development of adventure tourism industry has resulted in a multitude of different types of activities, destinations, risks, impacts and unsustainable practices. The development of adventure tourism in many destinations has boosted many economies across rural communities and countries. The added benefits of developing adventure tourism in a sustainable manner include the promotion of responsible investment, infrastructure development and a host of other positive economic, social and environmental impacts. The study aimed to propose a framework of indicators for sustainable adventure tourism destinations to assist developers and managers. Indicators were selected from The International Ecotourism Society, United Nations Millennium Development Goals and The Global Sustainable Tourism Criteria. Research was conducted at Waterval Boven in areas around the town involving a total of 462 respondents. Tourists, government employees, business owners, and residents at Waterval Boven in Mpumalanga South African served as
respondents groups for this study. The sampling method best suitable for the purpose of the study was that of non-probability convenience sampling. Descriptive statistics, Chi-square tests, Cronbach Alpha and Kruskall-Wallis analyses were applied. In general, the respondents perceived the indicators positively and felt they could assist in sustainable development of adventure tourism and thus informed the framework proposal. The study will contribute towards the development of sustainable adventure tourism destinations that can make a significant contribution towards poverty alleviation by maximising social and economic benefits for locals, enhancing cultural heritage and reducing any negative impacts on the environment.

Spirit of the Lake – a Geographical Approach to Lake Tourism Concept

Anja Tuohino
University of Eastern Finland
Finland
anja.tuohino@uef.fi

Background: Lakes are essential elements for some of the world’s most popular tourism destinations. This is the case also in Finland. Generally, in understanding Finnish lake tourism, it is also necessary to recognize lakes as a tourism destination, as they are produced and reproduced through combinations of social, cultural, political and economic relationships. In human geography, the landscape, space and place refer correspondingly to ‘an environment felt to be important in human life, which is loved, admired and rejected, an environment which is interpreted and “read”’ (Porteous 1990, cited by Häkli 1999:82). This implies the examination of place as a social space and from the perspective of the offering of tourist destinations (production of space) and touristic demand (consumption of space). Therefore, this concept paper demonstrate a multi-layered view that goes beyond what we see, interpreting the lake landscape as a more comprehensive visual and experiential phenomenon.

Material and data: Studies related to lake tourism in Finland create the basis of the material; among these academic papers, publications, articles and texts. The lake as a place and space was studied from the perspective of the consumption of space by learning the organic images of potential visitors in Finnish Lakeland and the production of space by presenting a concept of Lake Wellness. Personal participation and observations in local, regional and national RDI actions fulfills the data used. Indicative findings: The importance of the spirit of the lake represents what is unique and worth preserving about a lake, and must be appreciated by both the tourist and the producer or developer of tourism. First, if we understand the spirit of the lake, we can adopt the lake and locality as the core marketing points and pay less attention to general features. Second, this approach recognizes the destination as a node in the network of neighboring regions, thus giving rise to a more holistic sensation of the lake. Third, understanding this concept brings the marketing effort to the local level and commits the local population to experience the destination through commercialization and development. Although the physical resources are the starting point of tourism, the importance of social and cultural resources should not be neglected, since it is the latter that represents the identity and meanings of the lake. Through its local knowledge and expertise, the population of the place is a potential resource that can create the spirit of the lake. Finally, the presented Lake Tourism Concept summarize the findings. Practical implications and applications; from the root level development of lake tourism, several new perspectives have been noted. For instance, the potentiality and resources of Finnish lakes could be utilized in rural and well-being tourism with a special focus on the potentiality of lakes and lake landscapes. At the academic level, the research continuum raised several new research questions: particularly those topics related to the cultural and value-loaded questions behind the mental images associated with lakes, experiencing the landscape and attachment to places.
Antecedents and Consequences of Gen Y Employees Innovative Behaviour: Assessing the Moderating Effect of Supervisor Support in the Hospitality Industry

Brendah Nawekulo Uluma, Beatrice O. Imbaya
Moi University
Kenya
brendahuluma@gmail.com

The tourism industry contributes significantly to Kenya’s GDP both directly and indirectly. The continued significance of this industry rests on its ability to nurture creativity. A key component of the industry’s workforce belongs to Gen Y, and is therefore expected to be at the forefront of innovation. The study therefore examined antecedents and consequences of innovative work behaviour, and the moderating influence of supervisors among Gen Y employees in the hospitality industry. The study was informed by the positivist philosophical school of thought and leaned towards the explanatory research design. The study targeted Gen Y employees drawn from star rated hotels in Nairobi City County and sampled 264 employees. Data was collected via a self administered questionnaire for Gen Y employees. Multiple regressions analysis was employed to identify antecedents of innovative work behaviour among Gen Y employees in the industry. Hayes’ Macro ‘PROCESS’ approach was used to test whether supervisor support moderates the relationship between the identified antecedents and Gen Y employees’ innovative behaviour. The study established that work design, corporate strategy, and forming groups and networks were positive and significant antecedents of Gen Y employees’ innovative behavior in the hospitality industry. In addition, the test of highest order unconditional interaction revealed that supervisor support was critical in moderating the relationship between these antecedents and Gen Y employees’ innovative behavior. It is therefore imperative that supervisors take a leading role in harnessing innovativeness among Gen Y employees.

Avi-tourism in Uganda: A product innovation and development perspective

Emmanuel Viga
International University of East Africa
Uganda
vigaemmanuel@gmail.com

Conceptualizing tourism product development as the deliberate process by which the resources of a destination are shaped to meet the requirements of international and domestic customers; this research examined the development of Avi-Tourism Product in Uganda. The paper relied on the Tourism Product Development Lifecycle as developed by Stephen L.J Page (1994) as its theoretical basis for collection and analysis of data. The paper adopted a qualitative research design where expert interviews and focused grouped discussions formed the major data collection tools complemented by a thorough review of literature. The research findings point to the fact that Avi-Tourism product of Uganda has been and still is being developed single handedly by Bird Uganda Safaris a privately managed company. Contrary to the conventional linear model of tourism product development approach of Stephen L.J Page (1994); the findings illustrate that Bird Uganda Safaris took a more haphazard approach. The initial stages of the product development started with the mapping of birding spots in the country followed by the development of personnel under the umbrella organization of Uganda Safari Guides Association (USAGA); later innovation and technology (through binoculars and birding gears) were included before lobbying for government and international support to advance for the case of Avi-Tourism in Uganda. Pertinent to the findings of the paper is the realization that tourism product development can be achieved without major governmental funding and as the initial product is
Tourism experience creation through innovations in museums exhibitions: Case of Uganda museum

Emmanuel Viga  
International University of East Africa  
Uganda  
vigaemmanuel@gmail.com

Museums have by their very nature two movements - by acquiring objects, there is an inflow of objects – sometimes referred to as inhabitants of museums and by arranging these objects in a special way, curators move the inherent values out or ex-musea – they exhibit. The public enjoys these exhibitions, and share an intergenerational experience. This experience is what this research sought to understand. It examined how museums innovative ways to exhibit and how such innovativeness enhances visitor experience creation. This idea to innovative to harness visitor experience creation is in line with the general shift in tourism offering from quality of service to user experience (Kano et al 1984). The major objectives of the study were to examine the different innovations adopted in museum exhibition; understand how these innovations enhance visitor experience creation; and finally linking innovations, experience creation to visitor education and enjoyment. The research adopted a case study approach taking descriptive research design. Considering the subject matter in point, the research adopted qualitative methodology with interview guides and questionnaires as the major data collection tools and instruments. These were complemented by a review of available literature and photography. The findings of the research point to the fact that, innovative ideas are far in the face of Uganda museum. Much as it is the focus of the global museum practice, Uganda museum is entangled within the web of obsolete technology, with little government support in form of funds. Issues of manpower and especially knowledgeable manpower clouds the progress the museum in bound to take. The research therefore pushes that conservation practice in museums requires principles, policies, and guidelines that help conservators to engage people in decision making about their heritage. Through such an understanding, new frameworks for understanding conservation practice will enable innovative, creative and diverse solutions to be developed within heritage conservation thus ultimately enhancing user experience.

Innovation policies and their impact on tourism product diversification in and around protected areas in Rwanda. A case of Volcanoes National Park.

Francis Wanyera, Jenesio I. Kinyamario, Dharan Najma, Robert Chira  
University of Tourism, Technology and Business Studies  
Rwanda  
eracis2006@yahoo.com

The International Union of Conservation of Nature defines a protected area as ‘a clearly defined geographical space, recognized, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values. Historically, protected areas controlled by governments have been a primary mechanism for conserving the world’s biodiversity. However, over the past two decades, there
has been increasing focus on the topic of innovation and diversification in tourism. This diversification has been driven by both ethical and pragmatic needs to take into account local community. But decision-making power remained primarily with provincial governments and reform is needed to decentralize authority and increase public involvement. Therefore, policymakers can help ensure new entrants to tourism have a good knowledge of the sector, backed up by sound market research, appropriate mix of skills and competence in especially tourism. In Rwanda a concession policy exists, which is a legal and binding agreement between the State and a concessionaire for rights to undertake commercial activities as negotiated with the responsible government agency. In addition to the Tourism Policy, Tourism Master Plan and General Management Plan for the National Parks that have identified the need for a Concessions Policy to guide private sector operations in protected areas, other national related policies such as the Rwanda Biodiversity policy, the Draft Rwanda Wildlife policy, the Draft Rwanda Biodiversity law as well as other laws have been consulted and taken into consideration. Furthermore, States run concessions that exist tend to be restricted in their ability to innovate and respond to changes in consumer demands. The immediate and wider impacts of innovative activity are also addressed. Policy studies are part of the innovation research, but have only been applied to a limited extent in tourism. The challenge in and around Volcanoes National Park was that the local community deem to be ignorant about the policies and as such not aware of the existing policies. Also implementation of innovation policies by government is not well done. The objectives of the study were; to establish tourism policies linked to tourism product innovation; to determine the different tourism products innovated; to investigate the contribution of the innovation policies to tourism product innovation; to determine the challenge faced in innovation of tourism product and to suggest measures to minimize the challenges faced. The methodology was descriptive in nature and the target population was 52 people while sample was 34 respondents. The sampling techniques used was purposive sampling and used both primary and secondary data. Presentation of data was in form of tables and the analysis was by use of computer package excel. The results revealed that land policy was the key influencing factor and the main challenge was lack of sensitization of the local community. In conclusion innovation policies play a crucial role in determining the type of product to be innovated and recommended that government should create intensive oawarenessamong the local community in order to achieve sustainable tourism

Innovation of tourism businesses in protected areas and their implications on sustainable tourism development in Rwanda. A case of Akagera Nationa Park.

Francis Wanyera, Jenesio I. Kinyamario, Dharan Najma, Robert Chira
University of Tourism, Technology and Business Studies
Rwanda
eracis2006@yahoo.com

Globally sustainability has become a buzzword particularly when it comes to tourism destinations and due to increase in competition, alternative attractions are developed. Innovation is the key to responding to the future challenges that confront all sectors of society and the economy, and especially in tourism. Within tourism, there are numerous corporations and destinations around the world that are responding to the ecological, social and economic challenges and making the transformation toward sustainability through innovation. New destinations are successfully competing against the traditional tourism countries, which in many cases have exhausted existing resources and the potential for rationalization. Tourism policy therefore increasingly focuses on the promotion of innovation. Innovations are expected to add consumer surpluses and to increase profits for the suppliers of tourism products and services. The ability to innovate is crucial not only to the survival of individual companies, but to the entire
innovations can only perform the function of providing economic growth in the presence of favourable State incentive systems. It is not the State however that creates innovations. Rather they are the result of processes which, having been subjected to extensive analysis are today well known and have become quite routine. This is as true of innovations in the field of tourism as in any other sector. The recent global increase in competitiveness has made the implementation of innovations a differentiating element among both the destinations and companies in the sector, with quality management and contribution to sustainable development being increasingly valued. Other difficulties are linked with the characteristics of a tourism product, such as simultaneous production and consumption. Tourism’s phenomenal, sustained growth rate makes it highly attractive as a means of economic development. Also like most commercial activities, tourism has produced both beneficial and detrimental environmental and socio-cultural impacts, some of which may be irreversible. The challenge is attributed to not balancing economic growth with protection of the environment is a challenge, which today faces most tourism professionals and the tourism industry is focusing on sustainable tourism development as a mechanism to try to achieve the aims of economic development whilst protecting, preserving and enhancing the environment.

The objectives of the study include; To determine effects of innovation businesses, the barriers and strategies to achieve sustainable tourism. The descriptive research design was used and both primary and secondary data was used. The sampling techniques used was purposive sampling and the target population was 65 people and sample of 56 respondents were selected. The analysis was by use SPSS and excel while presentation of data by use if tables and figures. The results indicated that Akagera National Park has many innovate tourism products. Key terms: innovation, protected area, implications, sustainable tourism and tourism

Challenges and lessons learned in financing of homestay in heritage tourism destination with reference to Kisumu County, Kenya

Joanes Ofwa Wu'Adongo, Jairus Koki, Lilian Wanyonyi
Jaramogi Oginga Odinga University of Science & Technology
Kenya
ofwawuadongo@gmail.com

Tourism business is quite imperative in economic development. It plays a significant role in modifying the supply of leisure and recreation opportunities. In Kenya tourism sector contribute 10 percent to the Gross Domestic Product (GDP) and employs about 11 percent of the total work force directly. Following wide consultation with Kenyan experts, stakeholders, policy-makers and investors during the preparation of Vision 2030, tourism was identified as one of the top priority sectors for realizing the development blue print – Vision 2030. The study covered a period of 5 years from 2013 to 2018 tourist arrival statistics in Kisumu County. Both Primary data and secondary data were used for the study. The primary data were collected from the homestay owners using questionnaire administered personally by the researcher while secondary data were gathered from books, reports, government publications and internet. Data was analyzed by use of descriptive statistics and inferential statistics. The study revealed heavy commercial tax, high maintenance expenses, unstable revenue due to seasonal business and lastly delay by Government to approve homestay ventures. The study concludes that Home stay accommodation increase the visitors’ awareness of hospitality and sustainability. The study recommends private investors to work in partnership with local community, Donors to avail funds for community-based tourism initiatives and other credit facility with low interest rate should be given to homestay owners for the maintenance of heritage building and promote homestay business.