

## **CHAPTER 4**

### **TOURISM**

1        a) (i)    **Climate**

While the climate of East Africa is warm and sunny most of the year, encouraging sun bathing, in Switzerland there are cold winters which enable winters which enable winter sports and hot summers that expose beautiful sceneries.

ii)    **Culture**

In east Africa there are varied/diversity of African cultures while Switzerland tourists are attracted to the Swiss hospitality than European languages.

b)

- Development of tourist facilities provide employment opportunities thus reducing unemployment and raising the standards living
- Exchange revenue which is used to develop other sectors
- Tourists provide a ready market for trade items such as handcrafts and other curios tourists in hotels and lodges has stimulated the growth of agriculture and other related industries
- The need for improved transport and communication has led the promotion of infrastructure to tourist sites which also benefits the local people
- Establishment of national parks and museums as tourist attractions enabled Kenya to protect/preserve its rich cultural heritage.
- Tourism encourages cultural exchange which promote international understanding.

c)

- Development of infrastructures/roads/airports/communications to all tourist-sites which make them easily accessible
- Improved securities to ensure the safety of the tourists is guaranteed.
- Advertising the country more aggressively in order to make it more attractive/improve the image or the country a broad.
- Establishing a diversity of tourist attractions/emphasis to avoid depend the traditional attractions and reduce competition with others
- Establishing/modernizing tourist facilities in areas such as western Kenya where such facilities are inadequate.
- Intensify domestic marketing to reduce reliance on foreign to improve/train more tourist personnel to sensitize citizen on the need hospitable.

2

a)

- Sandy beaches
- Marine life /wildlife
- People's culture
- Coastal land forms e.g caves/cliffs

b)

- They are a tourist attraction
- for education purposes/research purposes
- For aesthetic/beauty of land
- For posterity/for future generation
- For preservation of culture

3.       a)
- South Kitui
  - Shimba Hills
  - Buffalo Springs
  - Maasai Mara
- b)      A type of tourism where people visit certain attraction sites within their country for pleasure and recreation.
- c)
- Low capacity at hotels
  - Reduction on employment when hotels close down
  - Affected transport industry
  - Less market for agricultural goods e.g pork and eggs
  - Loss of foreign exchange
  - Scaring away potential investors in the sector
4.       a)
- Improving transportation to tourists' sites to make them accessible
  - Building hotels to increase bed capacity
  - Improving air links with other countries so as to facilitate direct movement of tourists to Kenya
  - Preserving wildlife/eradicating poaching/maintenance of tourist sites
  - Improving security in the parks
  - Promoting cultural heritage so as to attract more tourists
  - Advertising abroad-opening tourist offices abroad

- Providing package tours
  - Charging low rates during low tourist seasons
  - Advertising abroad-opening tourists offices abroad
  - Providing package tours
  - Charging low rates during low tourist seasons
- b)
- Switzerland has a well developed transport network e.g electrified railways/cable cars
  - The country enjoys political stability and neutrality which enables people from different parts of the world to visit Switzerland anytime
  - The Swiss are known for their hospitality/tourists feel at home.
  - The Swiss speak more than three international languages i.e Italian, German, French and English which enables them to communicate with visitors from all over world
  - Switzerland has well developed financial institutions and international bank
  - The well developed hotels offer excellent services/all inclusive hotels/package tours attract many tourists because it is cheaper.
5. a) (i)

### **Ecotourism**

Ecotourism is practice of involving tourists and community living around the tourists attractions in order to minimize negative environmental influences and to maximize economic gain.

ii)

### **Domestic tourism**

Domestic tourism is whereby local people visit places of interest within their country for pleasure or recreation

iii)

### **International tourism**

International tourism involves tours by people to foreign countries

b)

- Both countries are endowed with beautiful sceneries consisting of snow capped mountains.
- In both countries tourists are the main foreign exchange earner.
- Both countries enjoy sight of wildlife of tourist attraction.
- Climate plays a vital tourist attraction in both countries.

6. It is produced and consumed within the country though it is an export item which brings foreign exchange.

7 **Employment** –Directly and indirectly e.g tour guides, drivers, hotel employees, game rangers etc.

**Development of infrastructure-** Tourism has encouraged the development of roads and air transport

**Direct income** – This comes from payment made when entering national parks and game reserves

**Training** facilities have expanded in Kenya to cater for tourism industry.

8. i)

Kenya has no winter season while Switzerland has double season i.e winters and summers which enable tourists to visit the country.

ii)

Kenya has few glaciated mountain while Switzerland has more glaciated mountain scenery and glaciers of alphas

iii)

Kenya has game parks whereas Switzerland has zoos

iv)

Kenyan cultures are more varied than those of Switzerland

v)

Kenya's beaches are used throughout the year where in Switzerland they are seasonal.

9.

- Remoteness due to poor means of transport
- Hostile climate e.g drought which leads to death of wildlife
- Settlement of people in places meant for game parks and reserves
- Human wildlife conflict where man kills wildlife.
- Insecurity in some areas

10.

- International terrorism that has scared tourists
- Inadequate capital to provide the necessary facilities for tourists

- Decreased tourist attractions especially the flora and fauna due to encroachment into conserved land by human beings
- Hostility from local residents
- Poaching which reduces some animals species
- Poor means of transport and communication

11.

- Kenya has established parks and game reserves to conserve wildlife
- High class hotels have been built along the coast, the major towns and in parks
- Infrastructure facilities such as roads have been improved in most of the parts
- More qualified personnel are being trained for the tourist industry in Utalii
- Tourist promotion offices have been opened in major cities of Western Europe, North America, Japan and many African countries
- Domestic tourism have been encouraged
- Efforts have been made to keep a stable political climate. This has led to an increase in the number of tourists.
- Improvement of cultural activities
- Creation of the ministry of tourism
- Preservation of historical sites
- Overseas advertisements.

12. It's where people visit places of attraction in their own country for leisure and recreation.

13.

- Hot springs/geysers/geothermal

- Birds/flamingoes
- Varied relief features
- Mining sites
- Sports fishing
- Wild animals
- Vegetation

14.

- Negative attitude towards local tourism limits the number of people who engage in tourism
- Inadequate local campaigns and advertisement of tourist attractions/ special packages lead to low public awareness
- Familiarity with the tourist attractions among the local people makes them fail to appreciate their beauty and value.
- Insecurity from poachers in national parks and game reserves scare people away from visiting them
- The high cost of accommodation in the game lodges discourages local tourism
- The roads leading to tourist sites are poorly maintained. This discourages people from visiting such sites.

15. Gede ruins, Forth Jesus, Lamu museum

16 a)

- Eco-tourism is the practice of involving the community living around the tourist attractions in the management and conservation of the tourist

attractions in the management and conservation of the tourist attraction sites and the surrounding environment for economic gain

- Domestic tourism is whereby the local people visit places of interest within their country for pleasure and recreation
- International tourism involves organized tours by people from other countries of world.

b) i) Wildlife

- Beautiful scenery e.g. snow capped mountain
- Excellent beaches
- Warm sunny climate
- Culture and tradition

ii)

The relative peace and political stability enjoyed in the country since independence

International terrorism where Kenya has been a victim which has led to decline in the number of visitors

Insecurity in the country's parks and major urban areas

Improved airlines between Kenya and other countries which have contributed to growth of international tourism

The establishment of hotels of international standards has led to increase in beds in hotel rooms.

The economic recession in the world often reduces the number of tourists to Kenya because the spending power of tourists is reduced.

17. a)

- Climatic conditions
- Beautiful mountains
- Improved infrastructure
- Peace and stability
- A highly skilled manpower

b)

Climatic change which have affected the wildlife habitat

Decline in wildlife because of illegal hunting of wild game and harvesting of  
trees

Erosion of moral values due to the youth copying some of the tourists antisocial  
behaviour

Incidences of banditry activities which have scared tourist away from the tourist  
attraction spots

18.

- Both countries are endowed with beautiful scenery consisting of snow capped  
mountains
- Both countries have magnificent features e.g. the Rift Valley Kenya and glaciated  
valleys in Switzerland.
- Both countries have their tourism industries backed by the government
- In Kenya the tourists enjoy the sight of animals in national parks while in  
Switzerland the animals are put in zoos. Kenya enjoying sunny periods

throughout the year but Switzerland has sunny periods only in summer and very cold periods in winter.

- Kenya have a varied culture while Switzerland have limited culture.

19. a)1999

Total number of tourists – 8.13 million

1999

$$\underline{1.53} \times 360^0 = 67.7^0$$

8.13

1999

$$\underline{1.77} \times 360^0 = 67.6^0$$

8.13

2001

$$\underline{1.65} \times 360^0 = 73.1$$

8.13

2002

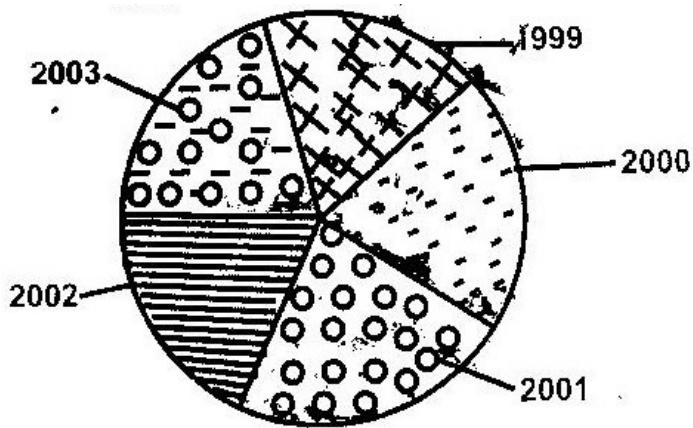
$$\underline{1.77} \times 360^0 = 78.4^0$$

8.13

2003

$$\underline{1.54} \times 360^0 = 68.2^0$$

8.13



b) **Advantages of statistical pi-charts**

- Gives good/clear visual impression
- They are easy to construct
- Easier to compare information represented