

TOURISM CHINESE IN KENYA: A PRACTICAL GUIDE

BOOK PROPOSAL

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Introduction

With increasing globalization, facilitated by the widespread use of Information Communication and Technology and the internet, languages and cultures which were hitherto of little concern to the global community are now becoming important. The increased international trade and investments as a result of globalization has necessitated the learning of major languages of the world such as Japanese and Chinese. Chinese, for example, is one of these major languages and more and more Kenyans are learning the language especially through the establishment of Confucius Institutes. Further, Chinese is being taught in a number of schools and colleges especially those offering courses in tourism. This important trend is informed by the great role that China plays in the various sectors of Kenya's economic development including education, medical research, cultural activities, trade diplomacy and tourism. Tourism is of great importance in Kenya as it is one of the greatest sources of foreign exchange. Further, China is an important source of tourists who visit Kenya annually and most of these tourists do not speak much English and may face some language and cultural barriers during their stay in Kenya. A book that may enhance bridging of the language and cultural gap is timely hence the proposal to publish a book on tourism Chinese.

Market for the book

Several categories of users are targeted and these will form the market base for the book:

a) The many tourists from China who come to Kenya

Currently, on average over 40,000 Chinese tourists visit Kenya every year. In 2010, for example, the number grew by 42 percent (from 20,339 in 2009 to 35,000 in 2010) bolstering the country's destination sellers in the efforts to penetrate markets outside the traditional European region. In 2011, 37,000 Chinese tourists visited Kenya, most of them interested in Safari and cultural tours, making them an important focal point for a destination like Kenya. Most of these tourists do not understand English much and a book that will exhaustively guide them through their tour of Kenya is ideal. They will find the book useful.

b) Kenyans in the tourism sector

Not many Kenyans in the tourism sector are competent in Chinese and not many books are available that give them a communicative approach to various tourist practical concerns. Hence books that can quickly help them to communicate basic issues in Chinese to their Chinese tourists is timely and form a potential market base.

c) *Students of Tourism degree/diploma/certificates courses*

Many colleges and universities in Kenya and in the region that offer Tourism courses expect their students to study several foreign languages and Chinese is one of these languages. At the moment, there are hardly books on Tourism Chinese that guide them. Such students will be targeted.

d) *Students in the Confucius Institutes*

Kenya hosts two Confucius Institutes (Kenyatta University and University of Nairobi). A third one is set to be launched at Egerton University. In addition, these Confucius Institutes has many students in their respective classrooms. Such students will find this book an additional useful resource as they advance in Chinese studies.

Audience for the book

The book targets over 50,000 readers (tourists, Kenyans in the tourism sector, East African tourism students in various colleges and Universities and students at the Confucius Institutes.

Other competing books

Our spot check in the book market in Kenya revealed that there is not a single Chinese Tourism book of this nature. Thus this book is breaking some virgin grounds and once it is published, it will be unique in its structure and content.

The proposed book

This book is motivated by the fact that Kenya and China enjoy cordial relations, thus many Chinese are touring Kenya every year and many Kenyans often go to China on business ventures. Statistics show that the number of Chinese tourists in Kenya is rising every year and it is expected that in 2012, more than 40,000 Chinese tourists will visit the country. These many tourists require a detailed book that will introduce Kenya to them and that will help them counter the cultural and language barriers that they may face. Further, the Kenyan tour guide always want to introduce Kenya to the Chinese in Chinese and this book will be a valuable asset towards this end. This is where the proposed book comes in.

The proposed book is a Kenya travelling map. The reader will learn many kinds of expressions in Chinese in specific situations. For instance, how the receptionist and the visitors greet each other when they first meet; how the tour guide helps the Chinese visitors to exchange the money; how to purchase items in the local markets.

The book talks about the Kenyan weather and provides useful advice to the many tourists who visit the country. Besides, this book also contains information on some of the famous places of tourist interest in Kenya such as Safari Park, Maasai Mara, the Great Rift Valley, Kenyatta International Conference Centre, Equator, Mombasa, Nakuru, among others.

The content of the book relates to the daily life and the learners can easily comprehend the meaning of the dialogues. The dialogues in this book will also be recorded and burnt in a disk. This aspect is important because it will aid the user in achieving correct pronunciation. After the dialogues in each lesson, the reader can do the exercises to practice what have he or she has learned. Some exercises test basic language skills, while others are to enable you to solve the practical problems which have no definite answers. The travel tips are vivid with some pictures enhancing this.

The tourism Chinese is written by the experienced Chinese and Kenyan lecturers who teach Chinese language in Confucius Institute in Kenyatta University. This book, if published, will be the first Chinese-English tourism book in Kenya. The usage of this book ranges from elementary to advanced levels of Chinese language competence. The teachers can also use this book as the textbook to teach their students.

Content overview

There are altogether 20 units in this book. Book 1 consists of 10 units and book 2 also consists of 10 units. Unit titles are listed as follows:

Unit 1 Rèn shí nín hěn gāo xìng!

认识您很高兴! (Nice to meet you!)

Unit 2 Wǒ xiǎng huàn qián.

我想换钱。(I want to exchange money.)

Unit 3 Wǒ men zhù zài nǎ gè jiǔ diàn ?

我们住在哪个酒店? (Which hotel do we stay in?)

Unit 4 Jiǔ diàn fú wù hěn hǎo.

酒店服务很好。(The hotel service is very good.)

Unit 5 Z Hè jǐ tiān wǒ men yào qù nǎ xiē dì fāng ?

这几天我们要去哪些地方? (Which places do we go to these days?)

Unit 6 Mǎ sài mǎ lā piào liang bù piào liang ?

马赛马拉漂亮不漂亮? (Is Maasai Mara beautiful or not?)

Unit 7 M óng bā sà de hǎi tān zhēn piào liang !

蒙巴萨的海滩真漂亮! (The beach in Mombasa is really beautiful!)

Unit 8 W ǒ men lái dào dōng fēi dà liè gǔ .

我们来到东非大裂谷。(We come to the Great Rift Valley in Eastern Africa.)

Unit 9 Wéi duō lì yà hú shì fēi zhōu zuì dà de hú pō .

维多利亚湖是非洲最大的湖泊。(Lake Victoria is the biggest lake in Africa.)

Unit 10 Nà shì shén me dì fāng ?

那是什么地方? (What's that place?)

Unit 11 Chì dào yǐ běi shì běi bàn qiú .

赤道以北是北半球。(North of the Equator is the Northern Hemisphere.)

Unit 12 N èi luó bì bèi chēng wéi dōng fēi xiǎo bā lí .

内罗毕被称为“东非小巴黎”。(Nairobi is addressed as the Paris in Eastern Africa.)

Unit 13 N ǐ mǎi de mù diāo duō shǎo qián ?

你买的木雕多少钱? (How much is the woodcarving you bought?)

Unit 14 W ǒ men wán dé hěn kāi xīn !

我们玩得很开心! (We really enjoyed ourselves!)

Unit 15 Kǎo ròu shì wǒ men zhè lǐ de tè sè 。

烤肉是我们这里的特色。(Roast meat is our speciality.)

Unit 16 N ín zuò shén me gōng zuò ?

您做什么工作? (What do you do?)

Unit 17 W ǒ tóu yǒu diǎn ér yūn.

我头有点儿晕。(I feel a little dizzy.)

Unit 18 B ǎ gǎn mào yào ná chū lái gěi yé ye.

把感冒药拿出来给爷爷。(Fetch the medicine and give it to your grandpa.)

Unit 19 W ǒ de hù zhào diū le.

我的护照丢了。(I lost my passport.)

Unit 20 Zhù nǐ men yí lù píng ān.

祝你们一路平安。(Have a safe journey.)

Book length, illustrations

The book will comprise about 120 pages of about 50,000 words and will have picture illustrations. It will be delivered three months after signing of the contract. It will also have a CD for pronunciation guide.

Marketing and rationale

1. It is the first book aiming at providing practical steps to Kenyan tour guides who can speak fluent Chinese.
2. Confucius Institute Headquarters in China will be supportive of the book and will be approached to help in marketing the book in China.
3. More and more Kenyan people want to do business in China and with the Chinese and this fact will help in promoting the book.
4. There is a great demand for tour guides who can speak Chinese language since more and more Chinese tourists come to Kenya and this will offer a great platform for the use of the proposed book.
5. The book will give those Chinese people who can't speak English an opportunity to get to know Kenya better.

Since it is the first book aiming at training Kenyan tour guides who want to speak Chinese, it will be very marketable in Kenya, especially for those working in tourism companies and whoever wants to work as a tour guide.

Authors' qualifications

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