



IFITTalk@Nairobi2021

CULTURE-HERITAGE-TOURISM NEXUS WORKSHOP

Heritage and Cultural Tourism Diversification - Kenya

Agenda

12th November, 2021, 9.00am to 5.00pm

(with Postgraduate Colloquium on 11th November 2021)

Registration Link: https://docs.google.com/forms/d/e/1FAIpQLScheYE_CrV2vbNylw4ut-sfnNcFW22gFf9N3t1KLO_2n92og/viewform?vc=0&c=0&w=1&flr=0

Meeting Link: <https://us06web.zoom.us/j/82680408545?pwd=eS9ZY9FNW9ORkFOcVJaiVgR0cxdz09>

Global Tourism Resilience and Crisis Management Centre – Eastern Africa, Kenyatta University

Celebrating 5 Years of Excellence in IT and Tourism

Introduction

Every year, since 2017, a team of four top Universities in Kenya has been hosting the IFITTalks in collaboration with the International Federation for Information Technologies and Travel and Tourism (IFITT), the Ministry of Tourism and Wildlife and key industry partners. The Universities are: Kenyatta University, United States International University (USIU) - Africa, Karatina University and Mount Kenya University. This year's Kenyan chapter of IFITTalk on 'Culture-Heritage-Tourism Nexus Workshop' will be hosted **virtually** by the Global Tourism Resilience and Crisis Management Centre – Eastern Africa, Kenyatta University, on **12th November, 2021**, with a one-day postgraduate Colloquium on **11th November 2021**. The target audience is the tourism industry and related sectors in Kenya with participants from the rest of Africa and across the world.

The first IFITTalk in Nairobi took place in Kenyatta University on 9th November 2017 (<https://www.ifitt.org/ifitttalknairobi/>). IFITTalk@Nairobi2017 received the Best IFITTalk of the Year Award during the ENTER 2018 conference held in Sweden in January 2018 (<http://www.ifitt.org/ifitt-awards-2018/>). The second, IFITTalk@nairobi2018, took place in Mt. Kenya University on 8th November 2018 (<https://www.ifitt.org/ifitttalknairobi-2018/>) and received the IFITTalk of the Year Award during the ENTER 2019 Conference held in Nicosia, Cyprus in January 2019 (<https://www.ifitt.org/ifitt-awards-2019/>). The third IFITTalk@nairobi2019, took place in Karatina University on 7th and 8th November 2019 with a Postgraduate colloquium on



6th November 2019, and received the IFITTalk of the Year Award during the ENTER 2020 Conference held in Guildford, UK in January 2020 (<https://www.ifitt.org/ifitt-awards-2020/>). The most impactful, fourth event, was hosted virtually by USIU-Africa on 27th November 2020, with a postgraduate Colloquium on 26th November 2020 attracting over 4,000 participants, users and viewers. The workshop drove conversations on the use of ICTs for business survival and continuity during and after the COVID-19 pandemic, with a focus on African tourism destinations.

About the IFITTalk

The International Federation for Information Technologies and Travel and Tourism (IFITT) is the leading independent global community for the discussion, exchange and development of knowledge about the use and impact of new information and communication technologies (ICT) in the travel and tourism industry and experience (eTourism).

Every year, in addition to its main eTourism annual conference, IFITT encourages the organization of local workshops in chapters around the world where its members are represented. These workshops are referred to as IFITTalks.

About IFITTalk@Nairobi2021

IFITTalk@Nairobi2021 is organized around the theme of ‘**Culture-Heritage-Tourism Nexus: Heritage and Cultural Tourism Diversification – Kenya**’. The purpose of this workshop is to evaluate the progress made, by the National Tourism Crisis Steering Committee, under the Ministry of Tourism and Wildlife, in digitizing tourism and to present stakeholders with scenarios where ICTs can be used for Heritage and Cultural knowledge capturing, interpretation, packaging and sharing for tourism in Kenya. The goal is to guide tourism stakeholders in upscaling Kenya’s Competitive Advantage through Diversity, Authenticity and All Year Round, Sustainable Experiences.

This year’s event will also include a one-day pre-event postgraduate colloquium, where postgraduate students undertaking Heritage, Cultural, Hospitality and Tourism Technology - related studies will present their concept, proposals and theses around the theme. A pool of experts drawn from Academia, government and industry will guide the presenters on the current trends in their areas of study.

The event features Travel, Tourism, Technology and Cultural experts and practitioners drawn from such organisations as:

- Ministry of Tourism and Wildlife (including the relevant parastatals)
- Ministry of Sports, Culture and Heritage
- National Museums of Kenya
- KTF – KAHC, KATA, KATO, EMAK, PERAK, EK and other private sector associations



- East Africa Tour Guides and Drivers Association (EATGDA)
- Tourism Private Sector
- Council of Governors
- Counties
- Kenyatta University
- USIU - Africa
- Karatina University
- Murang'a University
- *International Federation for Information Technologies and Travel and Tourism (IFITT)*
- Virginia Tech, USA
- University of Eastern Finland (UEF)
- University of West Attica, Greece
- *International Association of Cultural and Digital Tourism*
- Università della Svizzera italiana, Switzerland
- *UNESCO Chair in ICT*
- University of Applied Sciences Ravensburg-Weingarten, Germany
- Other Universities in Kenya and Africa



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Heritage and Cultural Tourism Diversification - Kenya

IFITTtalk@Nairobi2021

Online, hosted by GTRCMC-EA,KU

12TH NOVEMBER 2021

TIME	EVENT	FACILITATOR
0900 - 0905	Introduction and Setting the Agenda	Dr. Esther Munyiri
0905-0920	Opening Remarks IFITT Representative Dean, School of Hospitality, Tourism and Leisure Studies, Kenyatta University Dean, USIU-A Dean, Karatina University Dean, Murang'a University DVC Research, Innovation and Outreach, KU	Dr. Mildred Nawiri
0920-0940	Highlights on the Progress made in Heritage and Cultural Tourism Diversification - Kenya	Ministry of Tourism and Wildlife (Kenya Tourism Board) National Museums of Kenya Council of Governors Global Tourism Resilience and Crisis Management - EA
0940-0950	Remarks: National Caucus Chair and County Executive Member, Tourism, Arts, Culture and Sports	Hon. Achie Ojany-Alai
0950-1000	Remarks: Chairman, Tourism and Wildlife Committee, Council of Governors	H.E. Samuel Ole Tunai
1000-1010	Remarks: Principal Secretary, State Department of Culture and Heritage, Ministry of Sports, Culture and Heritage	Hon. Josephta Oyiela Mukobe
1010-1025	Remarks: Principal Secretary, State Department of Tourism, Ministry of Tourism and Wildlife	Hon. Safina Kwekwe Tsungu
1025-1040	Launch of the Workshop Guest of Honour: Chief Administrative Secretary, Ministry of Tourism and Wildlife and Chairman, National Tourism Crisis Steering Committee	Hon. Joseph Boinnet
1040 - 1100	Health Break	Dr Nyabisi Mengo



1100 - 1120	Kenya's history, culture and heritage for the diversification of Tourism. <i>Director, National Museums of Kenya</i>	Dr. Fredrick Manthi <i>Director, Museums, Sites & Monuments; National Museums of Kenya.</i>
1120 - 1140	Providing access to high-quality heritage data in Kenya. <i>Director, Zamani Project</i>	Prof. Heinz Ruther <i>Director, Zamani Project Division of Geomatics (APG) University of Cape Town, South Africa.</i>
1140 - 1200	Transforming Heritage and Cultural Tourism in Kenya through ICTs. <i>Interim President, International Federation for Information Technologies and Travel and Tourism (IFITT)</i>	Prof. Juho Pesonen <i>Interim President IFITT and Professor, University of Eastern Finland (UEF) Centre for Tourism Studies, Finland.</i>
1200 - 1220	Discovering and sharing the best outdoor trails for tourism activities <i>Wikiloc Outdoor Navigation</i>	Montserrat Jordi and Jordi Ramon <i>University of Girona, Spain.</i>
1220 - 1240	Application of contemporary approaches and best practices in digital presentation of history, culture and heritage for Tourism in Kenya. <i>President, International Association of Cultural and Digital Tourism (IACuDiT)</i>	Prof. Vicky Katsoni <i>President IACuDiT and Professor, University of West Attica, Greece.</i>
1240 - 1300	Q&A	Ms. Caroline Mwenda Marketing Manager National Museums of Kenya
1300 - 1400	Lunch Break	Dr Nyabisi Mengo
1400 - 1600	Panel Discussion <i>Role of Stakeholders in Heritage and Cultural Tourism Diversification - Kenya</i> CEO, Kenya Tourism Board CEO, Kenya Association of Hotel Keepers and Caterers CEO, Kenya Association of Tour Operators CEO, Kenya Association of Travel Agents Chairperson Event Managers Association of Kenya CEO, East Africa Tour Guides and Drivers Association DG, National Museums of Kenya CEO, Bomas of Kenya	Kenya Tourism Board
1600 - 1610	Closing Remarks	Dr Mary Mutisya -Mumbua
1610 - 1630	Vote of Thanks	Dr Ray Mutinda

Please contact us for further information

Registration Link: https://docs.google.com/forms/d/e/1FAIpQLScheyE_CrV2vbNylw4ut-sfnNcFW22gFf9N3tl1KLO_2n92og/viewform?vc=0&c=0&w=1&flr=0

Kenyatta University - Host

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Topic: **IFITTtalk@Nairobi2021 - CULTURE-HERITAGE-TOURISM NEXUS WORKSHOP**

Time: Nov 12, 2021 09:00 AM Nairobi

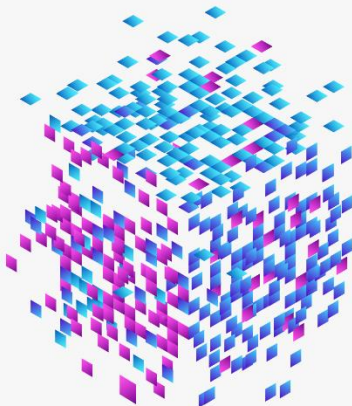
Join Zoom Meeting

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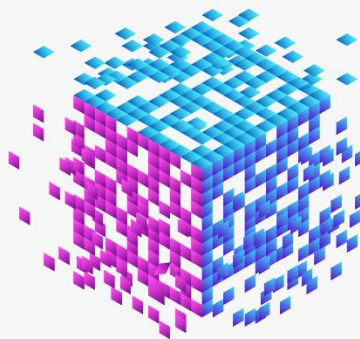
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BIG DATA



ANALYTICS



DECISIONS

