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**ASSESSMENT OF SLUM TOURISM AS A VIABLE TOURISM PRODUCT: THE
CASE OF KIBERA IN NAIROBI, KENYA**

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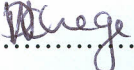


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DECLARATION

This research thesis is my original work and has not been presented for an examination in any University or other institutions of higher learning.

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DEDICATION

This work is dedicated to my family for their encouragement and support they have given me all through and especially Dad, Mr. Joseph Chege and Mum, Virginia Chege for their commitment to education.

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I thank God Almighty for his grace that has enabled me to finish this work. I also wish to thank my supervisors Dr. Andanje Mwisukha – Department of Exercise and Recreation, Kenyatta University and Mr. Mayaka – Department of Tourism Management, Kenyatta University for their constant guidance throughout my study period. I appreciate the support provided by Wild life Clubs of Kenya (WCK), the contribution of all the staff and especially Mr. Hillary Shitambasi.

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ABBREVIATIONS AND ACRONYMS

KTB – Kenya tourism board

PPT –Pro-poor tourism

UN – United Nations

MESCO – Modern educational, social and cultural organization

TTF – Tourism trust fund

NGO – Non governmental organization

LDC – Least developed countries

WTO – World Tourism Organization

CSG – Community Support Group

ABSTRACT

The study was conducted in Kibera slum in Nairobi. It focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. The target population of the study was 800,000 residents of Kibera slum who live in a total of 12 villages, 160 employees of Kenya Tourism Board (KTB) and 38 employees of Victoria Safaris. The sample size was 472 respondents, 384 from Kibera, 50 from KTB and 38 from Victoria Safaris. Simple random sampling was used to select 6 (50%) villages in Kibera. Snowball sampling method was then used to select respondents in those six villages. The initial subjects were identified using purposive technique. The subjects from the KTB were selected using convenient sampling method while all subjects from Victoria Safaris participated. Data was collected by the use of questionnaire. A pilot study was run in Kisumu Ndogo slum village. Reliability of the instrument was determined during the pilot study using test re-test technique. The Statistical Package for Social Sciences (SPSS) was used to analyze data. Data was then presented in tables and figures. The results of the study showed that slum tourism is a viable tourism product as majority of the respondents, 435 (92.2%), affirmed this. There was a strong liking for slum tourism across all categories as majority, 396 (83.9%), view it as beneficial to the slum residents in improving their living conditions. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. There is also need for government to develop a policy whose aim is to guide on ways of conducting slum tours. There is also need for Ministry of Tourism to educate the residents on how to take advantage of the venture and open up businesses like tour firms and how to provide other services in order to reap the benefits of slum tourism.

CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

Slums are mostly found in urban areas because people tend to move to the city in search of better life. According to Dweks (2004) as quoted by Mowforth (2008), people are living in an increasingly urbanized world and this is likely to accelerate rather than reverse the growth of slums. In 2006 a report by the United Nation's city agency (UN-HABITAT) confirmed that the global urban transition is only at mid-point with projections showing that over the next 25 years the world's urban population is set to increase to 4.9 billion people by 2030, roughly 60% of the world's total population (United Nations Department of Economic and Social Affairs 2006). Moreover, the most significant growth is projected to occur in less developed regions with sustained and rapid increases culminating in 3.9 million urban dwellers in these regions by 2030 (United Nations Department of Economics and Social Affairs, 2006). It is the nature of this growth that is of great significance with a rapid increase in the number of the poor, the majority of whom are likely to be concentrated into city slums (UN-HABITAT, 2003). Accumulation of people in a small area leads to both social and economic challenges like very low levels of income and lack of proper sanitation. Such challenges, and the creative activities of slum residents in the effort of overcoming their problems has in recent years proved to be attractive, and people have been attracted to touring the slums.

Tours to slums have existed for sometime. According to Mowforth (2003), originally tours to the slums were associated with the tours of townships in post-apartheid South Africa and in the volunteerism associated with cities such as Kolkata, India. Originally the potential for tourism in South Africa was primarily seen in the country's climate and its natural attractions. However, in the early 1990s a new kind of tourism started to develop in Soweto, an expansive slum in South Africa. It involved guided tours through the residential areas of the black population. This new form of tourism now amounts to 25% of the visits in South Africa.

According to Rolfers (2009), slum tourism was established in developing countries in the mid 1990s. The essential part of this tourism is visiting the most disadvantaged parts of the cities called slums. It is mainly organized in form of the guided tours. Today, a lot of tours are operated and marketed by professional companies. Slum tours are offered in a relatively large scale in the South Africa cities such as Johannesburg and Cape Town, the Indian metropolises of Calcutta, Mumbai and Delhi as well as Rio de Janeiro in Brazil. Those involved in these tours are primarily international tourists. Indeed, the number of slum tourists is constantly increasing. It is estimated that 40,000 tourists visit De Janeiro slums each year, while in Cape Town the estimated figures are around 300,000 (Rolfes, 2009). Tour firms have therefore realized that slums are an attraction and are organizing slum tours (Armstrong, 2005) which are slowly becoming a common phenomenon in the cities of the developing countries. For instance, slum tourism is well established in Brazil where it started in 1992 in a shanty town in Rio de Janeiro (Funke, 2008). It then spread to the rest of the world including Africa, particularly in South Africa where it is well

established. Today it has spread to other parts of African countries, including the Kibera slums in Nairobi, Kenya.

Kibera is the most visited slum in Kenya (Asudi, 2008). Tours to Kibera slum are organized by Victoria Safaris Tours and Travel Company. It is the company currently organizing and marketing tours to the slums (Asudi, 2008). Victoria safaris started this new idea of Kenya slum tourism as a means of creating awareness of the plight of the poor in Kenya to both foreign and domestic tourists. According to Mowforth (2008), the intention was to eradicate the slums in Kenya as a long term measure using tourism business and reducing poverty by engaging the poor to participate more effectively in tourism development in Kenya and by increasing the net benefit from tourism as a short term measure to the slum community. The aims of slum tourism therefore ranges from increasing local employment, to involving local people in the decision-making. It is therefore a pro-poor venture. Victoria Safaris hires and recruits its local staff for the slum tours programmers among the inhabitants of the areas where it performs the slum tours. These include tour drivers, slum tour guides and the tours' security teams.

Kenya markets and promotes herself as a tourist destination through Kenya Tourism Board (KTB). Currently, Kenya's major tourism products include wildlife, beaches and cultural attractions. According to Martin (2008), various tourism products need to be developed for the tourism industry to grow and to make customers enjoy variety. In addition, Lea (1988) states that lack of diversity encourages mass tourism mainly to the parks and game reserves that receive a huge number of tourists at any one given time.

This, in the long run stresses the game parks and reserves and negatively affects the environment.

Slum tourism targets the disadvantaged communities and therefore it is a good form of Pro-Poor Tourism (PPT). PPT aims at unlocking opportunities for the poor for economic gain, livelihood benefits, or participation in decision-making (Ashley, Roe and Goodwin, 2001) in which slum tourism has lot of potential. Slum tourism can also help in shifting focus from environment and wildlife-based tourism to poverty-reducing tourism which will have more benefits to the poor and less impact to the environment, hence the need for this study.

The study was carried out in Kibera slum because it is the biggest slum in Kenya. Most of the residents are casual laborers who earn 100 shillings or less per day (Asudi, 2008). They engage in low income economic activities such as art, dance, drama, sports projects, self-help groups and small scale businesses (CSG Kibera, 2007). It is in the light of this that an assessment of the viability of the slum tourism as a tourist product was carried out.

1.2 Problem Statement and Justification

In some countries such as South Africa and Brazil, Slum tourism has brought about socio-economic development (Funke, 2008). However, this is not the case for Kenya in spite of evidence of slum tourism. It is notable that there is no policy framework within which the product can be marketed, exploited and improved. The main tourism products

in Kenya include wildlife, beaches and cultural attractions. Other products need to be developed to keep tourism growing and to increase the market share. Tourism industry is a major contributor to development and employment. Its product therefore needs to be diversified. It is against this background that this study set out to assess the potential and viability of slum tourism in Kenya, specifically in Kibera slum.

1.3 Purpose of the Study

To assess the viability of slum tourism as a tourism option in Kibera slum in Nairobi Kenya.

1.4 Objectives

The objectives of the study were to:

- a) Determine the main tourism attractions in Kibera slum.
- b) Establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris of slum tourism.
- c) Determine the benefits of slum tourism to Kibera slum dwellers.
- d) Determine measures that can be undertaken to promote slum tourism in Kibera.
- e) Determine the viability of slum tourism as a tourism product in Kibera slum.

1.5 Research Questions

- a) What are the probable major tourist attractions in Kibera slum?
- b) What are the possible benefits of slum tourism in Kibera?
- c) What are the challenges facing slum tourism in Kibera?

- d) What is the perception of Kibera slum dwellers of slum tourism?
- e) Can slum tourism in Kibera be a viable tourism product?
- f) What measures can be taken by the stakeholders to ensure the viability of slum tourism in Kibera?

1.6 Null Hypotheses

The following null hypotheses were addressed in the study:

Ho₁ There would be no tourist activity that significantly attracts tourists to Kibera slum from the perception of residents of Kibera slum, Victoria safaris employees and KTB employees.

Ho₂ The opinions of employees of KTB and Victoria safaris on measures that should be undertaken to promote slum tourism in Kibera would not significantly differ.

Ho₃ There would be no significant difference in the views of residents of Kibera slum, employees of KTB and Victoria safaris with regard to viability of slum tourism.

1.7 Significance of the Study

This study dealt with the critical issue of the socio-economic value of slum tourism. As such, its findings would inform decision and policy on how to mainstream slum tourism and put it at the same level with other tourism products. The research would be of importance to the Ministry of Tourism because it sheds light on the possibility of having slum tourism as a major tourism product. This research would also be of benefit to slum

residents as it exposes an area that they can exploit for community development. It also exposes slums as tourist destinations and this would open up economic opportunities to slum dwellers and attract support for development projects.

Service providers in the tourism industry like tour operators will also benefit from this study since it would expose to them the possible areas of attraction to tourists which they may target for increased income. The study may also be important to KTB since it highlights slum tourism as another tourism product for marketing so as to expand the tourism market share. This research may also form the basis for other similar research work. It would also be of benefit to the local government as it may catalyze the need for allocation of funds for development projects such as roads, hospitals, schools and lighting in the city's slums.

1.8 Delimitation of the Study

This study was delimited to Kibera slum and focused specifically on slum tourism. Kibera slum was targeted because it is the largest in Kenya and therefore amply representative of socio-economic realities in Kenyan slums.

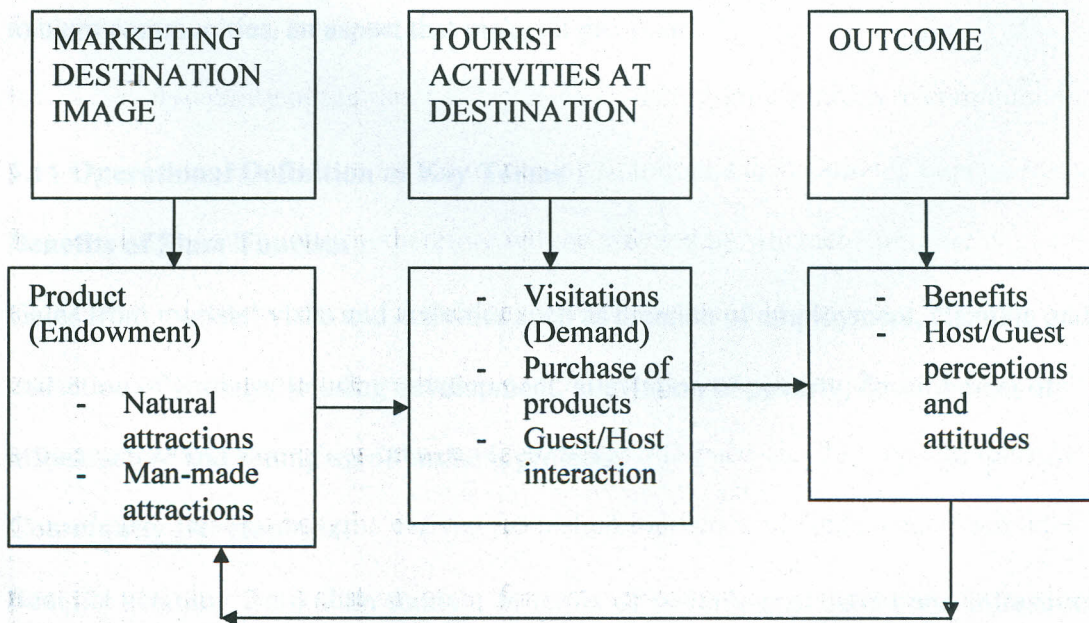
1.9 Limitation of the Study

Some respondents found difficulties in understanding some of the questions. The researcher therefore assisted the respondents when answering the questions.

1.10 Conceptual Framework

Indicators of viability of tourism product are social economic benefits to community, presence of attractions in slums and marketing of tourist's destination (Cooper, 2005).

The viability of slum tourism therefore will be affected by whether slums are marketed as a tourism product, presence of attractions and socio-economic benefits associated with tourist activities for instance setting up of self-help groups. The model in figure 1 below shows the inter-relationships between factors that influence viability of slum tourism. The dependant variable is benefits derived from slum tourism while independent variables are marketing of slums as a destination by for instance formation of more tour firms which increases guest visitations.



1.1 Figure: Factors Influencing Slum Tourism (Adopted from information from Gerosa (2003) and Cooper (2005)).

Marketing according to Gerosa (2003) is supposed to serve different purposes. Destination marketing tries to supply images of culture, which are to arouse a buying desire and meet the anticipated demands respectively. The number of the visitors who come to slums and their activities will therefore be influenced by marketing. Market segment will also be defined by how slums are marketed and this will have an influence on actual demand. All destinations must have attractions which are the primary reason for visitors to tour. Attractions provide the single most important reason for touring a destination and according to Cooper (2005) attractions serve variety of different purposes, some unrelated to tourism. Tourism in general is known to contribute to social-economic well being of the communities. Benefits of slum tourism will be concentrated to slum communities, an aspect that makes it pro-poor.

1.11 Operational Definition of Key Terms

Benefits of Slum Tourism

Gains from tourists' visits and activities such as creation of employment, cleaning and collection of garbage, housing development, alleviation of poverty, development of infrastructure and setting up of business projects.

Community Development

Benefits accruing from slum tourism in terms of poverty eradication and infrastructure development through people's effort and government.

Pro-poor Tourism

It is an intervention that aims at increasing the benefits of tourism to the poor.

Slum

It is an overpopulated area in a town where the occupants live in misfortune due to poverty. This refers to Kibera in Nairobi.

Slum Tourism

It is touring to shanty places for various reasons such as research, adventure, community service, viewing housing, photography, socializing with residents, making donations, sampling residents' food-stuff, viewing transport systems, viewing residents' activities, entertainment and so on.

Tourism

It is the enjoyment of the experiences gained by interacting with people, animal life, the nature, and built environment in a location away from the tourist's normal residence (Medlik, 1991).

Viability of Slum Tourism

The potential for tourist visits to the slums to grow and expand so as to generate income, support and raise the standard of living of the local residents.

CHAPTER TWO

REVIEW OF LITERATURE

2.0 Introduction

This chapter looks at related literature. It deals with benefits of pro-poor slum tourism, tourist attractions in slums, marketing of tourism products, growth of tourism products and development and slum tourism cases. Other areas covered include social economic challenges in Kibera slum in Kenya, tourism and slum community development, slum tourism as alternative form of tourism and related studies.

2.1 Benefits of Pro-poor Slum Tourism.

Tourism is known to significantly contribute to development, both directly and indirectly. Traditional tourism heavily relies on natural attractions which with time get negatively affected (Singh, 2004). For this reason new forms of tourism are now being developed. Slum tourism is one such development. Modern tourism targets at improving social economic situations of the local communities, an aspect that makes it pro-poor. According to Cooper et al (2005), new tourism is a force capable of dramatically improving economic and social well being of the communities across the globe. For instance, pro-poor tourism focuses on poverty reduction. Pro-poor forms of tourism possess three elements as stated by Cooper et al (2005). Firstly it accelerates growth and development of local areas. Secondly, it improves the distribution of income and wealth, and thirdly, it accelerates social development. According to David (2005), any type of tourism that aims at generating benefits for the poor and to unlock the opportunities for the poor is pro-poor. According to Ashley et al (2001) Pro-Poor tourism seeks to

improve the economy for poor people. It enhances linkages between tourism businesses and poor people, so that poor people are able to participate more effectively in tourism development.

Benefits of pro-poor tourism are diverse. According to Cooper et al (2005) they include making destinations safer, reduce possible hostile attitudes from the local community and making the destination more attractive by reducing the number of shanty towns and beggars. Slum tourism has great potential to offer these benefits. Although not being specific to slum tourism, Singh (2004) divides benefits of pro-poor tourism to poor people into two broad categories, namely economic and non-economic. The first category includes job opportunities and small enterprise opportunities. The second one includes infrastructure and healthcare. These create opportunities for economic activities to slum communities. According to Michael (2007), the poor must have access to economic activities which they can use to change their destiny. They should be empowered to strengthen their participation in decision making. Pro-Poor tourism therefore, can facilitate the growth of small enterprises in the slums and this will encourage slum residents to actively participate in economic activities.

A study carried out by Rolfers (2008) has shown that slum tours have supported Soweto slum community and the residents are eager to get into contact with the tourists and talk about their personal experiences and life situations. Such talks serve the purpose of correcting and improving the negative image of the slums conveyed by media. Rolfers

(2008) has concluded that slum tourism is a developing market which could create more employment and better income opportunities for slum communities.

The above studies by (Cooper et al 2005), (David 2005), (Ashley et al 2001), (Singh 2004), (Michael 2007) and (Rolfers 2008) highlighted the benefits of pro-poor tourism to local communities. They include unlocking opportunities for poor, improving the economy for poor and increasing local employment. They also reflect the potential that new tourism products have in improving the social-economic well being of local communities. Although the five studies highlighted above did not specifically address slum tourism, only the study conducted by Rolfers (2008) notes that new tourism will reduce the number of shanty houses and make slums safer. The studies highlight the general benefits of pro-poor tourism without being specific to slum tourism. However, Rolfers (2008) is specific on benefits of slum tourism to slum community but the study was carried out in Soweto, South Africa but not in Kenya.

2.2 Tourist Attractions in Slums

Tourists visit destinations because they are attractive to them and also because they offer them a different experience (Cooper et al, 2005). Tourism attractions are divided into two; man-made and natural (Cooper et al, 2005). The natural attractions include the landscape, climate, vegetation, forests and wildlife. Man-made attractions are composed of the product of history, culture, artificially-created entertainment and events. According to Cooper et al (2005), attractions serve variety of different purposes, some unrelated to tourism and have to accommodate the wishes of stakeholders.

According to Rolfers (2009), who conducted an empirical study on township tourism with focus on Soweto slum, the main tourism motivation to the city slums include country's culture and the residents' living conditions. Children also play important role in many tours because they dance and sing to the tourists during the school visits. Children frequently surround or follow the visitors who use these situations as opportunities to take photographs. Some of the residents expose their poverty to the tourists so as to offer possibility to have their situations improved through donations to their projects.

Coopers (2005) state the general tourism attractions without considering specific destinations. Rolfers (2009) divides attractions in the Soweto slum into two; negative and positive attractions. Positive attractions include people with different languages, religion and culture live together. Negative aspects of the slum include poverty and unemployment, alcohol, drug abuse, street gangs and crime. However, Rolfers (2009) does not state tourist attractions in slums in other parts of Africa, including Kibera which is the biggest slum in East Africa.

2.3 Marketing of Tourism Products

Product is overall experience gained by a tourist and consists of three levels; the core product, tangible product and augmented product (Kotler, 1994). The core products are those identified by a visitor as a motivation for visiting. Tangible product is a concrete aspect purchased by a visitor, while the augmented product is additional service received by a visitor (Swarbrooke, 2002).

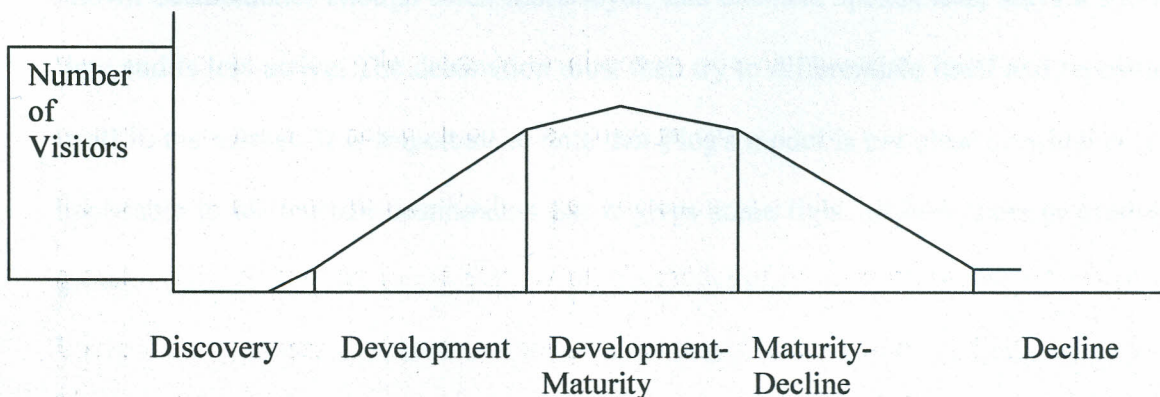
Marketing on the other hand, is defined by Kotler (1994) as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Tourism marketing has a broad meaning because it is a combination of several elements. According to Gerosa (2003), tourism marketing does not only mean being present on the right promotion circuits but also to possess a research capacity in tourism that would allow a correct targeting of potential tourists, a right positioning amid the various tourism niches, and the proper use of the most effective promotion strategies. Marketing serves different purpose according to Gerosa (2003). For instance, destination marketing tries to supply images of space and culture, which are to arouse a buying desire and meet the anticipated demands respectively. Marketing seeks to increase the sales or number of visitors, which in turn leads to the growth of a tourism product.

The promotion of alternative community-based tourism and pro-poor tourism has become a focus of tourism policy in the city of Cape Town (White Paper on Sustainable Tourism Development and Promotion in the Western Cape, 2001). The promotion of the community-based tourism could not only stimulate economic development by opening up commercial opportunities in the disadvantaged areas but could also serve to strengthen the population's participation in improvement of their living conditions. This would also enable the participation of disadvantaged people in important political processes. According to Coopers (2005), marketing is a very important tool in the development of tourist destinations as it gives the targeted group a good impression of the destinations,

but any such marketing campaigns should also take into accounts the views and sensitivities of the local people.

2.4 Growth of Tourism Products and Development.

Tourism products like any other products from other sectors go through a life cycle. The tourism product life cycle starts with discovery, development, development-maturity, maturity-decline and ends with decline. Tourism product life cycle is a tool that shows the stage of a tourism product. Each stage is determined by the number of tourists visiting a destination. According to the Stanley plog's model of product growth as presented by Loureso and Alvases (2008), there are five different traveler profiles, from ventures to dependables. According to this model, various tourist personality types are associated with phases in a destination's life cycle because the type of tourists who visit a region indicates the area's level of development and in some ways determines its life cycle. Figure 2 below illustrates the various phases in a tourist area's life cycle (TALC).



2.1 Figure: Evolution of Destination Life Cycle According to Traveler Type Plog's Model.

According to Lourenso & Alvases (2008), during the discovery phase, a little known destination is visited by the first venturers in search of new discoveries and unexplored areas. Through marketing the area begins to attract more tourists. At near discovery phase, and once venturers have begun exploring a destination, they are followed by near-venturers. This creates the first major wave of visitors who, because they may be more demanding in terms of services, initiate real development. At development stage, destination rapidly grows and the arrivals of centric travelers begin. Growth continues, the number and value of hotels increases, jobs multiply and many areas are explored. Venturers and near-venturers abandon the area and mass tourism begins. It is important to take action at this stage to manage development and define a long-term vision. At the maturity phase, the number of hotels continues to grow; fast-food restaurants pop up everywhere, shops, movie theatres and other forms of entertainment multiply and wholesalers develop packages. At the decline phase, the destination only attracts dependables, who prefer to visit and revisit well-established known destinations. Though often more loyal, this clientele spends less, stays a shorter time and is less active. The destination must then try to differentiate itself and reposition itself in the market. It is important to note that Plog's model is not clear on whether it is applicable to all tourism destinations but it gives some light on how tourism products grow.

According to Coopers (2005) there are three levels of tourism product development. The first level involves the role of government in terms of planning and policy making, the second level includes the role of frontline organizations such as tour firms and third level

include the role played by whole range ancillary support services such as banks and police security.

2.5 Slum Tourism Cases

Although little research has been done on slum tourism, cases of slum tourism exist as evident from various internet sites. A good example of such slum is prevalent in Soweto, the most populous black-urban residential area in South Africa with a population of 896,995 as per the 2001 census (Moroney and Bart, 2008). Soweto residents formed Soweto Slum Tourism Association to get maximum benefit from tourism (Moroney and Bart, 2008). Its members include slum residents who are tour operators, caterers, entertainers and conference organizers. The association's major activities as stated by Moroney and Bart (2008), first is to encourage tourists to stay longer so that they can spend more. Secondly, is to launch 'get off' campaigns which encourage the tourists to get off the bus and meet people and experience their culture. Thirdly, is to market Soweto as the major tourist attraction in South Africa, and lastly, is to help the service providers to improve their services.

The biggest slum in Asia is called Dharavi. Tour guides take tourists around the slum. The guides explain what people do for a living (The Teregragh, 2008). The slum tourism has a package and bookings are made over the internet and payments made on arrival. Dharavi slum generates an annual turnover of 700 million dollars. It also provides livelihood to millions through income generating activities such as hand-made goods like clay pots, crafting items and garments and informal tour guide operation. The organizers

of the tours create awareness among visitors about the way of life in the slum. Their visitors include foreign and local people. Some of the money raised goes to non-governmental organizations that rehabilitate slum residents. The money raised is also used to run schools for children and a dispensary. The tours have also helped to change visitors' perception about the slum residents. Most tourists tend to associate them with pick-pocketing but their thinking has been changing. As a result of these tours, residents have found new hope for better life (Mylan, 2007). Tourists are interested in seeing more than the pathetic living conditions in slums, but also seeing what people are doing to improve their living conditions (Mylan, 2007). Tour companies offer tours that combine sightseeing with volunteering. The companies discourage taking photographs on the tour and take only five people at a time to avoid disturbing the residents of Dharavi (Reality Tours and Travel, 2007).

Another slum where slum tourism takes place is Rocinha in South America. It is the biggest slum in South America and home to more than 200,000 people. Just like many slums, Rocinha lacks electricity, water, police, sewage systems and garbage removal arrangements. Tours in the slum are organized by local tour companies. The tours have been useful in raising awareness of poverty and bringing income to the needy communities (Friedman, 2007). The Rocinha Tourism Workshop trains local youngsters as guides to take tourists in Rocinho slum. The visits help local schools as well as create work opportunities within the community. Visitors to the slum are interested in understanding the lifestyle of the residents. They purchase locally handcrafted items and ready-made clothing while on tour (Armstrong, 2005). The money paid by the tourists in

Rocinha is used to improve the schools. Before such tours were organized, children went unfed for days and were forced to beg. However, three years after slum tourism was started, children moved off the streets. Income from the slum tours is used to educate and spread awareness about challenges in the slum (Guardian Unlimited Home, 2007).

The above overview on slum tourism around the world shows that visitors are interested in the way of life in slums, economic activities in the slums and volunteerism. Slum residents benefit from slum tourism through selling their locally made items to visitors. It also gives them opportunity for self-employment, it creates awareness of the challenges in the slums and it brings development through building schools and dispensaries. It is also important to note that slum residents get inspired to work hard so that they can live a better life. Therefore, slum tourism can be a viable economic option to slum dwellers. Therefore slum tourism is an innovative idea that could bring about better living conditions in communities living in Kibera slum.

No empirical data exists for the studies above and therefore there is need for gathering empirical data to establish viability of slum tourism.

2.6 Social-Economic Challenges in Kibera Slum in Kenya

About 60% of the youths below 21 years are illiterate or semi-literate, majority have primary education only (Funke, 2008). Lack of jobs is the main problem and has led to social ills such as alcoholism, drug abuse and crime. About 80% of the population is either infected or affected by the AIDS scourge (Funke, 2008). Slums lack clean drinking

water, proper plumbing, and access to health care facilities, poor electrification and other public services such as schools (Asudi, 2008).

To overcome some of these challenges the youth embark on in money making projects. For instance, garbage collection is one way in which youth make money through a project called 'taka ni pato' (TNP). This project is funded by Ford Foundation's East Africa Environmental Program which promotes the mission of building capacity for effective, community-run solid waste management systems in select Nairobi slums. TNP creates jobs for several youth groups who recycle what they can to make crafts (Funke, 2008). Self-help groups are also very common, and an example is MYSA which is a development project which organizes sports and links it with social improvement and community development activities (Funke, 2008).

From a report of UN- HABITAT (2006), water and sanitation is still a key problem in Kibera. The report acknowledges that over the years, Kibera has received significant investment (both physical and financial) to alleviate the poor conditions that exist with respect to water, sanitation and health but no significant impact has been made. Other issues reflected in the report include little effort that has been made to link sanitation to income generation and livelihood for Kibera's residents. The vast majority of water and sanitation initiatives have not been integrated. It is therefore imperative that water, solid waste, sanitation (excreta management), and drainage need to be addressed simultaneously in settlements like Kibera if there is to be a perceivable improvement in the living environment.

Although slum communities in Kibera engage themselves in economic activities they still do face numerous challenges as reflected by the studies above. Other slum communities from where slum tourism has been embraced have benefited socially and economically. Although there is no research carried out to show the contribution of slum tourism in other slums, slum tourism has given slum communities with an opportunity to improve their living conditions, in that it provides them with job opportunities. Slum tourism therefore has the potential to improve the social economic status of Kibera slum community.

2.7 Tourism and Slum Community Development

Community development is a process by which the efforts of the people are united with those of the governmental authorities to improve the economic, social and cultural conditions of the communities (Chitere, 1994). According to Kagagi (2006) tourist destinations are no longer about volumes but value and most importantly its impact on local communities.

Many developing countries are now focusing on community-based tourism. In Kenya the government is committed to reducing poverty through tourism. This is reflected in the creation of Tourism Trust Fund (TTF) which is a joint venture between the government of Kenya and European Union. TTF's mission is to contribute to poverty reduction. The fund provides grants to individuals or community groups who are interested in tourism ventures which are guided by the themes of poverty reduction, tourism diversification, and development of sustainable tourism. With Slum tourism, slum residents can benefit from this fund and in the long run reduce poverty (Netherlands Development

Organizations (2007). This will also contribute towards the target of the Millennium Development Goals. Hence, attention needs to be given to tourism because tourism offers considerable potential to the poor.

2.8 Slum Tourism as Alternative Form of Tourism

In 1960, in the USA, new forms of tourism were introduced which included, agro tourism, thermal tourism and professional tourism, tourism for elderly and retired people and tourism for persons with special needs to control mass tourism. All these forms of tourism were developed because of problems of tourism on environment (Jahno 2008).

Traditional tourism closely depends on quality of environment. This relationship needs to be understood and necessary action taken. According to Lea (1988) Amboseli National Park in Kenya has experienced severe problems of tourist congestion. The lions of the national parks have their feeding and breeding activities interrupted. Tourist minibuses have been observed approaching a hidden cheetah family making them abandon their kill. Crocodile nests viewed by tourist are much likely to suffer destruction than those not visited by tourist groups. The tourist boats causing female crocodiles to enter the water leaving their nests open to predators.

A gorilla expert based at Bristol zoo expressed concern that too many visits from tourists could prevent gorillas from breeding. Gorillas live in a fragile habitat and the damaging of the footpaths and the lighting of camp fires would stop them from living their normal lives. They are closely linked to humans and they can pick up human ailments such as

colds, flu, pneumonia and measles (Ryan, 1991). He also expressed concern that, there would be direct damage from wheeled traffic and construction of lodges on grassy areas. The above problems associated with large numbers of tourists can be solved by encouraging alternative tourism and slum tourism can be a good alternative.

2.9 Related Studies

Kiplagat (2004) conducted a study on public attitude towards domestic tourism in the protected areas in Kenya. The study used secondary and primary data to achieve the objectives of the study. Primary data was obtained by use of random and systematic random sampling techniques. The data collected was analyzed by the help of the statistical package for social scientists, multi-way cross tabulation with chi-square, means and percentages were used to analyze the respondent's data to meet objectives of the study. The results indicated a positive attitude towards domestic tourism in protected areas. Education was identified as playing a role in influencing public attitudes. Kiplagat (2004) recommended a coordinated domestic tourism at national and local authority levels and the professionalism in tour guiding.

Munya (1997) conducted a survey research on the effects of wildlife conservation and tourism on food security. The purpose was to establish the state of food security in Osopuko division in Narok district in Kenya and to determine the effect of wildlife conservation and aspects of the tourism industry on food security. Both qualitative and quantitative research designs were used. Data collection instruments included semi-structured interview schedules and observation check lists. The data was analyzed using

both qualitative and quantitative methods. Frequencies and percentages were used to analyze the quantitative data. The finding showed that the area experience chronic food insecurity which is made worse by pressure from expanding tourism industry. The study recommended development strategies that meet human needs.

Harris (1983) conducted a research on the economic value of tourism in Kenya. The purpose was to estimate the economic value to Kenya residents of expenditures by non-residents of east Africa visiting Kenya (tourist). Estimates of revenues and costs of tourism in 1966 and 1967 were made from analyses of questionnaires administered to visitors departing Kenya and to business firms and government departments dealing with tourists. Extensive use was also made of results of interviews with representatives of firms and government. Government survey of distribution and of the industry production was used to analyze tourist expenditures into foreign exchange, labour remuneration, rent depreciation and profit. The main conclusion was that the economic value of tourism to Kenya is positive even at discount rate of 30%. Under the most plausible set of assumptions, the economic value of tourism comes to 3% of the value of all wealth of Kenya residents.

According to a study carried out by Scott and Marcouiller (2003) of the University of Wisconsin, tourism plays an increasingly important role in the development of communities. Tourism has been and will continue to be an important component of our social, economic, and environmental heritage. The benefits of tourism are both tangible and less tangible. They recommend continued support network of specialists that conduct

applied research programs addressing tourism development and that the “Tourism Team” has an opportunity to engage educators, tourism professionals, and applied tourism researchers to share expertise and practices that are transferable to communities thus strengthening community-based tourism.

Rolfes , Steinbrink and Uhl (2009) conducted a survey on township/favela tourism in Cape-town. They used Langa, Gugulethu and Khayelitsha as cases studies. The survey took multi-perspective-approach and a combination of qualitative and quantitative methods. Data was collected by the use of interviews and semi standardized questionnaires. The targeted population comprised of tourists and tour operators. The results of the survey showed that there is an increasing demand for township tours which have become an important element of the local tourism industry. The results also showed that the image the tourists have before the tours significantly changes for the better after the tour and that the tourists are usually very satisfied and leave the townships with positive feelings. The study concluded that there is strong interest of international tourists in South African townships/favelas and that the tours contribute to the improvement of the image of the townships. According to this study, tours also promote pro-poor tourism which amounts to participation of disadvantaged people in an important political process and stimulate economic development. The survey came up with four key recommendations. First, a strong involvement of the township residents into the tours ought to be achieved. Secondly, the communities should participate in deciding what will be shown and how they present themselves to tourists. Thirdly tour operators should not give in to the temptation to arrange tour-programmes that only confirm to Eurocentric

stereotype clichés about Africa like ‘poor but happy’ and instead show things that do not correspond to the tourist expectations. Lastly, township tourism should be educational, reflecting diversity, complexity and the continuous cultural changes in the townships.

Studies in the area of tourism have focused in the area of domestic tourism and the impact of tourism in general with very little on slum tourism in Kenya. This study will therefore focus on the area of slum tourism in Kenya.

2.10 Summary of Literature Review

There are few studies and facts on about slum tourism. Slums are hidden inside the urban statistics and as a result, not much has been done in this area but according to the reviewed literature, the biggest challenge of slum tourism is that people feel it is an invasion to their privacy and others feel that people might not benefit from it. Slum tourism is however entrenched in Mumbai, Rocinha in South America and Soweto in South Africa (http://www.telegraphindia.com/1060824/asp/nation/story_6648422.asp; <http://nat.org/rocinha>; <http://www.sowetotourism.com/pages/>). However, the viability of such tourism in Kenya’s slums is yet to be fully explored.

The studies conducted by Kiplagat (2004) and Munya (1997) focused on wildlife tourism. The other ones carried out by Harris (1983) and Scott & Marcouiller (2005) centered on the economic value of tourism but do not specify if slum tourism was covered. Furthermore, the study by Scott and Marcouiller (2003) was conducted outside Kenya and their findings may not directly apply to the situation in Kenya. The survey

conducted by Manfred Rolfes , Malte Steinbrink, Christina Uhl (2009) focused on slum tourism in South Africa and not in Kenya. It is in the light of these gaps in literature that the present study becomes necessary.

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter covers study design, location of the study, target population, sampling techniques, research instruments, pilot study, validity, reliability, data collection procedures, data analysis techniques, and logistical and ethical considerations.

3.1 Study Design

The study was both exploratory and descriptive survey research. It entailed a description of the state of affairs based on information collected after administering questionnaires. This information was useful in highlighting the characteristics of tourists participating in this form of tourism so that it can guide decision on the kind of market segment to be targeted in the process of promoting slum tourism. It was also useful in identifying the product characteristics whose combined effect is the overall experience on the tourists when they visit Kibera as their destination. The exploratory and descriptive survey design was suitable for collecting information about people's attitudes towards development of slum tourism, opinions on its probable benefits, habits or any of the variety of education or social issues (Orodho and Kombo, 2002). The data collected from this study was basically qualitative. The qualitative data focused on such areas as response on the people's attitudes and opinion on issues of slum tourism.

3.2 Location of the Study

The study was carried out in Kibera slums in Nairobi, which is the biggest slum in Kenya. It stretches from Langata Road to the east and Ngong Road to the west. Kibera slum originated in 1918, as a Nubian soldier's settlement. Kibera slum is an area roughly 5 kilometers squared southwest of city centre of Nairobi. (C.S.G Kibera 2007).

3.3 Target Population

The target population of the study was 800,000 residents of Kibera slum (Ministry of Housing, 2006) who live in a total of 12 villages in the slum, 160 employees of KTB and 38 employees of Victoria safaris. The slum residences were targeted because that's where most of slum tours have been taking place (Asudi, 2008). On the other hand KTB employees were involved in the study because they are knowledgeable as a result of researches they have conducted as well as they market tourism products. Victoria safaris is currently the only firm that offers touring services to slums and the employees are therefore knowledgeable in the area of study and therefore they would give the important information that would be helpful in achieving the research objectives.

3.4 Sampling Techniques

Stratified sampling technique was used. There were three strata of the population, comprising of Kibera residents, KTB employees and Victoria safaris employees. Simple random sampling was used to select 6 (50%) villages in Kibera. Snowball sampling method was then used to select respondents in those six villages. The initial subjects were identified using purposive technique; only those who had interacted with slum tourists.

were selected. The identified subjects then directed the researcher to others that they knew had interacted with tourists. The subjects from the KTB were selected using simple random sampling method while all subjects from Victoria Safaris participated in the study.

According to Mugenda and Mugenda (2003), a researcher should take as big a sample as possible because it reduces the sampling error. Accordingly, when the target population is bigger than 10,000 the following formula is used,

$$n = \frac{z^2 pq}{d^2}$$

n = the desired population size

z = the standard normal deviate at the required confidence level

p = the proportion in the target population estimated to have characteristics being measured

$q = 1 - p$

d = the level of statistical significance set.

Therefore, the sample size was determined as follows:

$$n = \frac{(1.96)^2 (0.50) (.50)}{(0.05)^2} = 384.$$

Arising from the computing therefore, 384 subjects among residents of Kibera formed the sample. KTB respondents were 50 and Victoria safaris respondents were 38. This translated to 384 respondents from Kibera, 50 subjects from KTB and 38 respondents from Victoria safaris. This gave a total of 472 respondents.

3.5 Research Instrument

Questionnaire was used to collect data in the study. The questionnaire had both open and closed ended items. The questionnaire was constructed by the researcher with the support of the supervisors who are experts in this area of research, and who also determined content validity of the instrument during the pilot study.

3.6 Pilot Study

A pilot study was conducted in Kisumu Ndogo, one of the villages in Kibera slum. This is because it is at the center of the Kibera slum. The pilot study was conducted to determine the validity and reliability of the research instrument and to train three research assistants. A total of 62 subjects from the Kisumu Ndogo village were involved in the pilot study as respondents.

3.7 Validity of the Research Instrument

Validity was determined during the pilot study. The researcher enlisted the support of experts from the department of Tourism Management (Kenyatta University) and the supervisors to review and adjust the questionnaire to make it most suited in collecting the desired data

3.8 Reliability of the Research Instrument

The test re-test technique was used to determine the reliability of the research instrument. The questionnaires were administered twice with an interval of two weeks, and the results of the two questionnaires were correlated to determine the reliability. A reliability index

of 0.86 was found, and this was considered an adequate measure of the reliability of the instrument.

3.9 Data Collection Procedures

The researcher self-administered the questionnaires to the respondents with help of research assistants. The respondents answered both open and closed ended questions. They were expected to put a tick against responses that reflected their opinions.

3.10 Data Analysis Techniques

The data that was collected, edited, coded and one database formed from the questionnaire responses. The database provided a basis for developing tables and figures of data on various themes of the study. This was done using the Statistical Package for Social Sciences (SPSS). The summarized data was then presented using descriptive statistics. The Kruskal Wallis Test was used to test the hypotheses. The three hypotheses were tested at 0.05 level of significance. Kruskal Wallis Test was found to be the most appropriate statistical tool for testing the hypotheses because the data that was collected was in the form of frequency count. Kruskal Wallis Test was also used to test any significant differences between the categories.

3.11 Logistical and Ethical Considerations

The researcher sought a research permit from the Ministry of Higher Education and permission from the chief of Kibera slum. The KTB marketing director and the manager of Victoria safaris were notified before the actual issuing of the questionnaires. The

researcher sought consent from the respondents through a letter that was attached to the questionnaire. The information obtained was kept confidential and used for the purpose of the research only. The researcher informed the residents the intention of collecting data, that is for academic only and therefore the residents were not manipulated. The kibera slum respondents were not forced to fill the questionnaire, they were requested to fill.

CHAPTER FOUR

FINDINGS AND DISCUSSION

4.0 Introduction

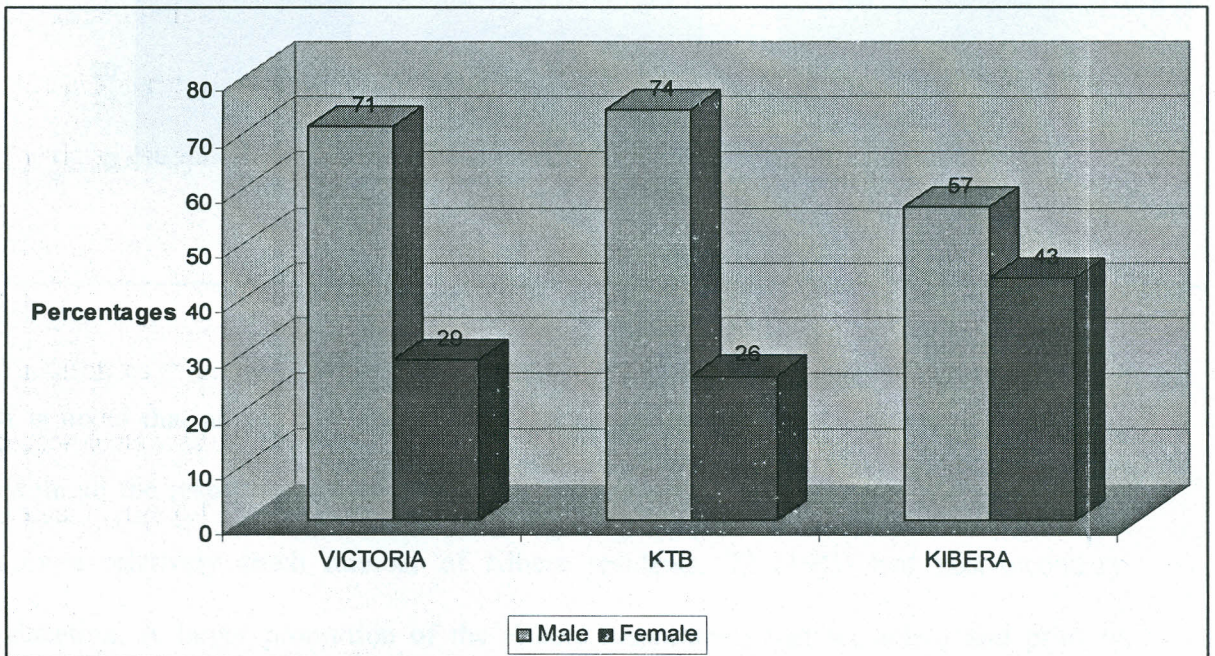
This chapter deals with the interpretation and explanation of the findings of the study.

The data is summarized in tables and figures.

4.1 Information on Residents

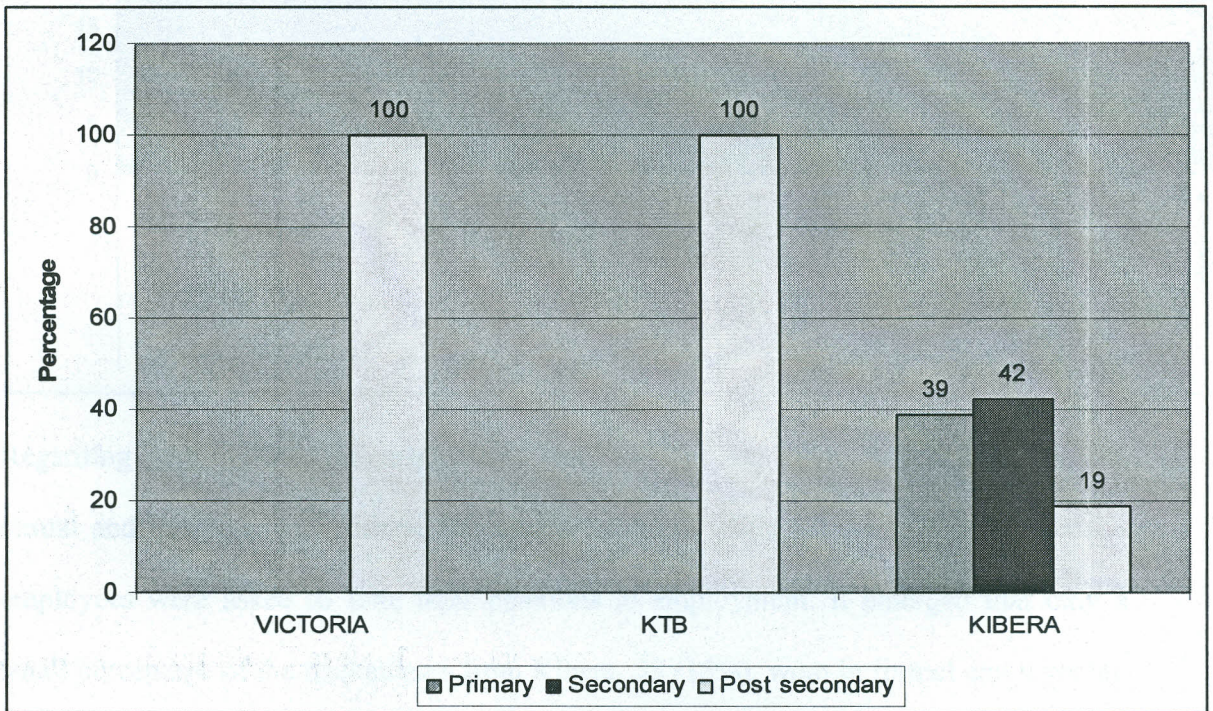
The profiles of the respondents were sought in the study. The focus of the profiles of the respondents was on three key factors namely, gender, level of education and employment status. Figure 4.1 shows details on gender of the respondents.

Figure 4.1 Gender Distribution



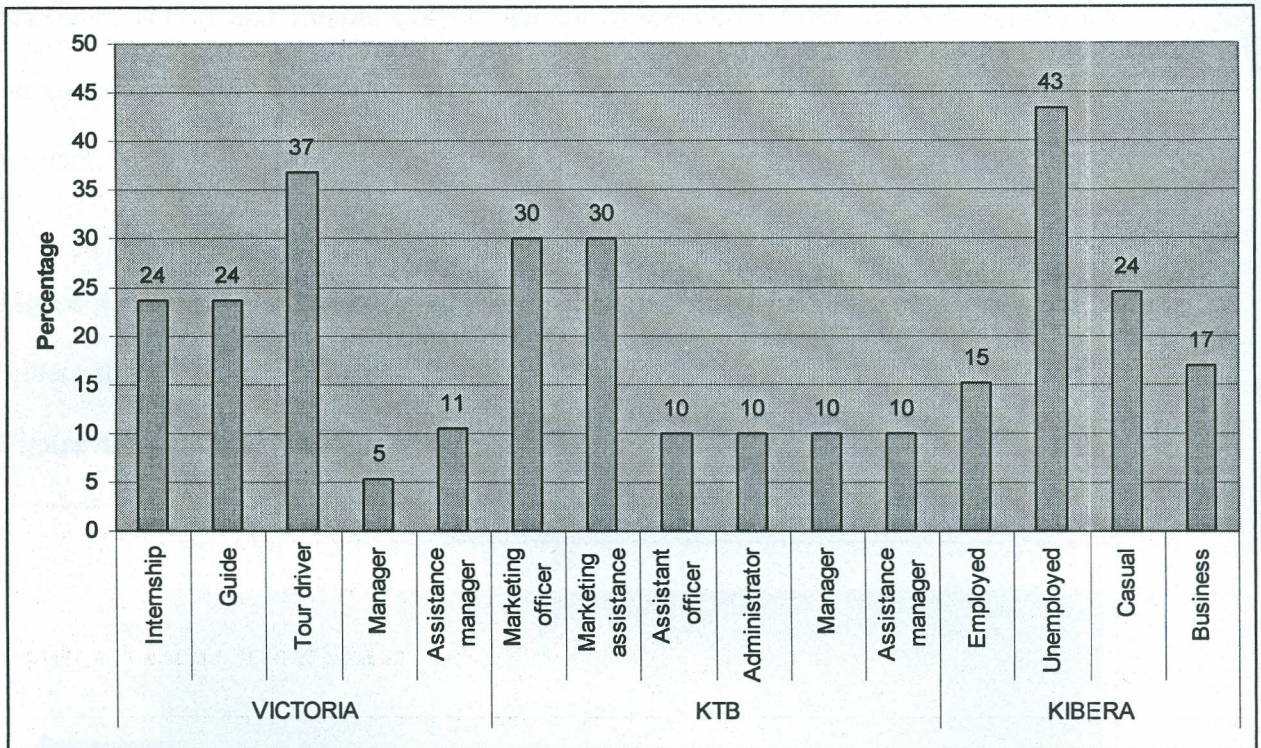
There were 281 (60%) male and 191 (40%) female who responded to the questionnaire. Out of 281 male respondents, 217 (57%) were from Kibera while 37(74%) were from KTB and 27(71%) were from Victoria Safaris. 167 (43%) female were from Kibera while 13 (26%) and 11 (29%) were from the KTB and Victoria Safaris respectively.

Figure 4.2 Education Levels of Respondents



It is noted that all the 472 respondents had some level of formal education. However, while all the respondents from KTB and Victoria safaris had post-secondary education, only a relatively small number of Kibera residents, 72 (19%) had post-secondary education. A larger proportion of the Kibera respondents had secondary and primary education, notably 163 (42 %) and 149 (39%) respectively.

Figure 4.3 Employment Status

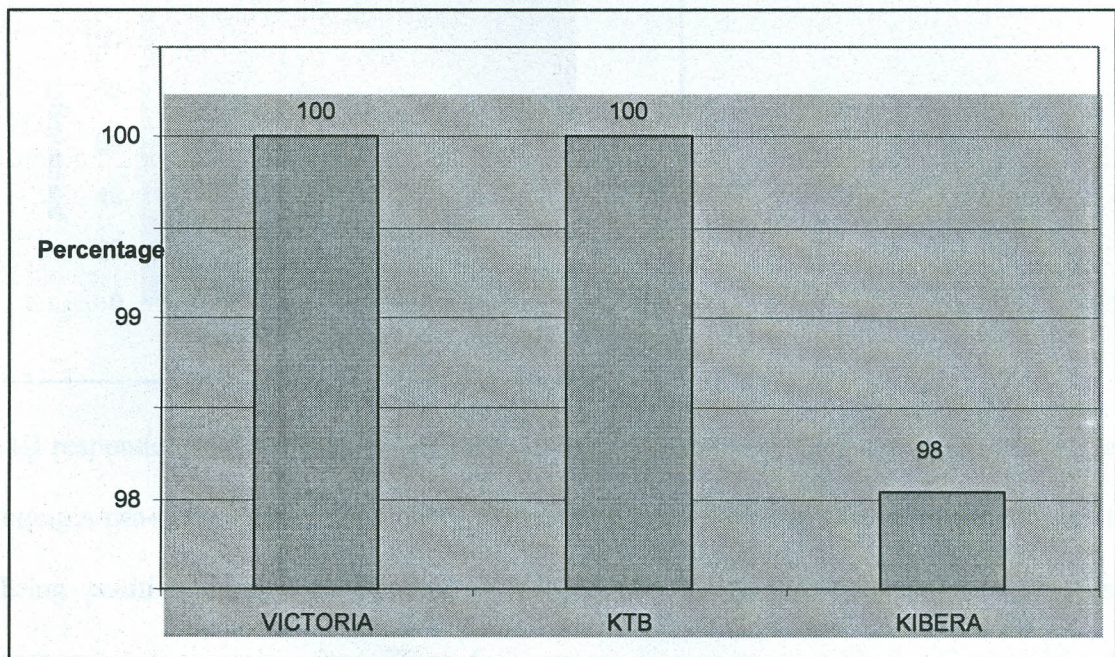


Regarding employment, the respondents were categorized as employed, unemployed, casual and businessmen/ women for Kibera residents while KTB and Victoria Safaris employees were asked to state their positions in employment. It emerged that only a small percentage of the respondents from Kibera, 58 (15%), were in formal employment. A higher number, 167 (43%), were unemployed while a proportion of 94 (24%) worked as casuals, and 65 (17%) were business people. This implies that slum tourism may encourage the entrepreneur spirit as a way of income for the unemployed people in Kibera slum. K.T.B employees who responded to questionnaire hold the following positions: marketing officer 30%, marketing assistants 30%, assistant officers 10%, administrators 10%, managers 10% and assistant managers 10%. This portion of K.T.B employees were most likely to be more informed about slum tourism. The Victoria

Safaris respondents included guides (24%), tour drivers (37%), manager (5%), assistant managers (11%) and interns (24%). All the respondents from Victoria Safaris had interacted with residents of Kibera and were therefore more informed about slum tourism.

Figure 4.4 shows the respondents' views on the question of whether tourists visited Kibera slum.

Figure 4.4 Tourists' Visits to Kibera

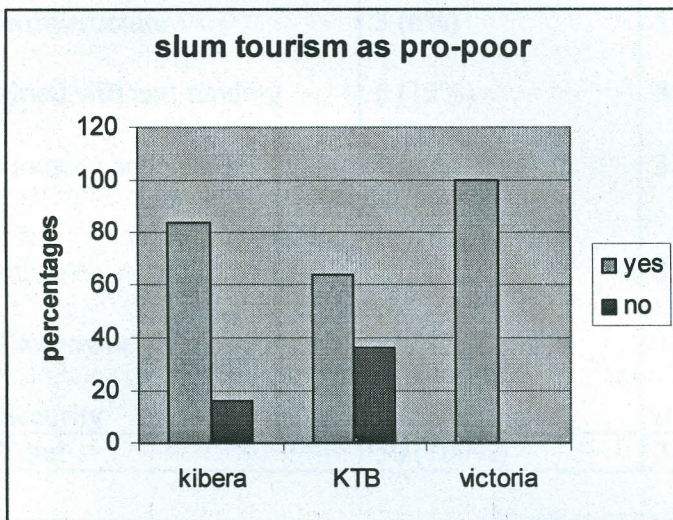


All the respondents from the three categories overwhelmingly ascertained that tourists visited Kibera slum, as only 2% of the respondents from Kibera indicated that tourists did not visit Kibera. This implies that tourists were interested in visiting Kibera slum and majority of Kibera residents had interacted with them. This also implies that Kibera slum is a tourist attraction.

4.2 Contribution and Potential of Slum Tourism as Pro-Poor

Victoria Safaris, Kibera residents and K.T.B respondents were asked whether slum tourism could lead to improvement of the living conditions in Kibera. Their responses are reflected in figure 4.5 below.

Figure 4.5: Respondents' Views on Slum Tourism being a Pro-Poor Activity.



All respondents of Victoria Safaris, 38 (100%), responded in favour of slum tourism as being a pro-poor activity, 323 (84%) Kibera residents indicated that slum tourism could bring positive change to poverty in Kibera and 32 (64%) KTB respondents also responded in the same way. These findings are in agreement with the Canary Islands Declaration on Tourism in Least Developed Countries (UNLDC III, 2001a) which emphasized on tourism development as an avenue to increase participation in the global economy, alleviate poverty, and achieve socio-economic development for all the people of developing countries.

Table 4.1: Responses from KTB and Victoria Safaris Employees on how Slum Tourism can Develop Living Conditions of Kibera Residents.

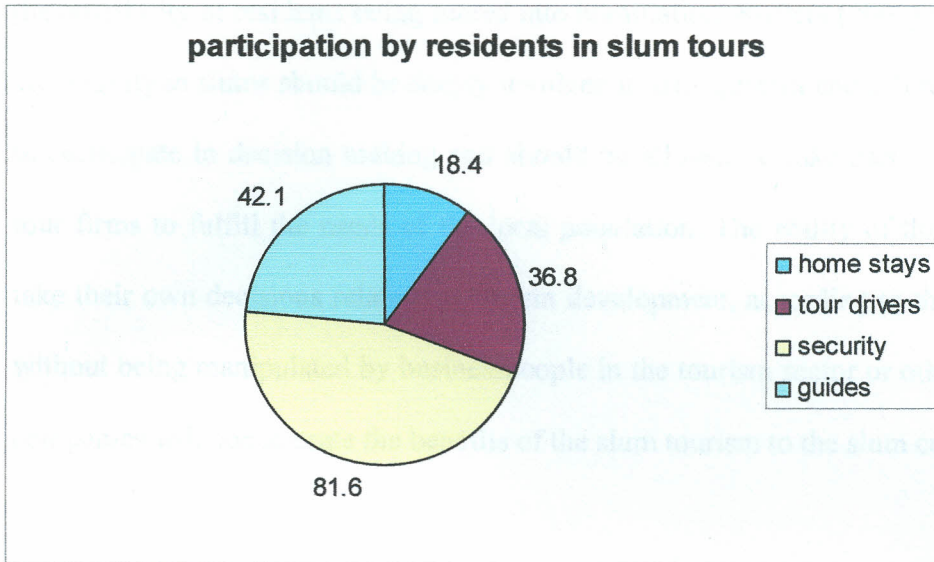
How slum tourism could develop kibera	KTB	Victoria Safaris	Totals
	Frequency and %	Frequency and %	
Offer a platform where tourist will pay for various activities	4 (8%)	0 (0%)	4 (4.5%)
Infrastructure	3 (6%)	5 (13.2%)	8 (9.1%)
Good will and funding	6 (12%)	8 (21.1%)	14 (15.9%)
Housing and sanitation	2 (4%)	3 (7.9%)	5 (5.7%)
They will organize themselves and exposure	8 (16%)	7 (18.3%)	15 (17.0%)
Employment	21 (42%)	15 (39.5%)	36 (40.9%)
Security	6 (12%)	0 (0%)	6 (6.8%)
Total	50 (100%)	38 (100%)	88 (100)

The KTB and Victoria Safaris respondents pointed out how slum tourism can bring positive growth to Kibera. A higher proportion of the respondents, 21 (42%) out of 50 (100%) KTB respondents and 15 (39.5%) Victoria Safaris employees were of the view that slum tourism would create employment, which would in turn generate revenue and boost investment activities undertaken by the area residents. Secondly, involvement in tourism related issues and activities presented an opportunity for residents to organize themselves and in turn attract significant funding for their activities. This was the view of 8 (16%) KTB respondents and 7 (18.3%) Victoria Safaris respondents. The combined views of the KTB and Victoria Safaris show that slum tourism in Kibera can create employment for the residents, as this was the view of a larger number of them,

36(81.5%), followed by a proportion of 15 (34.3%%) who indicated that such tourism would enable them organize themselves into groups so as to benefit from the tourism activities in the slum. This implies that slum residents could have equal opportunity like any other Kenyan community to benefit from the Tourism Trust Fund (TFF) whose aim is to contribute to poverty reduction through tourism. Community development is a process by which the efforts of the people are united with those of the governmental authorities to improve the economic, social and cultural conditions of the communities (Chitere, 1994). It is to integrate communities into the life of the nation and enable them to contribute fully to national development. The essential element of this complex is participation by the people in efforts to improve their standard of living with as much reliance as possible on their own initiatives (Chitere, 1994). Having an organized group to offer services to the slum tourists would also have other benefits as highlighted in the literature review; the Soweto slum residence came together and formed an association whose members are tour operators, caterers, entertainers and conference organizers, and their major work is to ensure that Soweto grows and develops into a major tourist destination in South Africa. It was the view of 8 (16%) KTB respondents that the actual interaction between residents and tourists as well as tourism related issues is an exposure that could promote creativity and realization of noble ideas.

4.3 Involvement of Residents in Slum Tourism by Tour Companies.

Figure 4.6 Participation of Residents in offering tourism services



All the 38 employees of Victoria Safaris interviewed indicated that residents were involved in the tourism activities undertaken in the slum. They cited four ways in which this was done. These were provision of accommodation, and other services as drivers, security and guides. Majority of the Victoria Safaris respondents, 31 (81.6%), indicated that Kibera residents provided security, 16 (42.1%) served as slum tour guides, 14 (36.8%) tour van drivers and according to 7 (18.4%), Kibera residents provided accommodation in form of home stays. It was therefore clear that locals did not form part of management, and therefore did not participate in decision making. This results tally with Dweks (2004) analysis which found out that most of the tours are actually managed by outsiders, while residents act as guides.

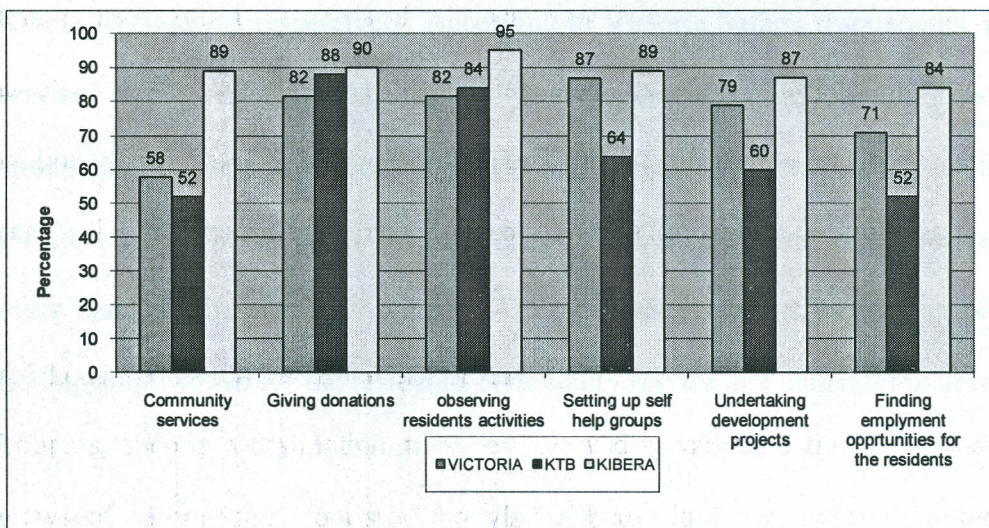
According to Rolfers (2009) a strong involvement of the residents in the tours has to be achieved because the interaction between residents and the tourists is a central aspect

which determines the benefits of the residents from the whole exercise. It also allows residents to participate in decision making on what should be done which in turn rules out the possibility of residents being forced into humiliation. Rolfers (2009) recommends that community in slums should be deeply involved in arrangement and offering of slum tours to participate in decision making and should be allowed to take part in management of tour firms to fulfill the needs of the local population. The ability of the local people to take their own decisions related to tourism development, according to their own policies without being manipulated by businesspeople in the tourism sector or other multinational companies will concentrate the benefits of the slum tourism to the slum community.

4.4 Tourists' Activities in Kibera Slum

Tourists, once in a destination, they get involved in various activities. According to the views of respondents, tourists who visit Kibera slum get involved in the activities highlighted in figure 4.7 below.

Figure 4.7 Activities that Tourists Undertake during their Visits to Kibera



Highest proportion of Kibera residents, (95%) indicated that the main activity of the tourists was observing residents' activities, followed by taking of photographs (93%) and giving donations (90%). The responses from the Victoria safaris employees show that the most popular activities of the tourists were socializing and making friends with the locals, undertaking development projects (developing roads, houses and lighting), giving donations and observing resident's activities as evident from the proportion of responses of (87%), (87%), (82%) and (82%) respectively. According to KTB employees, the most popular tourist activities are giving donation as it was indicated by 88% of the respondents, observing residents activities and socializing and making friends as indicated by (84%) and (66%) of the respondents respectively.

According to the Kibera respondents, finding employment opportunities for the residents was least popular as it had less number of respondents, that is, (84%), following by undertaking development projects, setting up self-help groups, socializing and making friends, and community service as indicated by (87%), (89%), (89%), and (89%) of Kibera respondents respectively. According to Victoria Safaris respondents, community service, taking photographs, finding employment activities for the residents and undertaking development projects are the least popular tourist activities as indicated by (58%), (63%), (71%), and (79%) of Victoria Safaris respondents respectively. On the other hand, the responses from the KTB respondents shown that taking photographs, finding employment for the residents, community service and undertaking development

projects are the least tourist activities as indicated by 48%, 52%, 52% and 60% of them respectively.

4.1.0 The Status of the Slum Tourism in Kibera

4.1.1 Tourist Attractions in Kibera Slum

Having established the profile of respondents, focus was on the status of slum tourism in Kibera. First, attractions in Kibera slum were identified. According to Cooper (2005), attractions provide a single most important reason for touring a destination. Therefore, it was important to identify the possible main attractions in Kibera. Table 4.2 below shows the responses on the tourist attractions in the slum.

Table 4.2: Response on Tourist Attractions from Victoria Safaris, KTB and Kibera Respondents.

	Kibera	KTB	Victoria safaris	Totals
Attractions	Frequency and %	Frequency and %	Frequency and %	
View residents houses	30 (7.6%)	6 (12%)	7 (18%)	43 (9.1%)
View residents activities	58 (15.3%)	12 (24%)	8 (21.1%)	78 (16.5%)
Taking photographs	123 (32%)	12 (24%)	6 (15.8%)	141(29.9%)
View transport system	26 (6.8%)	0	0	26 (5.5%)
To get informed about residents problems	109 (28.4%)	9 (18%)	7 (18.4%)	125(26.5%)
Sample residents food	7 (1.8%)	0	0	7 (1.5%)
For entertainment	19 (4.9%)	11 (22%)	10 (26.5%)	40 (8.5%)
Any other	12 (3.2%)	0	0	12 (2.5%)
Total	384 (100%)	50 (100%)	38 (100%)	472 (100%)

With regard to tourists attractions in Kibera slum, 12(24%) of the KTB respondents indicated that the day-to-day activities of the slum dwellers or residents' lifestyle and photography were the key tourist attractions, while 10 (26.3%) and 123 (32%) Victoria Safaris employees and Kibera residents respectively indicated that entertainment presented by residents (such as dances, singing, drama and cinemas) and photography were main attractions respectively. Residents' challenges like lack of basic needs were the second attraction according to 109 (28.4%) respondents from Kibera. Out of 50 KTB

respondents, 11 (22%) viewed entertainment by residents as second attraction. 58 (15.3%) respondents from Kibera indicated residents' day-to-day activities as an attraction while 8 (21.1%) respondents from Victoria Safaris were of the same view. On the overall, a higher number of the respondents across the three groups, 141 (29.9 %) indicated photography as main attraction, followed by tourists' interest in getting informed about residents' problems, 125 (26.5 %) and viewing of residents' activities 78 (16.5%)

4.1.2 Testing of Null Hypothesis One

H_{01} : There would be no tourist activity that significantly attracts tourists to Kibera slum from the perceptions of residents of Kibera slum, Victoria Safaris employees and KTB employees. This null hypothesis was tested using Kruskal Wallis test at 0.05 level of significance.

Test Statistics	
Kruskal Wallis Test (p-value)	0.282
df	2

The results of the Kruskal Wallis test shows that there was no significant different across all the categories of respondents. Therefore the null hypothesis was accepted. This implies that there is no tourist activity that dominantly attracts tourists to Kibera slum.

4.1.3 Perceptions on the Tourist Visits in Kibera Slum

Table 4.3 Responses on Perceptions on the Tourist Visits in Kibera Slum from Kibera, KTB and Victoria Safaris respondents.

Respondents	Responses					
	Strongly like	Like	Not sure	Dislike	Strongly dislike	Totals
Kibera	148(38.5%)	190(49.5%)	20(5.2%)	21(5.5%)	5(1.3%)	384(100%)
KTB	0(0%)	30(60%)	11(22%)	0(0%)	9(18%)	50(100%)
Victoria Safaris	7(18.4%)	21(55.3%)	5(13.2%)	5(13.2%)	0(0%)	38(100%)
Totals	155(56.9%)	241(164.8%)	36 (40.4%)	26 (18.7%)	14 (19.3%)	472(100%)

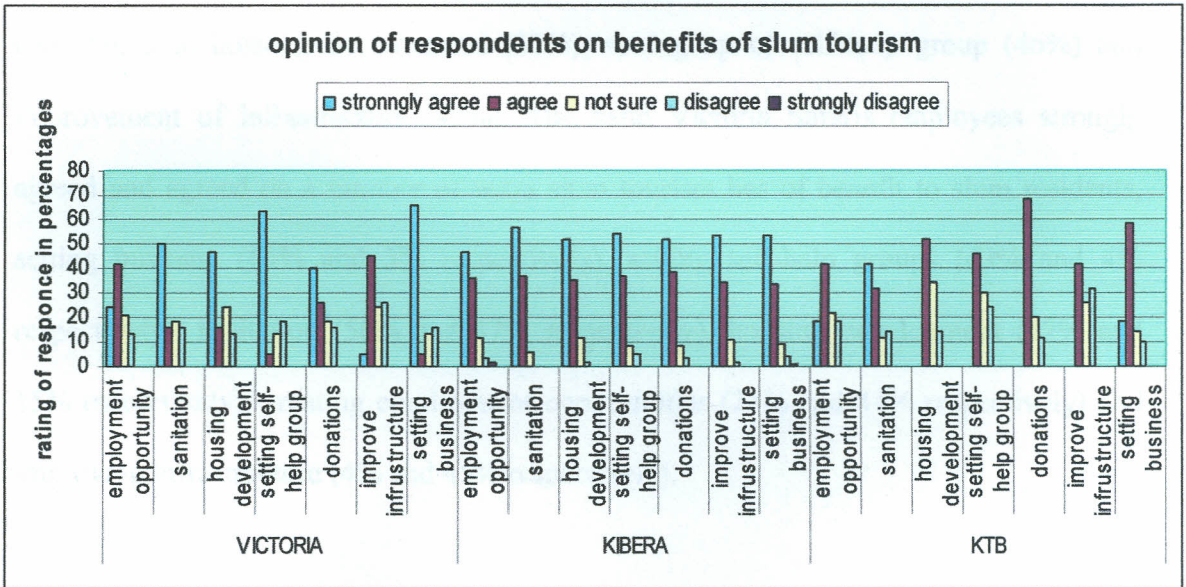
The opinions of the majority of Kibera respondents, 338 (88%), were in favour of tourism in the slums as evident from those who indicated that they “strongly like” (148, 38.5%) and “like” (190, 49.5%) the tours. These results tally with those reported by Dweks (2004) as quoted by Mowforth (2008) who established that most slum residents viewed the tours in an extremely positive light and some residents gained financially from the venture.

The opinions of the KTB employees on slum tourism were positive because majority 30 (60%), liked the concept, while 11 (22%) were undecided and the remaining 9 (18%)

disliked the idea. On the other hand, majority of the Victoria Safaris respondents overwhelmingly supported the idea as 7 (18.4 %) and 21 (55.3%) of them strongly liked and liked the idea respectively giving a total of 28 (73.7%) who favored the venture. 5 (13.2%) were undecided. The responses across the three categories of respondents show that majority 241 (164.8%) followed by 155 (56.9%) expressed their liking for slum tourism in Kibera.

4.1.4 Benefits Accrued from the Slum Tourism.

Figure 4.8 Opinions of Respondents on Areas of Benefit from Slum Tourism.



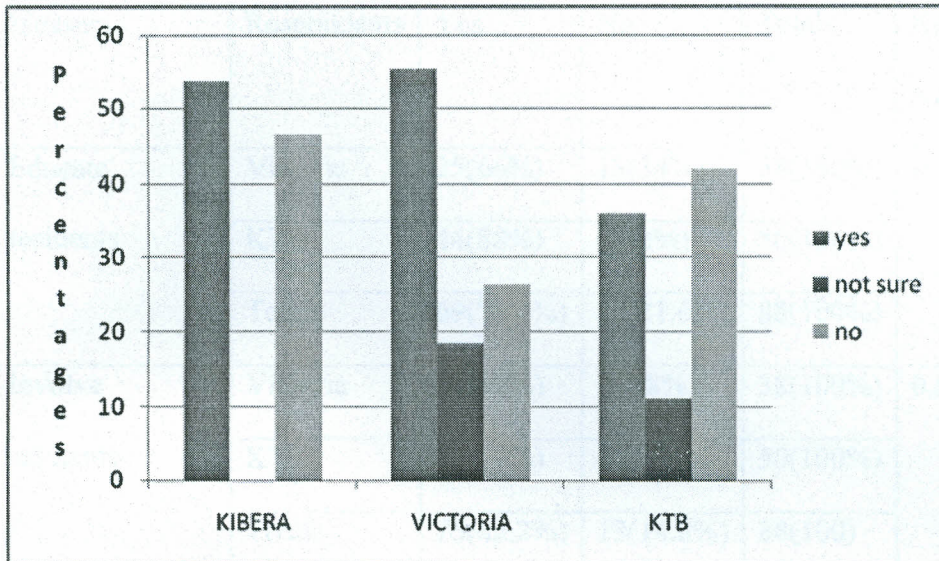
The Kibera residents agreed that slum tourism had benefited them in number of ways. A larger proportion of Kibera respondents strongly agreed (57%) and agreed (37%) that the venture is beneficial in improving sanitation in the slum. Kibera respondents also strongly agreed and agreed that the venture was of benefit in the following areas; creation of employment (45%, 36%), housing development (52%, 35%), setting self-help groups

(53%, 38%), donations (51%, 39%), improvement of infrastructure (52%, 35%) and setting business (52%, 34%).

KTB respondents overwhelmingly agreed (69%) that slum tourism benefited slum residents because of the donations they receive from the donors. A larger proportion of KTB officials also agreed that slum tourism has encouraged the entrepreneur spirit leading to opening of small scale businesses. They also strongly agreed and agreed that slum tourism has created employment opportunities (19% and 41% respectively) and improved sanitation (41% and 31% respectively). They also agreed that slum tourism has contributed to housing development (52%), setting up of self-help group (46%) and improvement of infrastructure (41%). The hand Victoria Safaris employees strongly agreed and agreed on a number of ways slum tourism has of benefit to slum residents, setting business (65% and 5% respectively), setting self-help groups (63% and 4% respectively), sanitation (50% and 17% respectively), housing development (47% and 15% respectively), creating employment opportunities (23% and 41% respectively) and improving infrastructure (4% and 45% respectively).

4.1.5 Benefits of Slum Tourism

Figure 4.9; Opinion of the Respondents on the Benefits of Slum Tourism



Kibera residents' view slum tourism as a beneficial venture. This is because when asked whether they had benefited, majority 206 (53.6%) responded in affirmative while a proportion of 46.4% indicated that they had not benefited. The Victoria Safaris respondents concurred with Kibera respondents that slum tourism was of benefit to the area residents. Out of 38 respondents, 21 (55.3%) indicated that Kibera residents benefited from slum tours, 7 (18.4%) were not sure while 10 (26.3%) were of the view that the residents had not benefited. A larger number of KTB employees indicated that the residents had not benefited from the venture as only 18 (36%) out of 50 respondents were of the view that they had benefited, 11 (22%) were not sure while a larger proportion of 21 (42%) indicated that they had not benefited.

4.1.6 Way Forward in Promoting Slum Tourism

Table 4.4 Ways of Promoting Slum Tourism

Measures	Respondents	Yes	No	Totals	Kruskal wallis	df
Educate residents	Victoria	25(66%)	13(34%)	38(100%)	0.688	1
	KTB	44(88%)	6(12%)	50(100%)		
	Totals	69(78.4%)	19(21.6%)	88(100%)		
Involve residents	Victoria	31(82%)	7 (18%)	38(100%)	0.868	1
	KTB	44(88%)	6 (12%)	50(100%)		
	Totals	75(85.2%)	13(14.8%)	88(100)		
Avail accommodation	Victoria	33(87%)	5 (13%)	38(100%)	0.751	1
	KTB	35(70%)	15(30%)	50(100%)		
	Totals	68(77.3%)	20(22.7%)	88(100%)		
Ensure security	Victoria	35(92%)	3 (8%)	38(100%)	0.998	1
	KTB	45(90%)	5 (10%)	50(100%)		
	Totals	80(90.9%)	8(9.1%)	88(100%)		
Encourage firms	Victoria	33(87%)	5 (13%)	38(100%)	0.501	1
	KTB	26(52%)	24(48%)	50(100%)		
	totals	59(67.0%)	29(33.0%)	88(100%)		

According to the employees of Victoria Safaris, there were key ways in which slum tourism in Kibera could be promoted. 25 (66%) suggested that educating the residents about the potential benefits of slum tourism would boost slum tourism. The venture

would be of a greater benefit if they emulate how slum touring is done in Rocinha as reflected in literature review, that is, training the residents so that they can carry the business of slum tours themselves, which would create employment directly for them (Friedman, 2007). According to 33 (87%) availing accommodation in slums would promote slum tourism while 35 (92%) felt that ensuring security would be a great boost to the project. Still 31 (82%) of the Victoria Safaris respondents indicated that the best way to promote the project would be through increased involvement of Kibera residents in the activities of slum tourism and in its benefits. This, according to the 33 (87%) would be successfully done through setting up of tour firms and related business projects. The promotion of community-based tourism could not only stimulate economic development by opening up commercial opportunities in the disadvantaged areas but would also serve to strengthen the population's participation in improving the image of their residential areas (Rolfers, 2004). Marketing and promotion of tourism must become a major part of national policies and planning activities. Marketing African tourism does not only mean being present on the right promotion circuits but also possess a research capacity in tourism that would allow a correct targeting of potential tourists, a right positioning amid the various tourism niches, and the proper use of the most effective promotion means (Gerosa, 2003). Some outdated research, management and promotional practices need to be reviewed and new ones taken on board (Gerosa, 2003).

Out of 50 KTB respondents, 44 (88%) indicated that educating residence about the potential benefits of the slum tourism would play a big role in promoting slum tourism. 44 (88%) of these respondents were of the view that involving residents in tourism

activities would also boost slum tourism. Other measure that should be taken to promote slum tourism is availing accommodation facilities and improving security according to 35 (70%) and 45 (90%) respondents respectively.

4.1.7 Testing of Null Hypothesis Two

H_{02} The opinions of employees of KTB and Victoria safaris on measures that should be undertaken to promote slum tourism in Kibera would not significantly differ.

Table 4.4 shows the Kruskal Wallis test results for null hypothesis two. The test results show that there was no significant difference between the two categories of respondents on measures that should be undertaken to promote slum tourism. The two groups were in agreement on the measures that should be undertaken to promote slum tourism in Kibera; in terms of proportions in percentages of the responses from the two groups, the priority measure is improvement of security in the slum (90.9%), followed by involvement of residents in tourism activities (85.2%), educating the residents on potential benefits of slum tourism (78.4%), providing accommodation for tourists (77.5%) and lastly, encouraging formation of tour firms (67.0%).

4.1.8 Viability of Slum Tourism

Table 4.5: Responses on Whether Slum Tourism Is a Viable Venture.

Viability	Kibera	Victoria safaris	KTB	Totals	Kruskal Wallis	df
Yes	364 (95%)	32 (84%)	39 (78%)	435(92.2%)	0.784	2
No	20 (5%)	6 (16%)	11 (22%)	37(7.8%)		
Total	384 (100%)	38 (100%)	50 (100%)	472(100%)		

Kibera respondents overwhelmingly affirmed that slum tourism is a viable tourism product as majority of them, 364 (95%), affirmed that the venture was viable. Out of 38 respondents of Victoria Safaris, majority, 32 (84%), were of the view that the venture is viable. The majority of KTB respondents, 39 (78%) indicated that slum tourism can be a viable slum tourism product that could have impact on the socio-economic life of Kibera slum residents. However, only 11 (22%) of KTB respondents, 6 (16%) Victoria Safaris respondents and 20 (5%) Kibera respondents indicated that the said venture cannot be a viable tourism product.

4.1.9 Testing of Null Hypothesis Three

H_{03} There would be significant difference in the views of residents of Kibera slum, employees of KTB and Victoria Safaris with regard to viability of slum tourism.

Kruskal Wallis test was used at 0.05 significance level. The results of the test reflected in table 4.5 above show that there was no significant difference in the perception of the respondents in the three categories. The respondents were in agreement that slum tourism in Kibera was a viable venture.

4.1.10 Challenges Facing Slum Tourism in Kibera Slum

KTB and Victoria Safaris employees gave several challenges which stand as setback for slum tourism. All the challenges highlighted by both categories of respondents were tourism product development issues. According to Coopers (2005) there are three levels of tourism product development. The first level involves the role of government in terms of planning and policy making, the second level includes the role of frontline organization such as tour firms and third level includes the role played by whole range ancillary support services such as banks and security from police. The challenges were merged according to the three levels of tourism product development, and the respondents' views are summarized in table 4.6 below.

Table 4.6 Response on Challenges Facing Slum Tourism in Kibera Slum from KTB and Victoria safaris

Challenges	KTB	Victoria Safaris	Totals
Lack of policy and governments ignorance of its benefits	39 (26.9%)	13 (8.96%)	52 (35.9%)
Poor understanding of slum tourism concept, few companies offering it, residents do not participate.	39 (26.9%)	21 (14.5%)	60 (41.4%)
Lack of municipal services, negative media report, insecurity.	28 (19.3%)	5 (3.4%)	33 (22.8%)
Total	106 (73.1%)	39 (26.9%)	145 (100%)

It is evident from table 4.6 that majority of responses from Victoria Safaris, 21 (14.5%), pointed out second level activities of tourism product development as a major set-back for slum tourism. They argued that slum tourism remained unknown to a large number of people and there were few companies offering it. They also indicated that only few slum residents participate in slum tours and therefore the most critical challenge was having the benefits from the venture trickle down to the area residents directly, something that could make the locals not link slum tourism to a better life since they did not benefit from it. Their responses also show that apart from lack of policy and governments support, the government is ignorant of the benefits of slum tourism to the slum dwellers; this was according to 13 (8.96%) respondents of Victoria Safaris. Dweks (2004) points out that researches in slum tourism will provide an insight into the underlying tensions and

contradictions of supposedly new responsible form of tourism and reflect the benefits that can come with it. Still, 5 (3.4%) of the Victoria Safaris respondents indicated that insecurity was a threat and a setback to any tourism activity in the slum. They also indicated that the local municipal council made little effort to ensure a clean environment and safe drinking water in the slums. Together with this perception, is the failure and poor infrastructure that made the slum unappealing to tourists. Mowforth (2008) states that tourism is becoming important in many cities for both end visits and as transit points in the transport system. The concerned authorities must therefore provide a well ordered city, secure, clean and healthy to make the quality of life in the city appealing to the visitors and to stretch the capacity to earn income from the tourism.

Setbacks to the prospects of improved slum tourism according to the KTB respondents were also merged to three. According to a large proportion of them 39 (26.9%) lack of policy stood in the way of the viability of slum tourism. 28 (19.3%) of these respondents cited the problem of insecurity posed by the residents. This finding did not tally with those of Dweks (2004) who interviewed tourists after slum tours. He recorded a superior and patronizing attitude which was displayed by tourists who were frequently surprised at how friendly, well behaved and receptive the slum dwellers were, having expected them to be hostile, as well as noting how they seemed to treat each other very well and even sharing their food among themselves. They also pointed out lack of proper municipal services and negative media report as hindrances to slum tourism. According to 39 (26.9%) of the KTB employees, there was the critical issue of residents not being involved and therefore they did not benefit. They also cited unwillingness of tour

companies to offer slum tours and lack of proper and narrow understanding of the concepts of tourism as key problems.

The combined responses of the KTB and Victoria Safaris employees show that the major challenge to slum tourism in Kibera is poor understanding of slum tourism concept, few companies offering it and non-involvement of residents in the tourism activities (60, 41.4%). The next major challenge as evident from the responses is lack of policy and government's ignorance of the benefits of slum tourism (52, 35.9%). According to Gerosa (2003) only a minority of African countries has effective Tourism Master Plans and there is insufficient knowledge on the potentialities of tourism for wealth creation and redistribution in poor areas. In addition, governments may have lacked the incentives to introduce policies and reforms unless where evidence of significant growth of tourism and its tangible benefits on national economy have been clearly registered. (Gerosa, 2003) also pointed out that, the South African Government has possibly been the more active in developing an array of initiatives that have promoted the role of tourism not only as one of the top five economic contributors, but as well as an engine of growth for local communities and in particular for historically disadvantaged individuals. Poverty need to find a stable place in each country's Statement of Tourism Development objectives, followed by feasible implementation strategies. The least number of responses, 33 (22.8%) indicate lack of municipal services, negative media reports and insecurity as hindrance to flourishing of slum tourism.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Findings

The research focused on slum tourism as a viable tourism product. 472 respondents gave their views. 384 respondents were from Kibera slum, 50 respondents were employees of Kenya tourism board while 38 respondents were employees of Victoria Safaris Tour Company.

The main attraction according to 32% Kibera respondents is taking photographs, according to majority of KTB respondents 24% the main attraction is taking photographs and viewing people's activities while majority of Victoria Safaris respondents 26.5% indicated entertainment. Taking photographs was the main attraction according to 141 (29.9 %) across all the categories, followed by tourists' interest in getting informed about residents' problems, 125 (26.5 %) and viewing of residents' activities 78 (16.5%).

The opinions of the majority of Kibera respondents, 338 (88%), were in favour of tourism. The opinions of the KTB employees on slum tourism were positive because majority 30 (60%), liked the concept, while 11 (22%) were undecided and the remaining 9 (18%) disliked the idea. The Victoria Safaris respondents overwhelmingly supported the idea as 7 (18.4 %) and 21 (55.3%) of them strongly liked and liked the idea. The responses across the three categories of respondents showed that majority 241 (51.1%) followed by 155 (32.8%) expressed their liking for slum tourism in Kibera Slum. 36(7.6%) were not sure, 26(5.5%) disliked, 14(2.9%) strongly disliked slum tourism.

Kibera respondents indicate that the venture is of benefit in number of ways sanitation (94%), setting self-help groups (91%), KTB , sanitation (72%), donations (69%), setting up business(69%), Victoria safaris , setting business (70%), self-help groups (67%). KTB respondents (69%) agreed that slum tourism is of benefit to slum residents because of the donations they receive from the donors, while majority of Victoria Safaris employees (70%) agreed that slum residents have benefited from slum tourism because it has enabled them to set setting businesses.

According to both Victoria Safaris and KTB respondents they are a numbers of ways to promote slum tourism. Across the two categories ways of promoting slum tourism include, ensuring security 90.9%, involving residents 85.2%, educating residents 78.4%, availing accommodation 77.3% and encouraging firms to offer slum tours 67%.

Kibera respondents 364 (95%) overwhelmingly indicated that slum tourism is viable, also majority 32 (84%) from Victoria Safaris indicated that slum tourism is viable, while KTB respondents, 39 (78%) also indicated that slum tourism is a viable slum tourism product.

The challenges of slum tourism were merged according to the three levels of tourism product development. The combined responses of the KTB and Victoria Safaris employees 60 (41.4%), shown that the major challenges to slum tourism in Kibera is poor understanding of slum tourism concept, few companies offering it and non-involvement of residents in the tourism activities The next major challenge according to 52 (35.9%)

respondents was lack of policy and government's ignorance of the benefits of slum tourism while the least number of responses, 33 (22.8%) indicated lack of municipal services, negative media reports and insecurity.

The null hypothesis, that stated, There would be no tourist activity that significantly attracts tourists to Kibera slum from the perceptions of residents of Kibera slum, Victoria Safaris employees and KTB employees was not rejected at 0.05 significant level because the p-value - 0.282 was above 0.05.

The second null hypothesis stated opinions of employees of KTB and Victoria safaris on measures that should be undertaken to promote slum tourism in Kibera would not significantly differ. The kruskal wallis test values were as follows ensuring security p-value 0.998, involving residents p-value 0.868, educating residents p-value 0.688, availing accommodation p-value 0.751, encouraging firms to offer slum tours p-value 0.501. The null hypothesis was not rejected.

Third hypothesis stated there would be no significant difference in the views of residents of Kibera slum, employees of KTB and Victoria Safaris with regard to viability of slum tourism. It was not rejected because the P-value 0.784 was above 0.05.

5.2 Conclusions

The research came up with the following conclusions:-

- a) Kibera slum is a tourist destination.

- b) The main activities of slum tourists in Kibera are observing residents activities and giving donations.
- c) Slum tourism is economically beneficial to the residents of Kibera as it can create employment and business for them.
- d) The major tourist attraction in Kibera slum is taking photographs followed by getting informed about residents' problems.
- e) Residents of Kibera slum perceive tourism in their slum in a positive way.
- f) Slum tourism is a viable tourism product.
- g) Improvement of security, followed by involvement of residents in the tourist activities are the main measures that need to be addressed to promote slum tourism in Kibera.
- h) The main challenges to slum tourism are poor understanding of slum tourism concept and lack of policy.

5.3 Recommendations for Policy and Practice

The following are the recommendations for policy and practice for slum tourism:

- a) The government through the Ministry of Tourism should develop a policy that specifically addresses slum tourism and to guide on different roles of the stakeholders with a view to streamlining related activities.
- b) Tour companies should work towards involving Kibera slum residents in planning and offering slum tours and also ensure that slum tours are not restricted to a routine visit since the tourists may only meet a selected minority.

- c) The Ministry of Tourism should encourage slum tourism in Kibera as a strategy for pro-poor growth of the slum community.
- d) Ministry of Tourism should educate and create awareness amongst the residents so that they can carry the business of slum tours themselves as a way of creating employment for them directly.
- e) Kibera slum residents should come together and form a formal an association to attract significant funding for their involvement in tourism services.
- f) Nairobi city council should direct their efforts and resources towards providing a secure, clean environment in Kibera to make it more appealing.
- g) Kenya Tourism Board (KTB) should market and promote tourism in disadvantaged such as Kibera slum so that the poor residents can benefit socially and economically from the tourist activities.

5.3 Recommendations for Further Research

The following areas are suggested for further research:

- a) Assessment of the attitude of tourists towards slum tourism in Kenya
- b) Determination of strategies for promoting slum tourism among the general public
- c) Assessment of stereotypes about slums and slum tourism
- d) Insight into trends of slum tourists' arrivals as an indicator of slum tourism growth
- e) Determination of entrepreneurial opportunities in slum tourism

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APPENDICES

APPENDIX 1 - QUESTIONNAIRES

Kibera residents

Section One : Demographic Information

- 1) Gender
 A) Male ()
 B) Female ()
- 2) What is your level of education?
 A) Primary ()
 B) Secondary ()
 C) Post secondary ()
- 3) State your employment status from the following
 A) Employed ()
 B) Unemployed ()
 C) Casual ()
 D) Businessman /Woman ()

Section Two: Slum Tourism Information.

4) Are there tourists who have come to visit the slum?

Yes ()

No ()

5) In your opinion, which activities do tourists undertake during their visit from the following?

		yes	no
A	Community service in terms of cleaning and collecting garbage (sanitation)		
B	Giving donations to residents		
C	Observing the way of life of residents		
D	Taking photographs		
E	Socializing and making friends with residents		
F	Help in setting up self-help groups		
G	Undertake development projects e.g. building houses, roads, lighting etc		
H	Finding employment opportunities for the unemployment residents		

6) Do you think slum tourism can lead to improvement of the living conditions in the slum?

Yes ()

Not sure ()

No ()

Section three: The Status of the Slum Tourism in Kibera

7) If your answer in question 4 above is yes, indicate what attracts them to the slum (tick only one).

- A. Viewing of the resident's house
- B. Viewing the activities of the residents
- C. Taking photographs of the environment
- D. Viewing transport system
- E. To get informed about the problems faced by the residents
- F. To sample the residents food stuff
- G. For entertainment (traditional music and dance)

Any other? Please specify.....

8) What is your opinion about tourists visiting the slum?

- A. Strongly like
- B. Like
- C. Not sure
- D. Dislike
- E. Strongly dislike

9) How do you view slum tourism?

- Positively
- Not sure
- Negatively

10) Have you benefited from tourists visiting the slum?

Yes

No

11) Slum tourism can contribute to the development of the slum in terms of;

	strongly agree	agree	not sure	disagree	Strongly disagree
Employment opportunities in terms tour guides, waiters, porters.					
Cleaning and garbage collection (sanitation)					
Housing development					
Setting up self-help groups					
Donations for alleviating poverty					
Improvement of roads, lighting, water supply, hospitals, schools (infrastructure)					
Setting up business projects and tour firms to serve the tourists					

12) Can slum tourism in Kibera slum be a viable tourism product ?

Yes

No

Victoria Safaris

Section One : Demographic Information

- 1) Gender
 - A) Male ()
 - B) Female ()
- 2) What is your level of education?
 - A) Primary ()
 - B) Secondary ()
 - C) Post secondary ()
- 3) What is your position in employment.....

Section Two: Slum Tourism Information.

- 4) Do tourists go to slums ?
 - Yes ()
 - No ()
- 5) How do Kibera slum residents participate in slum tours? Answer if only they participate.
- 6) In your opinion, which activities do tourists undertake during their visit from the following:

		yes	no
A	Community service in terms of cleaning and collecting garbage (sanitation)		
B	Giving donations to residents		
C	Observing the way of life of residents		
D	Taking photographs		
E	Socializing and making friends with residents		
F	Help in setting up self-help groups		
G	Undertake development projects e.g. building houses, roads, lighting etc		
H	Finding employment opportunities for the unemployment residents		

- 7) Do you think slum tourism can give slum dwellers a chance to participate in developing their living conditions?
 - Yes ()
 - No ()
- How

Section three: The Status of the Slum Tourism in Kibera

- 8) Indicate the factor that attracts tourists to the slum (tick only one)
 - A. Viewing of the resident's house ()
 - B. Viewing the activities of the residents ()
 - C. Taking photographs of the environment ()
 - D. Viewing transport system ()
 - E. To get informed about the problems faced by the residents ()
 - F. To sample the residents food stuff ()
 - G. For entertainment (traditional music and dance) ()
- Any other? Please specify.....
- 9) What is your opinion about tourists visiting the slum?

- A. Strongly like ()
- B. Like ()
- C. Not sure ()
- D. Dislike ()
- E. Strongly dislike ()

10) How do you view slum tourism?

Positively ()

Not sure ()

Negatively ()

11) Do slum dwellers in the slums benefit from slum tourism?

Yes ()

Not sure ()

No ()

12) If your answer in question 8 above is yes, indicate in which ways the resident benefit from the following:

	strongly agree	agree	not sure	disagree	Strongly disagree
Employment opportunities in terms of tour guides, waiters, porters.					
Cleaning and garbage collection (sanitation)					
Housing development					
Setting up self-help groups					
Donations for alleviating poverty					
Improvement of roads, lighting, water supply, hospitals, schools (infrastructure)					
Setting up business projects and tour firms to serve the tourists					

13) Do you think that slum tourism is a good tourism product?

A) Yes ()

B) No ()

.....

14) What should be done to promote slum tourism from the following:

		Yes	No
A	Educate residence about the potential benefits of slum tourism		
B	Involve residents in tourism activities		
C	Avail accommodation facilities for tourists in the slums		
D	Ensure security for tourists		
E	Encouraging formation of more tour firms whose destinations are slum areas		

15) Can slum tourism in Kibera slum be a viable tourism product ?

Yes ()

No ()

16) What are challenges of slum tourism in Kenya?

KTB**Section One : Demographic Information**

1) Gender

A) Male ()

B) Female ()

2) What is your level of education?

A) Primary ()

B) Secondary ()

C) Post secondary ()

3) What is your position in employment.....

Section Two: Slum Tourism Information.

4) Are there tourists who go to the slum?

Yes ()

No ()

5) In your opinion, which activities do tourists undertake during their visit from the following?

		yes	no
A	Community service in terms of cleaning and collecting garbage (sanitation)		
B	Giving donations to residents		
C	Observing the way of life of residents		
D	Taking photographs		
E	Socializing and making friends with residents		
F	Help in setting up self-help groups		
G	Undertake development projects e.g. building houses, roads, lighting etc		
H	Finding employment opportunities for the unemployment residents		

6) Do you think slum tourism can lead to improvement of the living conditions in the slums?

Yes ()

Not sure ()

No ()

7) Do you think slum tourism can give slum dwellers a chance to participate in developing their living conditions?

A. Yes ()

B. No ()

How?

Section three: The Status of the Slum Tourism in Kibera

8) If your answer in question 4 above is yes, indicate what attracts them to the slums (tick only one).

A. Viewing of the resident's house ()

B. Viewing the activities of the residents ()

C. Taking photographs of the environment ()

D. Viewing transport system ()

E. To get informed about the problems faced by the residents ()

F. To sample the residents food stuff ()

G. For entertainment (traditional music and dance) ()

Any other? Please specify.....

9) What is your opinion about tourists visiting the slums?

- A. Strongly like ()
- B. Like ()
- C. Not sure ()
- D. Dislike ()
- E. Strongly dislike ()

10) How do you view slum tourism?

- Positively ()
- Not sure ()
- Negatively ()

11) Has slum residents benefited from slum tourism

- Yes ()
- No ()

12) Slum tourism can contribute to the development of the slums in terms of;

	strongly agree	agree	not sure	disagree	Strongly disagree
Employment opportunities in terms of tour guides, waiters, porters.					
Cleaning and garbage collection (sanitation)					
Housing development					
Setting up self-help groups					
Donations for alleviating poverty					
Improvement of roads, lighting, water supply, hospitals, schools (infrastructure)					
Setting up business projects and tour firms to serve the tourists					

13) What should be done to promote slum tourism from the following?

	Yes	No
A Educate residence about the potential benefits of slum tourism		
B Involve residents in tourism activities		
C Avail accommodation facilities for tourists in the slums		
D Ensure security for tourists		
E Encouraging formation of more tour firms whose destinations are slum areas		

14) Can slum tourism in Kibera slum be a viable tourism product ?

- Yes ()
- No ()

15) What are the challenges of slum tourism in Kenya ?

.....

APPENDIX 11 - Map of Kibera Slum: Nairobi.

Map of Kibera Slums: Nairobi

