

The Green Belt Safaris

a project of the Green Belt
Movement
Kenya

By: David Mutinda



Overall Goal

To reduce the dependence of
GBM on donor funds for
program activities and
operations and bring about
sustainability



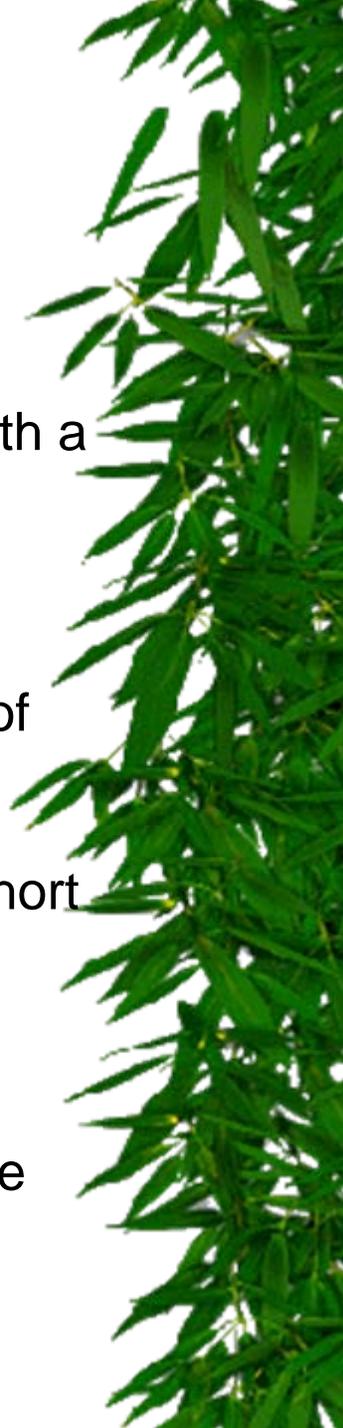
Our Mission

To offer an alternative inter-cultural experience by engaging guests and partners in cultural, eco-tourism, conservation and community experiences while generating funds for Green Belt Movement activities



How we do it

- * **Community home stays:** guests visit GBM-supported communities and stay with them for 3-7 days and combine it with a conventional tourism experience (Mara, Coast, Samburu etc)
- * **Educational safaris-** student groups combine lectures. Community home-stays and visits to sites of environmental, historical and socio-cultural significance. Has some elements of the home stay as well
- * **Tree planting events-** Corporations and NGOs interested in short term urban tree planting activities are hosted by GBS
- * **Plant for Kenya-** As GBM scales up tree planting activities in forests and watershed areas, there is a unique opportunity to engage members of the public, both locally and from around the world, in mass tree planting activities with GBM



Opportunities for GBS

- ❑ The tourism industry is well developed in Kenya
- ❑ Conventional tourism hardly incorporates community experiences in their packages
- ❑ Eco-tourism is a growing niche in tourism
- ❑ To carry out eco-tours, we need to involve local communities and GBS in a position to do that



Challenges

- ★ Developing GBS as business of the GBS idea
- ★ Quantifying benefits to the community – transformation takes time
- ★ Preparation still requires GBS input so maintain standards'
- ★ Investing the community income as a group rather than individually
- ★ Ensuring that all or at least a large majority of the community members have a sense of ownership towards this project.
- ★ More time and resources are required to prepare community for a safari
- ★ Many staff members are involved during home stays



Conclusion

Although Eco-tourism can contribute significantly to the socio-economic development of the people, Infrastructure, capacity and other types of support are critical if communities' are to successfully run community based tourism or Eco tourism enterprises

This will ensure that the projects develop their potential and have the chance to survive over long-term.

