



Sustainable CBT DIY Toolkit

Module 3

Communication and Marketing



SUS-TOUR
partners



SAG partners



Empowered lives.
Resilient nations.



Notes to the reader

About the tool

- The toolkit guides the community members through an awareness raising and learning journey for creating and implementing responsible marketing and communication actions
- The toolkit has 6 blocks as shown on Slide 3. The structure is modular and flexible – you are encouraged to go through each module to foster systematic changes and improvement. However, you may also start with the prioritized block deemed as most important for you.
- The toolkit facilitates the community members to co-create and implement improvement measures in Do-It-Yourself (DIY) manner - no trainers needed.
- The key community members will work together as a team to follow the simple step-by-step instructions for discussions and activities.
- A facilitator needs to be appointed from your community to lead the group work.
- You may call SUS-TOUR Helpdesk in case you have questions or suggestions in applying the toolkit: **+254-20-2574059**

Role of the facilitator

Before applying the toolkit

- Review the DIY toolkit thoroughly to identify the most relevant tools for your community
- Prioritize the most relevant block for your community – if you need support, you may go through the checklist in Action 1, or call the Helpdesk for advice
- Identify the key community members that may contribute to your prioritized block, and call for a group meeting
- Coordinate the participants to bring supplies (notebook, necessary material for e.g. product innovation)

During the group discussion

- Help the community to understand why you are meeting on this prioritized block
- Facilitate the discussion - posing the relevant questions and summarize the key learnings following the toolkit
- Summarize the agreed follow-up activities timeline and assigned responsible persons

After the group discussion

- Call SUS-TOUR Helpdesk in case of questions
- Follow up with the key persons to track progress
- Call SUS-TOUR helpdesk to discuss how to improve

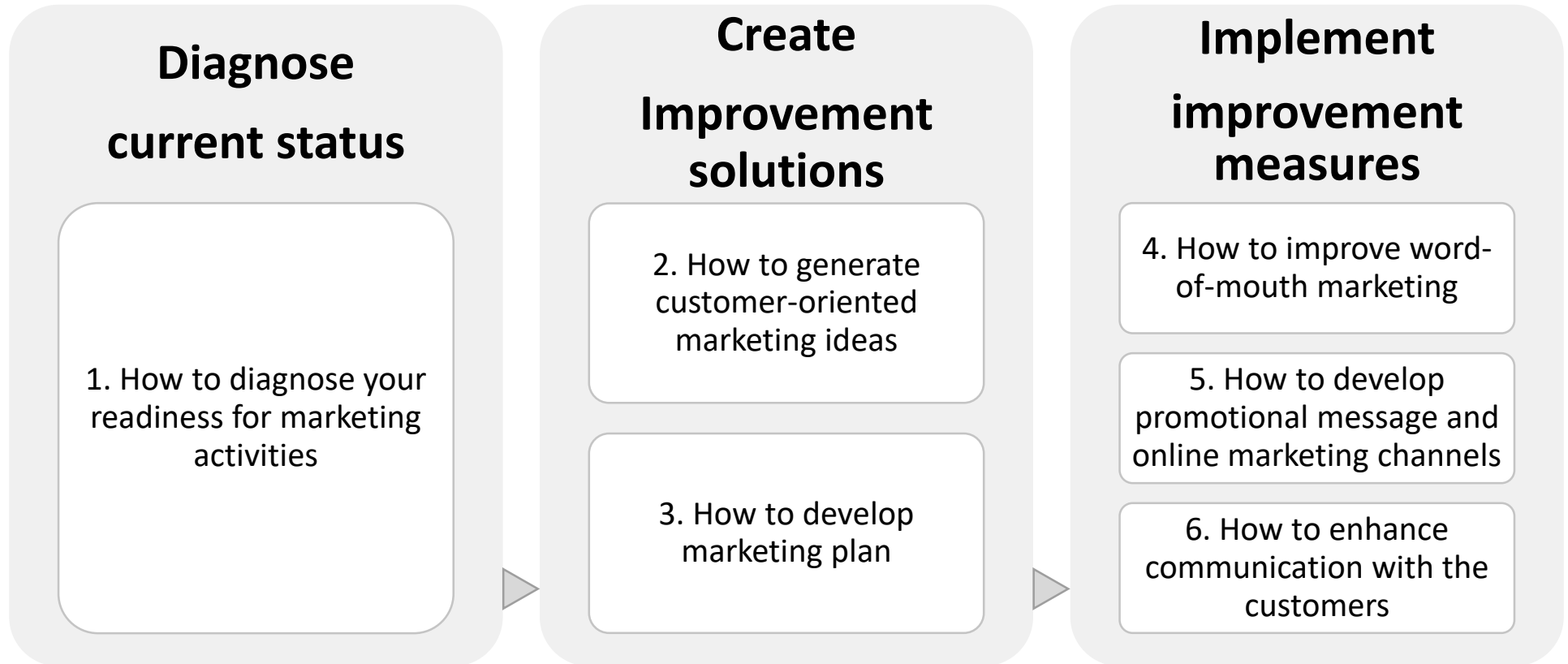
Basic material needed for applying the toolkit

Notebooks, pens, a room for group discussion, other material specified in each block

Background

- The DIY toolkit forms part of Community Based Tourism (CBT) Support package made available by the SUS-TOUR project. You can find out more about SUS-TOUR project here: <http://sustourkenya.org/>
- SUS-TOUR Project is a European Commission funded project under the SWITCH Africa Green programme <http://switchafricagreen.org>. It aims at contributing to the sustainable development of tourism in Kenya through promoting customer-oriented innovation and marketing of CBT, fostering improvement in rural livelihoods, while enabling the conservation of culture and nature.

What will you learn from this session



Note: Checking the toolkit will not help you gain market access. That takes practice, implementation, and ongoing learning. But this is a great start!

Module 3.

Communication and marketing

Action 0: Warm-up exercise

Promotional
message reflection

Read through the promotional message from the tour operators (Integritour), and conduct group discussion:

- What products/ experience is the tour operator promoting?
- What types of customers might be attracted by such messages?
- What product features is the tour operator emphasizing? Why?

Reflection:

- What are the advantages and disadvantages of partnering with tour operators?
- What types of tour operators might be interested in marketing your products?
- What product features do you need to highlight if you would like to partner with the tour operators?

VILLAGE INDUSTRY TOUR

Traditional Village Industry Tour (Full day tour. Mon-Fri)

Step back in time on this one day tour of the villages, cottage industries and beautiful countryside, around the shores of Lake Victoria.

Meet local children and observe a lesson at a village nursery school. Drop in on two village community groups for weaving and pottery, meet the workers and enjoy demonstrations of their ancient, traditional handicrafts. Take a stroll through the village of Kanyadhiang for a glimpse into daily life, pausing by the grave of Barack Obama's grandfather before enjoying refreshments with the women's group back at the weaving centre.

Enjoy a picnic lunch at Simbi Crater Lake, (where you may be lucky enough to see flocks of flamingos mid-migration), before travelling on to Kisili to visit the famous Kisili soapstone workshops and perhaps indulge in a spot of craft shopping...

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A DAY IN VILLAGE LIFE

A Day in the Life of a Luo Village (Full day tour. Mon-Fri)

Spend a day immersing yourself in the daily life of a typical, rural village.

Meet the people, visit their homes and learn about their daily routine, plus see first hand the good work of a local NGO that serves the village and many 100s of outlying homesteads. Day Trip elements include, but are not limited to:

- Visit the local medical centre and meet with some of the community health workers
- Take a stroll through the rice-fields and subsistence farms
- Visit a typical local homestead and meet with local villagers
- Learn how to eat a typical Luo lunch with the young orphans at the local orphan feeding centre. e) Observe a school lesson in class (day dependent)
- Wander around the town market (day dependent)
- Learn about some of the sustainable, revenue-generating projects being initiated in the area.



Profits from this tour are shared with the NGO which operates the local health centre, and co-funds the orphan-feeding centre. Please ask us should you wish to find out more or contribute to the good work done in this region

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Source: Integritour, 2017

KERICHO TEA PLANTATIONS

Roaming the Team Plantations of Kericho (Full day tour –All days)

Spend an invigorating day roaming the rolling hills of bright green tea-estates around Kericho. Meet the pickers, watch the end-to-end process at a local factory and relax in the tranquil gardens of a local arboretum.

From Kisumu, it's a 90 minute drive through hills and villages up to Kericho – a small, friendly hill town, set amongst acres and acres of lime-green tea-fields. Start your tour with a guided stroll around the tea plantations learning about this age-old industry, and getting a glance into the community lives of the workers. If you're lucky, you can meet a few and watch them picking (sometimes as much as their body weight in one day!) Lunch is spent in the tranquil setting of the colonial-style Tea Hotel – overlooking their colourful gardens and with lovely views of the surrounding plantations – before moving on to a local factory to learn more about the end-to-end process from picking to packaging and export.

After the factory, there's time for a drive around the plantations and a stop-off at a pretty, peaceful arboretum for a soda before making your way back to Kisumu.

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THE BEST OF KISUMU

Best of Kisumu Tour – (Full day tour – all days)

Enjoy the very best of Kisumu town in one jam-packed day of lake, nature, history, people and the buzz of daily life.

Start your tour on Lake Victoria with a gorgeous sunrise cruise, weaving between the hippos and fishermen and observing the daily life of the lake and some of its 300+ bird species.

Take a driving tour through town on your way to the Kisumu Museum where you'll learn about the history of the region and the local Luo tribe. Move on (via the Masai Souvenir Market for a spot of gift shopping for a fascinating guided stroll around the bustling municipal food market before enjoying a leisurely lunch at your choice of Western restaurant, lake-side fish restaurant or local barbeque joint.

While away the afternoon in the tranquil setting of the Impala Sanctuary on the banks of Lake Victoria. Follow the many trails around the park, or simply sit quietly in the shade down by the lake and let the wild impala and zebra roam closer.

Inclusions: Hotel pick-up/ drop off, knowledgeable driver/ guide, comfortable vehicle, petrol, all entry-fees, refreshments & packed lunch

Day is customisable to preference & other options include:

- Morning alternative to Museum: Guided tour of Kibuye Market, the 2nd largest street market in Kisumu

- Afternoon alternative to Impala Park: Trip to Kit Mikayi (See 'Beers on the Boulder' Product detail)

- Split out the boat and town elements and enjoy a longer lake experience including a visit to a local fishing village (see 'Day Break on Lake Victoria')

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Module 3. Communication and marketing

Action 0: Warm-up exercise

Promotional material reflection

Read through the promotional material from community tourism enterprise (Twala Cultural Manyatta), and conduct group discussion:

- What key information is listed on the brochure? Why?
- What customers and targeted groups might be attracted by the information?
- What makes the brochure attractive for the target groups?
- How could such brochure be used and distributed to create market opportunities?
- What's good about the brochure?
- What can be improved?

Reflection:

- What are the advantages and disadvantages of developing this type of marketing material?
- What key messages and elements should be included in the brochure to interest your customer or target group?
- How can you distribute the brochure for generating business opportunities?
- What key steps should you take?

About Us

Twala Cultural Manyatta is a community project initiated by local women to preserve the rich cultural and historic heritage of the local Maasai people. This ecotourism facility is constructed using local and traditional materials.

Our Mission

Our mission is to provide a unique and authentic experience for visitors while fostering respect and understanding of the local environment and culture.

Our Location

The Cultural Manyatta is near Il Polei, a small village 80 km northwest of Nanyuki, 100 km from Mt. Kenya, and 250 km from Nairobi. The area has beautiful views of Mt. Kenya and the Laikipia plains. The neighboring community-owned Wildlife Conservancy is home to a variety of wildlife.

WONDERFUL OPPORTUNITY, REASONABLE PRICES

Visit for a day or stay in a traditional Maasai hut in the Manyatta. Individuals or groups of up to 20 can be accommodated. Huts are self-catering. Water, bedding, lamps and firewood are provided.

Basic Prices	
Admittance Rate	1,500 KSH / Person
Accommodation Rate	500 KSH / Night / Person
Local guide rate	500 KSH / Day

To make reservations or for more information, please send inquiries to twalamanyatta@hotmail.com or call 0724-943-948

TWALA CULTURAL MANYATTA



Guided ecotours, Maasai cultural experiences, and accommodation

SUPPORTING COMMUNITIES



The Manyatta activities bring together research, experience, lives and knowledge of Maasai communities living within a dynamic and challenging landscape.

All proceeds go directly to the community and will be utilised for the benefit of sustainable development and poverty reduction. All guides have been recruited from the local area.

We hope you will come experience what we have to offer here at Twala. You can enjoy yourself while also helping to benefit our community and improve our natural environment.

Photos courtesy Jen Douthwaite, Shirley Strum, and David Western.

MANYATTA ACTIVITY HIGHLIGHTS

The Manyatta offers many activities, including the opportunity to watch traditional Maasai dances and ceremonies, listen to Maasai songs, visit the breath-taking nearby Mukogodo Forest, or embark on a bird-watching tour led by a local guide. Below are some additional unique opportunities offered to Manyatta visitors.

WALKING WITH CATTLE

The Maasai way of life revolves around their cattle. Livestock pastoralism has been an important adaptation to the savanna environment. "Walking with Cattle" allows visitors to learn about Maasai cows, traditional herding techniques and Maasai culture. This is a hands-on experience, and you'll have the opportunity to apply the techniques you learn and control the herd! This is an experience of a lifetime, and one of the highlights of the Manyatta trip.



WALKING WITH BABOONS

Take a guided walk among a troop of local baboons and learn about these amazing primates. Gorillas are big and impressive but mostly sit around. By contrast, a baboon troop is filled with active and smart monkeys who practice sophisticated politics in their daily lives. What happens when smart baboons meet their smart human cousins? Truly a unique and exciting experience. Walks can be arranged to start as early as dawn (6:30am) or as late as 4pm. The length of time spent with the animals is flexible, although tours will normally last.



TOURING THE LANDSCAPE

The Landscape tells the story of how cattle, people and wildlife have interacted in the past trying to use the same savannah resources. Putting on "landscape glasses" allows you to see the ways in which each member of the human/wildlife community shapes the world for the others, sometimes helping and sometimes hindering the success of other species. Tours can start in the early morning or the late afternoon to avoid the midday heat. Tours generally last 1 hour.



Module 3. Communication and marketing

Action 0: Warm-up exercise

Promotional channel reflection

Read the screenshot of the promotional channels of community-based tourism organizations (Sagala lodge), and conduct group discussion:

- What marketing channels is Sagala using?
- How's the performance of Sagala's marketing activities?
 - What's good?
 - What can be improved?

Reflection:

- What's the advantages and disadvantages of each promotional channel?
- what efforts should be made to establish and maintain the marketing channels?
- What's your key learning and ideas?

Sagala Lodge

35 Reviews #4 of 16 Specialty Lodging in Voi
Mombasa Rd, Sagala, Voi 85868, Kenya

Best prices for your stay

Check-in	Check-out	Room	Adults	Children	Price	Deal
8/27/2017	8/28/2017	1 room	2 adults	0 children	€88	View Deal
					€88	View Deal
					€88	View Deal

Prices above are provided by partners for one room, with val...



Traveler (62)
Dining (15)
Room & Suite (13)
All photos (83)



eiry
Nairobi, Kenya

Reviewed 2 weeks ago via mobile

Great spot for a meal and break on Mombasa highway

I had a very pleasant late breakfast here, it's a cute fairly basic lodge but it's got a nice atmosphere. I plan to stay the night on my next drive to the coast. The rooms look functional and clean. I would recommend stopping here instead... [More](#)



Thank eiry

Response from NancieChiwe, General Manager at Sagala Lodge
Responded 1 week ago

Thanks so much Eiry and really looking forward to even offering you our best. Always welcome to sagala lodge and you will like us even more

About

FIND US

Nrb - Msa Highway
Voi

Get Directions

@SagalaLodgez

Send Message

Call +254 726 956250

BUSINESS INFO

Business Details

Parking Parking Lot parking

Price Range \$\$\$

Opened in September 2015

Edit business types

ADDITIONAL CONTACT INFO

reservations@sagalalodge.com

http://www.sagalalodge.com

MORE INFO

About

Sagala Lodge, situated along Nrb - Msa Highway, 345 km from Nairobi, 145 km from Mombasa, 2 km of the main road.

STORY

Sagala Lodge, situated along Nrb - Msa Highway, 345 km from Nairobi, 145 km from Mombasa, 2 km of the main road. Perfect for a relaxing weekend; a stopover on your trip or to visit the Taavo East National Park. It is a hotspot for bird watchers. A nice swimming pool and the big conference hall are free if you stay overnight.



Joanne Whybrow @JoJoWhybrow · Jun 24

Waiting on final details: I'm doing a **homestay** with Maasai in December - living in one of their villages for 9 days in **Kenya** and can't wait!



SAGALA LODGE Sagala Lodge added 3 new photos. 5 hrs

This is an experience you dont always get and maybe only the very lucky one but @ sagala lodge you can be sure to enjoy bush experience, try us no regrets





Like Comment Share

52 Chronological

Esther Mutua Hi really enjoyed.
Like · Reply · 1 · 5 hrs

Maria Luisa Cacopardo Have you got any animals around? As in dikdik and warthogs, for instance? Any other antelopes? It still looks very dry...
Like · Reply · 4 hrs

Sosp da Wesh I love the place
Like · Reply · 4 hrs

Module 3. Diagnose Ideate Implement

Communication and marketing

Action 1: Diagnose your readiness for marketing activities

Marketing activity checklist

Marketing activity checklist			Implemented?				Ideas/ questions
			Fully	Partly	In plan	No plan, not relevant	
Marketing strategy	1	You have clear marketing goals					
	2	You have a marketing plan including goals, activities, budget, responsible person, timeline, and how to track progress					
Customer	3	You have an overview on what channels your customers use to find your products/service					
	4	You have a good overview of the needs of different market segments					
	5	You understand what basic information your customers need to know for making the purchase decision					
Product	6	You have an overview on what are your competitive and qualified products to promote					
	7	You have good overview on the unique selling points of your products					
	8	You know what product features to highlight to interest the customers and buyers					
Price	9	You have clear pricing on the products					
	10	Your price on the products is perceived as reasonable by your customers					
Message/ information	11	You have business name					
	12	You have business logo					
	13	You have business signage					
	14	You have short description of your business unique selling points					
	15	You have promotional message introducing the history and story of your business, including your social-cultural activities and impacts					
	16	You have contact details for customers to reach you					
	17	You have GPS location that guides customers to find you					
	18	You have over 6 quality pictures of your products/service					
	19	You have price list on your core products					
	20	You have promotional messages describing the UVP of your products					
	21	You have testimonials to show your customers' positive experience of your products					
Marketing material	22	You have business cards with phone numbers					
	23	You have distributable (online or offline) brochure/information sheet					
	24	You have developed and maintained your own website					
Marketing channel and proactive communication	25	You have developed and maintained social media page (e.g. on Facebook, Instagram)					
	26	You have maintained active online profile allowing users' comments (e.g. Booking, Trip Advisor etc.)					
	27	You have encouraged your customers to post or refer to your business					
	28	You have introduced your business and marketing material to the local tourism enterprises (e.g. local hotels, tour operators)					
	29	You have introduced your business to the local intermediators (e.g. tourism information centre, regional tourism association etc.)					
	30	You have talked to potential non-private customers (e.g. universities organizing educational tourism, companies organizing team building events etc.)					

Overall challenge: How to improve marketing performance?

What are your current marketing activities – what promotional messages do you use, what marketing material and marketing channels do you use?

How effective are your current marketing activities for attracting costumers? Why?

What are your key challenges/ barrier for implementing the marketing activities in plan and improving your marketing effectiveness? Why?

How might we overcome the challenge/ barrier and improve your marketing effectiveness? Prioritize 3 most convincing and feasible ideas

Ideas	+ <i>what's good</i>	- <i>What to be improved</i>	? <i>What makes the idea interesting?</i>

What are the next steps?

Action	Responsible person	Timeline

Aim

- To better understand what and how to market based on the customers' needs
- To generate ideas on how to deliver the promotional message through the most effective channels to reach your customer.

Expected output

- Developed overview on promotional messages and marketing channel for the key market segmentations

Possible steps to follow

1. Go through the market segmentation exercise result from Module 2.
2. Exercise with the market segmentation sheet
 - List the customer segmentation from Module 2 (and their characteristic and motivation if space allows) in Column 1
 - Go through each box for each customer segmentation, putting yourself in the shoes of your customer and reflecting on
 - How does the customers get to know my business?
 - What messages does the customer need to make informed decision?
 - What images attracts the customer?
 - What marketing activities are we using for attracting the customer?
 - What worked well?
 - What can be improved?
 - Iterate the above process for the other key market segmentations

Market segment	Products	Customer information source	Promotional message	Picture	Current marketing activities	Improvement idea
What customers do you currently attract? (What further customer could you attract?)	Which of your products are they purchasing? What's unique in the product?	How did they learn about your product?	What message works?	What image might appeal to them?	What marketing channels are you using to attract the target?	What can be changed in the current marketing activity? What other marketing channels and marketing messages can you use to improve your product?

Market segment analysis working sheet

When to take this action

- If you'd like to better target your customers with effective marketing activities
- If you would like to improve the performance of your marketing activities

Background knowledge

Why taking customer-oriented approach for designing marketing activity?

The more you understand how your target customers may research and buy your products, the more effectively you can market your product to them. To understand what are the most effective marketing messages, channels and actions, you need to walk in the shoes of your customer. Try to retrace the customer journey before they arrive at your business, by answering the following questions

- What might have triggered your customer to plan for a holiday to Kenya? How will your customer look for information? Who might influence the decision?
- How will your customer book the products and service?
- What does your customers prepare for the trip and what might he/she want to know before arrival?.

Tips

- You should always ask how your customer heard about you or who referred them to you. This helps you to better understand what marketing activities are effective. This is the basis for you to design, evaluate and improve your marketing plan.
- You may find out by talking to your customers when greeting them, or inviting your customers to fill out an survey (see the sample survey templates in Action 6). Also, when you are marketing online, you may find according online tracking tools to understand the sources of the booking.
- Effective marketing messages are
 - Simple and concise
 - Focusing on the most important benefits for the customers, and
 - Using words that create visual imagery and evoke positive emotion

Market segment	Products	Customers' information source	Promotional message	Picture	Current marketing activities	Improvement idea
<i>What customers do you currently attract? What further customers could you attract? – you may get the input from your market segmentation result in Action 2 of Module 2</i>	<i>Which of your products are they interested in? What's unique in the products?</i>	<i>How did they learn about your products?</i>	<i>What message works?</i>	<i>What image might appeal to them?</i>	<i>What marketing channel are you using to attract the target</i>	<i>What can be improved in the current marketing activity? What other marketing material and marketing channels can you use to promote your products?</i>

Aim

- To specify the target customers, pricing strategy, marketing material, marketing channels and activities
- To develop marketing action plan

Expected output

- Sketched marketing strategy
- Developed marketing plan

Possible steps to follow

- Exercise with the marketing strategy working sheet
 - Reflecting the result of Action 2, by discussing the following questions:
 - What unique selling points of our products should be highlighted?
 - What are the most effective marketing material to reach our major customer segmentation?
 - What marketing channels can work effectively for all the segments?
 - Use the working sheet to note down your key target groups, products, price, marketing material and marketing channels and promotion activities
- Exercise with the marketing plan working sheet
 - List your marketing goals –be specific and quantitative
 - Specify the actors involved
 - Think about how to measure the progress of the marketing activities

Elements	Potential questions to ask and examples	Your answer/ marketing strategy
People	Why are you selling to? What target groups do you plan to focus on? • Existing customer • New customers	
Product	What key products to promote? What product development strategy to take? • Product extension • Product differentiation • Product prioritization • Others	
Price	What price to charge? What pricing strategy to take • Price skimming • Penetration pricing • Cost recovery pricing	
Place	What marketing material works the best? • Business card • Brochure or information sheet • Website content • Social media posts • Others	
Promotion	What promotional channels and activities work the best? • Online and offline marketing • Website or enhance social media interaction • Events and to the business customers (e.g. educational institutions, companies) • Promote via trade fairs • Promote via local operators • Promote via the launch information centre and the associations • Promote through the other organisations (e.g. NGOs, volunteer organisations) • Others	

Marketing strategy working sheet

Goal	Marketing activity	Targeted outcome	Resource needed (personnel, costs)	How to track progress

Marketing plan working sheet

When to take this action

- If you would like to better prepare, implement and track your marketing activities

Background knowledge

What is a marketing plan

A marketing plan describes how your product is going to be sold and to whom. There are five key elements that should be included in every marketing plan:

- **People:** Clearly identify the market segments that your community is seeking to attract
- **Product:** design and package your product in such a way that it is appealing to your target markets
- **Price:** define your pricing strategy by thinking about how much your customers will be willing to pay for your product
- **Place:** consider what message and marketing material sells the best to your customers.
- **Promotion:** identify the most effective channels to reach your customer

Tips

- A common error in marketing is losing focus. Thus, you should identify just two or three means of marketing and do them right. That can be far more powerful than trying to do a bit of this and a bit of that, particularly if your financial means are limited.
- Marketing is an ongoing process. Plans need to be monitored and reviewed regularly. Evaluating your marketing plan will also help you to prepare more realistic and achievable plan in the future.

Elements	Potential questions to ask and examples	Your answer/ marketing strategy
People	Who are you selling to? What target groups do you plan to focus on? <ul style="list-style-type: none"> • Existing customer • New customers 	
Product	What key products to promote? What product development strategy to take? <ul style="list-style-type: none"> • Product variation • Product differentiation • Product prioritization • Others 	
Price	What price to charge? What pricing strategy to take <ul style="list-style-type: none"> • Price skimming • Penetration pricing • Cost recovering pricing 	
Place	What marketing material works the best? <ul style="list-style-type: none"> • Business card • Brochure or information sheet • Website content • Social media posts • Others 	
Promotion	What promotional channels and activities work the best? <ul style="list-style-type: none"> • Facilitate word-of-mouth marketing • Develop and maintain website • Initiate or enhance social media interaction • Directly sell to the business customers (e.g. educational institutions, companies) • Promote via hotels • Promote via tour operators • Promote via the tourism information centre and the associations • Promote through the other organizations (e.g. NGOs, volunteer organizations) • Others 	

Channel	Examples	Target groups	Cost	Benefits	Material and preparation needed	Requirement
Tour operators	Tour operators offering cultural tourism products and village tours	Mainstream tourists choosing tour packages	Medium to high	<ul style="list-style-type: none"> Wide outreach with professional service Could package the products in itineraries New market through referral Could lead to long-term partnerships 	<ul style="list-style-type: none"> Make your concept attractive for your tour operators Product/package description 	<ul style="list-style-type: none"> Quality products Good customer management skill Professional service Commission fee
Hotels	Hotels in your neighbourhood or your region	Tourists staying in the hotels	Medium to high	<ul style="list-style-type: none"> Tourists may have good access to you if the hotel is not far New market through referral 	<ul style="list-style-type: none"> Brochure Flyer 	<ul style="list-style-type: none"> Quality products
Other tourism service providers (e.g. transportation catering etc.)	Taxi drivers, restaurant, event organizers, local shops etc.	Tourists, local inhabitants	No or low	<ul style="list-style-type: none"> Wide outreach to diverse customers Service providers have direct interaction with the tourists and may support personal marketing 	<ul style="list-style-type: none"> Brochure Flyer 	<ul style="list-style-type: none"> Quality products
CBT networks	Ecotourism Kenya, FECTO, KEKOBAT Local tourism associations	Tourism stakeholders	Low to medium	<ul style="list-style-type: none"> Cross referencing benefits Good experiences of other can be learnt Opportunity to get supported on product/service improvement 	<ul style="list-style-type: none"> In most cases you must pay membership fee to join such networks 	<ul style="list-style-type: none"> Membership fee and/or annual subscription
Information centres or the counties	Tourist Information Offices in Nairobi, Mombasa, Kisumu etc	Tourists visiting the information centre	No or low	<ul style="list-style-type: none"> Wide outreach to the tourists arriving at the destination/ region Opportunity to gain free online presence if partnering with the county Opportunity to stand out as unique experience complementary to the mainstream tourism products 	<ul style="list-style-type: none"> Brochure Flyers Short video 	<ul style="list-style-type: none"> Quality products Good customer management skill Professional service
Certification schemes	Eco-Warrior award	Tourism stakeholders , tourists	Medium	<ul style="list-style-type: none"> Good visibility and positive image Positive effects on customer satisfaction Positive effect on water and energy consumption. 	<ul style="list-style-type: none"> Adherence to set standards and guidelines 	<ul style="list-style-type: none"> Meeting the certification standard
Social media	Facebook page, Instagram, twitter, Youtube					
Your business website						
Online tourism						

Goal	Marketing activity	Targeted outcome and timeline	Resource needed (personal, costs)	Responsible person	How to track progress

EXAMPLE

Goal	Marketing activity	Targeted outcome and timeline	Resource needed (personal, costs)	Responsible person	How to track progress
Improve online presence – reaching to over 10,000 potential customers online	<ul style="list-style-type: none"> Take quality photos of the business Develop promotional information on our business and core products Develop business website Develop Facebook page Email the buyers and other intermediaries to share the website Produce an information sheet at the front desk, including the link to the website and social media Help customers to take photos and ask for permission to post them on social media – tag the customers when posting 	<ul style="list-style-type: none"> Developed website by 20th October Developed Facebook page by 20th October Over 50 buyers and intermediaries receiving information on our website and social media 	<ul style="list-style-type: none"> Supporter on website development and social media operation Digital camera Computer/ smartphone 	Marketing manager / XXX	<ul style="list-style-type: none"> Tracking of visitors stats on the website and Facebook page
Achieve over 50 positive customers' review online	<ul style="list-style-type: none"> Improve the experience of the visitors by being more welcoming and responsive Improve WIFI connection for guests to go online Put an in-room sign/card inviting the guests to review online Send email to recent guests inviting them to write a review – some online tools (e.g. Review Express) may make it easier Add the review address (e.g. TripAdvisor, Facebook page) to the breakfast table with cheerful greetings – “ Good morning! How was your stay? Let everyone know how it was – post a review on.... Thank you for your comments. Cheers”. Give the guest a small souvenir (e.g. handmade bookmark) when they leave and invite the guests to review Put a guest message notebook with pens in the lounge and notify the guests that the reviews may be posted on our website 	<ul style="list-style-type: none"> In-room sign/card Small souvenir carrying the website and online review site Over 50 customer survey filled in by end of 2017 Over 80% guests receiving an thank-you email inviting them to review online 	<ul style="list-style-type: none"> Computer/ smartphone 	Marketing manager / XXX	<ul style="list-style-type: none"> Tracking of online review sites

Aim

- To stimulate word-of-mouth marketing (WOM) based on improved understand of the customer journey
- To attract the key customers through WOM

Expected output

- Developed user journey of your key customers who might recommend your products
- Generated ideas on how to stimulate word-of-mouth marketing proactively
- Developed action plan on improving proactive word-of-mouth

Possible steps to follow

When to take this action

- If WOM is your main marketing activity
- If you'd like to better mobilize your customers to help you market your products
- if you'd like to increase the number of visitors who mainly knows about your business through referral

Background knowledge

What is a WOM and what are the key principles

What's customer journey

Customer journey refers to the complete sum of experiences your customers go through when interacting with your business. Tourism customer journey typically describes how your customer interact with you before, during and after the trip. Mapping your customer journey you understand what your customers wants by examine the real moments of interaction and how your customers go about achieving their needs.

Tips

Targeted market segment:

Challenges to be addressed by applying the user journey:

- _____
- _____

User journey	Customer needs and key considerations	Customer actions	How to enhance WOM through the touch points
Search for information and explore options			
Inquire			
Purchase			
Getting ready			
On trip			
Review and referral			

Targeted market segment: Schools that organize regular educational trips

Challenges to be addressed by applying the user journey:

- How to attract the teachers who are organizing a educational trip?
- How to stimulate the teachers to promote my products through WOM?

EXAMPLE

User journey	Developing the user journey - Questions to ask	Customer needs and key considerations	Customer actions
Search for information and explore options	<ul style="list-style-type: none"> • How does your customer search for information and compare different offers? <ul style="list-style-type: none"> • What is the information source? • What key information is he/she searching for and compare on? 	<ul style="list-style-type: none"> • Find options about school trip • Get a sense of cost and prioritize the ones with good quality-price ratio 	<ul style="list-style-type: none"> • Read reviews online (TripAdvisor, website) • Ask friends/ colleagues • Check Facebook groups
Inquire	<ul style="list-style-type: none"> • How does he/she inquire? <ul style="list-style-type: none"> • How does he/she contact the service provider? • What does she/he inquire? 	<ul style="list-style-type: none"> • Get an overview on the product in more detail • Compare the prioritized options 	<ul style="list-style-type: none"> • Call the service provider to check price and the details of the products
Purchase	<ul style="list-style-type: none"> • How does he/she make the purchase decision? <ul style="list-style-type: none"> • Who might influence his/her decision? • How does he/her book the trip? 	<ul style="list-style-type: none"> • Make the decision based on the feedback from his/ her network • Reserve the products in a convenient and secured way (e.g. through 	<ul style="list-style-type: none"> • Discuss with colleagues • Check with the students • Book the products through the phone • Transfer the down payment through mobile banking • Request invoice
Getting ready	<ul style="list-style-type: none"> • How does he/she prepare for the tour? <ul style="list-style-type: none"> • What further information might he/she collect? • What service might he/she expect to facilitate the trip? 	<ul style="list-style-type: none"> • Help the students to prepare the trip • Arrange other necessary services (e.g.transportaiton) 	<ul style="list-style-type: none"> • Check how to reach the destination • Check what to bring • Read about the destination and other interesting activities
On trip*	<ul style="list-style-type: none"> • How does he/she interact with your business during the journey (e.g. welcome, check-in, orientation, check-out etc.) 	<ul style="list-style-type: none"> • Make the trip fun and educational 	<ul style="list-style-type: none"> • Organize educational activities for students
Review and referral	<ul style="list-style-type: none"> • How does your customer communicate about your service to his/her friends? <ul style="list-style-type: none"> • What media does he/she use? • What does he/she tell? 	<ul style="list-style-type: none"> • Share the experience with friends and colleagues 	<ul style="list-style-type: none"> • Collect pictures • Post on Facebook with images • Share the contact details of the business when asked

*As this is not the key focus of this section (marketing), the information in this row is simplified. Please note that it's helpful to elaborate the touchpoints with the user during the trip for the purpose of improving product/service quality and enhance customer satisfaction.

Targeted market segment: Schools that organize regular educational trips

Challenges to be addressed by applying the user journey:

- How to attract the teachers who are organizing a educational trip?
- How to stimulate the teachers to promote my products through WOM?

User journey	Touch points for your business - questions to ask	Example of touch points from company XYZ
Search for information and explore options	<ul style="list-style-type: none"> • <i>What channel can you use to reach to your customer?</i> • <i>What pre-service information can you offer?</i> • <i>What information should you highlight on?</i> 	<ul style="list-style-type: none"> • Enlist its business on TripAdvisor • Manage the TripAdvisor review on daily basis • Offer link to the company website • Distribute brochures to the schools • Post product offer on Facebook • List the product and package introduction, pictures, price and contact details , and highlight the product competitiveness (e.g. good quality-price ratio)
Inquire	<ul style="list-style-type: none"> • <i>How can you answer the inquiry in the expected way?</i> • <i>What information do you offer?</i> 	<ul style="list-style-type: none"> • Set a reachable phone • Offer sample itineraries for school trip • Offer competitive deal
Purchase	<ul style="list-style-type: none"> • <i>How might you interest the people that influences your customers' decision?</i> • <i>Where do you promote your products?</i> 	<ul style="list-style-type: none"> • Highlight the features that may interest the students in the brochure or other marketing material • Communicate on the payment conditions • Share the transaction details • Send the invoices
Getting ready	<ul style="list-style-type: none"> • <i>How could you help your customers to better prepare for the trip?</i> • <i>What information would you provide to your customer?</i> • <i>What service could you provide to facilitate the trip preparation?</i> 	<ul style="list-style-type: none"> • Send a thank-you letter via email • Share the GPS location and inform the most convenient way to reach • Send the "Tourist DOs and DONTs" guidance • Share destination guidance and introduction • Help arrange a pick-up service at the destination
On trip *	<ul style="list-style-type: none"> • <i>How can you enhance the satisfaction through the interaction with your customer?</i> 	<ul style="list-style-type: none"> • Organize educational activities for students • Improve customer service • Leave a visitors book and pen in the lounge • Invite the guests to share their feedback and comments on the visitors book
Review and referral	<ul style="list-style-type: none"> • <i>How could you facilitate your customers to share his/her experience?</i> <ul style="list-style-type: none"> • <i>How can you invite your customers to share their information?</i> • <i>How could you help your customers to share information conveniently and vividly?</i> 	<ul style="list-style-type: none"> • Put an information sheet at the front desk, showing info on the business Facebook page and invitation on sharing experience on social media • Help customers to take pictures during the activities • Post the pictures on Facebook page and tag the customers • Give the customers small souvenir and the business card • Send a thank you letter with feedback survey to the customers • Offer special deal for customers coming through referral

Goal	Marketing activity	Targeted outcome and timeline	Resource needed (personal, costs)	Responsible person	How to track progress

Aim

- To specify the types of marketing message (including sustainability information) that can attract tourists
- To prepare content (promotional messages) for marketing
- To enhance online presence of your business

Expected output

- Developed promotional message for online marketing and other marketing material (e.g. brochure)
- Developed website
- Developed and active social media page for marketing

Possible steps to follow

1. Recap the Twala brochure example- what are the key elements in it?
2. Read through the [Promotional message examples](#)
3. Group exercise with [Promotional message working sheet](#)
 - Revisit your current marketing material and extract the relevant information into the column “Your promotional message – current”
 - Prioritize the most important section to be improved
 - Craft the prioritized section according to the [Promotional message examples](#)
4. Exercise by the intern
 - Use the crafted promotional messages to develop a website on the suggested platform (Weebly, Wordpress) or other platforms. You may refer to the [Website example](#)
 - Develop social media page on Facebook, and maintain it based on the Facebook page maintenance examples
 - Design/customize the business card based on [the business card examples](#)
 - Review and check the website together with the community members
5. Group exercise with [Marketing plan working sheet](#)
 - Jointly revise/ improve the marketing activity by specifying targets and responsible person for maintaining and promoting the Facebook page and the website (e.g. invite people to like Facebook page, email the business clients, and intermediaries etc.)

When to take this action

- If you would like to attract more customers with more proactive marketing
- If you are planning to improve your marketing presence online
- If you would enhance direct marketing to your customers online

Background knowledge

Why including sustainability information in your promotional material

- Increasing value for the responsible travelers
- Improving customer satisfaction
- Enhancing customer loyalty
- Stimulating more respectful interaction in destinations

Why developing a website

Website is a great way to verify that you are running a formal and professional business. It provides a more dynamic channel for you to keep in touch with your customers. You can also link the website address to email, Facebook page or other channels to promote your business. A simple website can draw the content from your brochure, and use the templates from online website builder (e.g. Weebly, Wordpress).

Questions to ask for reviewing your website

- Does the site send a clear message to your target audience?
- Does the site sell your business and generate potential clients?
- Does your site present basic information about your products and features?
- Have you asked a qualified English-speaking editor to review it, to ensure the text is well written?
- Do you own the rights of the images you want to make publicly available?
- Do you have the staff necessary to manage these platforms and keep them updated and relevant?

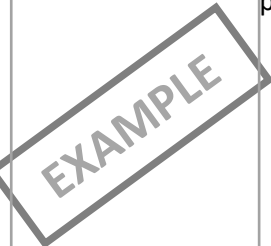
Tips

- You can collect and showcase customers’ feedback or testimonial letters on your website, online review platform (e.g. TripAdvisor) and direct communication with your guests. Use them as additional sales and marketing tools, as they will add credibility to what you do.
- It’s also helpful to develop a logo of your business. You may get inspiration on [designing your logo from online platforms like www.tailorbrands.com](#)

Key promotional information section	Consideration	Example
Business name	<ul style="list-style-type: none"> • Make it catchy • Ensure it's easy to pronounce and to remember (not too many words, or use an easy-to-remember acronym) • Ensure it's unique in your destination • Use the same business name as time goes by 	N/A
Business unique value proposition (UVP) - short description in one line	<ul style="list-style-type: none"> • Think about it as the headline on your brochure, your website, or the one-sentence introduction your partners uses on their marketing material - it's the first message your customer may see when scanning through various options. • Highlight how your business delivers unique value/ experience to your target customer. One potential format: (Key benefits) for (targeted customer) • Highlight the unique features that distinguish your offer from your competitors 	<ul style="list-style-type: none"> • Rustic beauty in the heart of kajiado (MasaiEcolodge, 2017) • Maasai Simba Camp is for people who would rather combine authentic Cultural and Safari experience with the Maasai in Amboseli ecosystem (Simba Camp, 2017) • Il Ngwesi – People of Wildlife (Il Ngwesi, 2017) • An eco-tourism community project offering unique access to the marine conservation area, perfect for travellers eager to be introduced to the natural diversity of Vanuatu (Australian Aid, 2015)
Business UVP - longer description (in one sentence or one paragraph).	<ul style="list-style-type: none"> • Why should your ideal customer purchase from you, rather than from anyone else? If you can answer this question in one catchy sentence (that makes sense), you have a strong and UVP. • You may include customer's testimonial/ quotation here • Check the following after drafting your UVP description: <ul style="list-style-type: none"> ✓ Have you listed the benefits/experience the customer will value? ✓ Is your UVP defining something unique? Or can anybody else be described with that sentence? ✓ Does your UVP sell to your target customers? ✓ Do you have a stated or implied Call to Action? What is it? 	<ul style="list-style-type: none"> • We're the only proper glamping place in the country and we offer affordable, bespoke accommodation for up to 12 - 14 people in beautifully furnished bell tents. • Guests have recently said we are "the best glamp in Kenya" and we have "the best views in the country". (Sieku Glamping, 2017) • At Masai Eco Lodge you can enjoy the crystal clear echo of your voice, those of your friends, cow bells, birds chirping and choirs of the natural world as synthetic audio (read tv, radio, stereo) not allowed. (MasaiEcolodge, 2017) • Renown for adventure in ecotourism, agritourism, personal, group or corporate activities such as team-building, conferences, seminars, workshops, weddings, bird-watching, hills climbing, detoxing, cycling, trekking, site-seeing and a host of artistic and cultural activities. The resort is the only one in East Africa with artists-in-residence facilities. (MasaiEcolodge, 2017)
Contact information	<ul style="list-style-type: none"> • Include the following basic contact information: Location, Email and/or telephone • Ensure that you are reachable and can respond timely via the listed contacts – do not change the contact details once it's defined • Try to locate yourself on Google map or describe how to reach you conveniently via different transportation means 	<ul style="list-style-type: none"> • Our office is located 2.9 km from Moshi town at Langoni, Mji Mpya near Mji mpya secondary school; it can be reached easily from town through Private car, Tax, hired car, Motorcycle. It takes 5-10 minutes to reach there. (Rauecoculturaltourism, 2017)

EXAMPLE

Key promotional information section	Consideration	Example
<p>Summary of products/service UVP (highlight)</p> <p>EXAMPLE</p>	<ul style="list-style-type: none"> You may list the various products/experience offered. But you should highlight the uniqueness of your prioritized products. This helps the customer to better remember you. You may mention for whom your products are made for 	<ul style="list-style-type: none"> Sieku offers a unique experience - luxurious, special touches (that you normally find in upmarket lodges) mixed with a wholesome, glamping (glamorous camping) experience - all at affordable rates. We are perfect for couples and solo-ers, adventurers, families, big groups and pets. (Sieku, 2017) We people of Rau Forest area have organized the following tours to our esteemed visitors: Nature walks in to Rau Forest Reserve, Bird watching tour, Cultural village walks, Rice Farm Tours in Mandaka-Mnono and Mabogini villages, Hot local lunch, Local food Cooking lesson, Moshi town local Market Tours and a number of traditional activities that gives visitors a good insight into African culture, Extended tours to Lake Chala & Chemka Hotspring, Homestay and Camping. (Raueculturaltourism, 2017) KEEP is an association from Kakamega that works for the conservation of the last little piece of Guinean tropical rainforest that remains in Kenya. KEEP has a long history of projects varying from the establishment of a butterfly farm and tree nurseries to assisting in biodiversity monitoring and primate research (mygola, 2017) Twala Cultural Manyatta provides guided ecotours, Maasai cultural experiences, and affordable accommodations. The Manyatta was initiated by local Maasai women to provide a unique and authentic experience for visitors while fostering respect and understanding of the local environment and culture. It is located in the stunning wildlife-filled Laikipia plateau, near Mt. Kenya.(ACC)
<p>Introduction of key products</p>	<ul style="list-style-type: none"> Prepare at least the following basic information: product description, quality pictures, price Make the description inviting and engaging Describe the experience in a vivid way Add a representative and quality picture 	<ul style="list-style-type: none"> Rau Forest Nature Walk (half day/full day) - Explore a natural African forest reserve, in which several cultural tourism activities are allowed, which exposes visitors to an abundance of nature covered by unique tree species. On your walk, you will spot blue monkeys and black-and-white Colobus guereza and a number of forest bird species. Listen to stories and various uses of various trees including the sparkling very old tree's spanning of up to 200 years. Visit the sacred tree Mvule (Miliciaexcelsa) believed to be 196 years old regularly visited by locals to pray (an act closely associated with superstitions) for different needs. Outside the forest is a great view of Rice plantations dotted with water birds of different colours. You can extend forest hike with experience in tree planting as giving back to the forest, all native trees which are friendly to the forest and Colobus guereza. (Raueculturaltourism, 2017) Tanzania food cooking lesson - This tour is perfect for those who are interest to learn how local cooking different foods. This is a special lesson on how to cook various Tanzania dishes which are always include in the tour packages. You will be involved from the first steps of buying what to cook at the local market, local ways of cooking in a typical African kitchen. The common Tanzania dishes which you will get to cook includes Ugali, makande, pilau, banana foods. Our guides will be there to explain each and everything from the first step to the last step. (Raueculturaltourism, 2017)

Key promotional information section	Consideration	Example
<p>Information on sustainability</p> 	<ul style="list-style-type: none"> • Describe how your products benefit the community and the environment • Mention how the customers are doing good to the community and the environment by choosing your products 	<ul style="list-style-type: none"> • KEEP was founded by a man named Wilberforce Okeka and other local forest guides who saw the detrimental effects of unsustainable practices on the forest: deforestation for agricultural purposes and firewood collection, cattle grazing, and gathering of medicinal plants. The mission of KEEP is to educate the community about the importance of forest conservation, and to provide a number of sustainable income generating projects that attempt to improve community members' lives and livelihoods. (Customers). The Eco-lodge bandas are a vital aspect of KEEP's efforts to improve conservation through creating alternative income-generating activities and employment opportunities for the local people from Isicheno and surrounding villages. Most people in this area are subsistence farming, and have struggled to find ways to make supplemental income. Solomon Miheso from KEEP reflects on the impact of tourism on the community: "Tourists help education to grow in the community, especially the education of learning English. It creates a demand to know English, especially in the children, who want to talk with the tourists. It creates an urge to learn more and get involved. Tourism brings in the money that is needed to supplement people's lives with extra income, and it encourages them to engage in alternative lifestyles to destroying the forest." (GVI 2017) • All proceeds go directly to the community and will be utilised for the benefit of sustainable development and poverty reduction. All guides have been recruited from the local area.
<p>Your business introduction</p>	<ul style="list-style-type: none"> • You may include the following sections: background, your vision, your mission to state the purpose, goals and values of your business. • A business vision communicates your business's overall goals and desired future status, which should represent the heart and soul of your business. It describes the "why" of your business. You may think about your vision by projecting your business in 5 to 10 years. • A mission statement intends to describe your approach to achieve your • Vision and mission statements should be revised as needed to reflect the changing business culture 	<p>Twala Cultural Manyatta is a community project initiated by local women to preserve the rich cultural and historic heritage of the local Maasai people. This ecotourism facility is constructed using local and traditional materials.</p> <p>Our mission is to provide a unique and authentic experience for visitors while fostering respect and understanding of the local environment and culture.(ACC, 2017)</p>

Key promotional information section	Your promotional message - current	Your promotional message -crafted
Business name		
Business UVP - short description in one line		
Business UVP - longer description		
Contact information		
Summary of products/service UVP		
Introduction of key products		
Information on sustainability		
Your business introduction		
What other information shows the best part of your business?		

Home page



ACTIVITY HIGHLIGHT

The Manyatta offers many activities, including the opportunity to watch traditional Maasai dances and ceremonies, listen to Maasai songs, visit the breathtaking nearby Mt Kenia Forest, or embark on a bird-watching tour led by a local guide. There are some additional unique opportunities offered in Manyatta visitors.



WALKING WITH CATTLE
Take a guided walk among a troop of local baboons and learn about their amazing genomes. Gorillas are big and impressive but mostly shy animals. By contrast, a baboon troop is filled with active and smart monkeys who practice sophisticated politics in their daily lives. Come find out what happens when smart baboons meet their smart human cousin! It is truly a unique and exciting experience. Walks can be arranged to start as early as dawn (6:30 a.m.) or as late as 4 p.m.

WALKING WITH BABOONS
The Maasai way of life revolves around their cattle. Learning generations has been an important adaptation to the savanna environment. "Walking with Cattle" allows visitors to learn about Maasai cows, traditional herding techniques, and Maasai culture. This is a hands-on experience, and you'll have the opportunity to apply the techniques you learn to control the herd! This is an experience of a lifetime, and one of the highlights of the Manyatta visit.

TOURING THE LANDSCAPE
The landscape tells the story of two cattle, people and wildlife have increased using the same savannah resources. Putting on "Savannah glasses" allows you to see the ways in which each member of the human/wildlife community shapes the world for the others, sometimes helping and sometimes hindering the success of other species. Tours can start in the early morning or in the late afternoon to avoid the midday heat. Tours generally last one hour.

Stay with us

Visit for a day or stay in a traditional Maasai hut in the Manyatta. Individuals or groups of up to 20 can be accommodated. Hot air self-catering. Water, bedding, lamps and firewood are provided.

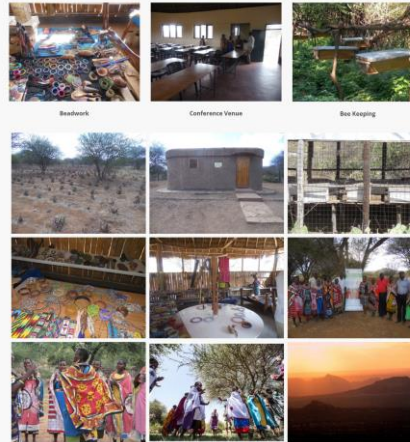
Item	Price
Accommodation Rate	500 KSH / Night / Person
Local guide rate	500 KSH / Day
Admittance Rate	1,500 KSH / Person

Contact us

Product



Our products



About us

Our Story

The Manyatta activities bring together research, experience, lives and knowledge of Maasai communities living within a dynamic and challenging landscape.

All proceeds go directly to the community and will be utilized for the benefit of sustainable development and poverty reduction. All guides have been recruited from the local area.

We hope you will come experience what we have to offer here at Twala. You can enjoy yourself while also helping to benefit our community and improve our natural environment.

About Us

Twala Cultural Manyatta is a community project initiated by local women to preserve the rich cultural and historic heritage of the local Maasai people. This eco-tourism facility is constructed using local and traditional materials.

Our Mission

Our mission is to provide a unique and authentic experience for visitors while fostering respect and understanding of the local environment and culture.

Contact us

Make reservation

The Cultural Manyatta is near Il Poles, a small village 80 km northwest of Nairobi, 300 km from Mt. Kenya, and 250 km from Marsabit. The area has beautiful views of Mt. Kenya and the Laikipia plains. The neighboring community-owned Mt. Kenya Conservancy is home to a variety of wildlife.

Contact info

Phone: +254 72950049

Email: twalaculturalmanyatta@hotmail.com

DESTINATIONS



Contact us

Name *

First Last

Email *

Comments *

Submit

Information source:

- Twala brochure
- Pictures from ACC & EK
- Videos from worldvision Kenya and Lonely Planet

<http://twalaculturalmanyatta.weebly.com/>

Potential measures to keep your Facebook page engaging and attractive	Tips
<p>Join relevant Facebook groups and share your updates, which can also include promotion of products, events etc.</p>	<p>You can search for relevant Facebook group on traveling, tourism etc. Think about where your potential buyers or customers might be. Examples of relevant Facebook group (mainly potential buyers or partners)</p> <p><u>Community Tourism in Kenya</u> <u>TRAVEL KENYA</u> <u>Kenya Expats Travel</u> <u>Kenya Outdoors Tours & Travel Unlimited Adventures</u> <u>Tour Guides Kenya</u></p>
<p>Create albums to showcase your destination, business and products</p>	<p>Picture says a thousand word. Upload quality pictures of your business and your destination to give your tourists a taste of their potential experience.</p>
<p>Tag fans in notes and statuses</p>	<p>When you host events or interact your guests, be sure to take plenty of photos, load the photos to your fan page and encourage fans to tag themselves. This would push out into their wall and friends' News Feeds, providing valuable (free!) exposure.</p>
<p>Share interesting and informative anecdotes and funny stories about what's happening at your enterprise or your destination</p>	
<p>Update on specific events, promotions or news at your destination or your business</p>	
<p>Create Facebook event for local happening - this can either take place within or around your community</p>	

Example

Visit a local family in the **XXX** Region, for

(unique value proposition within 8 words)

Overnight or Daytime visits possible.

- Homestay:
- Telephone:
- Email:
- Address:.....

- *Key services*
- *Logo*
- *Representative figure of your homestay*
- *Resource map of your village*
- *Map of your location*
- *.....*


Please pass this card on!
 Thank you, and happy travels.

Visit a local family in the **XXX** Region, for

(unique value proposition within 8 words)

Overnight or Daytime visits possible.

- Homestay:
- Telephone:
- Email:
- Address:.....



Please pass this card on!
 Thank you, and happy travels.

Visit a local family in the **XXX** Region, for

(unique value proposition within 8 words)

- Homestay:
- Telephone:
- Email:
- Address:.....

Services:


- Accommodation
- Local food
- Natural trails
- Cultural performance
- Rock climbing
- Bird watching
- Water rafting
- Handicraft making

Please pass this card on!
 Thank you, and happy travels.

Visit a local family in the **XXX** Region, for

(unique value proposition within 8 words)

- Homestay:
- Telephone:
- Email:
- Address:.....



Please pass this card on!
 Thank you, and happy travels.

Goal	Marketing activity	Targeted outcome and timeline	Resource needed (personal, costs)	Responsible person	How to track progress

Aim

- To better understand the market and customers' needs
- To engage guests in responsible travel
- To improve your business based on guests' feedback
- To improve customer satisfaction

Expected output

- Developed customer feedback collection tool
- Developed and distributed tourists Code of Conducts (CoC)

Possible steps to follow

1. Group discussion:
 - Why its important to collect customer feedback?
 - What feedback mechanism are we using now? How effective are they?
 - What can be improved ?
 - How can we utilize the feedback?
2. Group exercise based on the [customer feedback tool examples](#):
 - Develop/ choose your customer feedback tool. You may review the various feedback tools example. If you decide to conduct customer feedback survey, you may customize the customer survey samples.
 - Note down your follow-up plan in the action plan template
3. Group discussion
 - Why it's important to communicate with the customers on tourists code of conducts (CoC)?
 - What aspects would you like to highlight in your tourists CoC?
 - How might you enhance customers' awareness on the CoC?
4. Group exercise based on the [tourists CoC example](#)
 - Develop your tourist code of conduct. You may refer to the examples
 - Display your code of conduct in a visible place
 - Develop action plan on how to proactively distribute and communicate on the tourists Code of Conducts

When to take this action

- If you plan to conduct market research
- If you'd like to better meet customers' expectation and improve customer satisfaction
- If you'd like to enhance the cultural exchange with the guests while fostering better understanding and respect.

Background knowledge

Why collecting customer feedback?

- It offers the best way to measure customer satisfaction
- It provides actionable insight to create a better customer experience
- It can guide you on improving a product or service
- It generates tangible data that can be used to make better business decisions
- It guides you to stop reoccurring problems

What is tourist Code of Conduct?

Why tourist code of conduct?

Tips

You can collect and showcase customers' feedback or testimonial letters on your website, online review platform (e.g. TripAdvisor) and direct communication with your guests. Use them as additional sales and marketing tools, as they will add credibility to what you do.

EXAMPLE



Inviting review with visitor's notebook



Inviting review via website



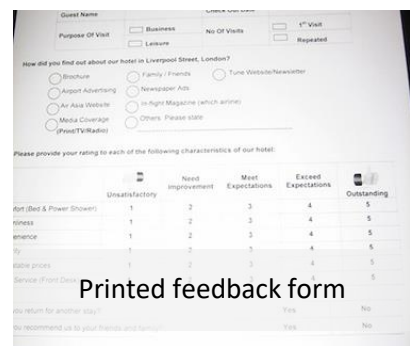
Inviting review via peer reviews



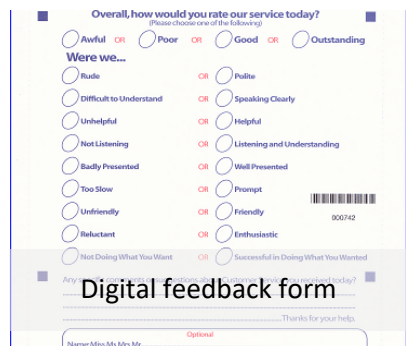
Inviting review via message wall



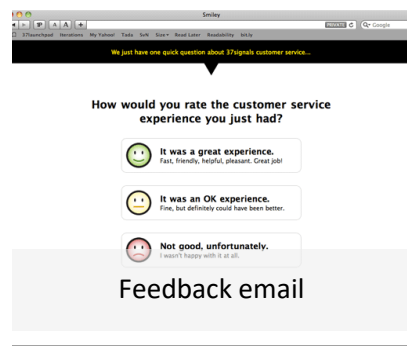
Inviting review via message wall



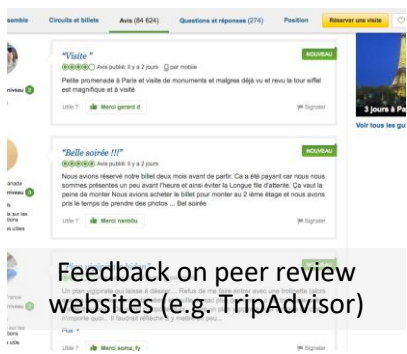
Printed feedback form



Digital feedback form



Feedback email



Feedback on peer review websites (e.g. TripAdvisor)



Community groups and discussion board



SAMPLE

We value your opinion!

Please take a moment to share your comments and help us improve our service.

How did you get to know us? _____

	Poor 1	2	Fair 3	4	Excellent 5
Host					
Accommodation	1	2	3	4	5
Food	1	2	3	4	5
Guides	1	2	3	4	5
Tour activities	1	2	3	4	5
Community activities	1	2	3	4	5
Souvenirs	1	2	3	4	5
Villagers' conduct	1	2	3	4	5
Experience	1	2	3	4	5
Value for money	1	2	3	4	5

What did you like the most about our homestay? _____

How could we improve your stay? _____

Other comment? _____

	Definitely will not	2	May or may not	3	4	Definitel y will	5
How likely are you to recommend us to your friend?	1	2	3	4	5		

Date: _____ Your room number / Your Name : _____

Thank you very much for your feedback!
 Please leave this form in your room or at the Front Desk when you depart.
 Thank you for staying with us, and we hope to see you again.
 Safe travels!

We value your opinion!

Please take a moment to share your comments and help us improve our service.

How did you get to know us? _____

Name: _____	
Accommodation	Meal services
What works well:	What works well:
What needs improvement:	What needs improvement:
Tour activities	Souvenirs
What works well:	What works well:
What needs improvement:	What needs improvement:
Other comments	

Thank you very much for your feedback!
 Please leave this form in your room or at the Front Desk when you depart.
 Thank you for staying with us, and we hope to see you again.
 Safe travels!

Action steps	Deadline	Responsible	Resources	Potential challenges	Result
<i>What task is to be implemented?</i>	<i>By when?</i>	<i>Who is responsible?</i>	<i>What do you need (people, budget, tools etc.)</i>	<i>What might be the barrier? How could you overcome them?</i>	<i>What is the outcome of the task?</i>

EXAMPLE

Code of Conduct for Tourists

Environmental Conservation:

- Help to prevent littering and pack trash out of natural areas.
- Don't collect plants and animals or disturb them in their natural habitat.

Respect for Local Culture and Customs:

- Study the history and culture of the area before you visit.
- Obtain permission before taking pictures or video.
- Don't wear culturally inappropriate clothing such as tank tops or shorts.
- Don't make public displays of affection.
- Respect the private property of the villagers.
- Respect community rules and regulations such as those against the consumption of alcoholic beverages or making loud noises and stay on marked trails.
- Try to behave as the villagers do.

Support the Local Economy:

- Buy local products.
- Accept the standard of service that the community is able to provide.
- Don't try to bargain over the price of goods, buy things that you really want, see the effort that went into making them and don't buy things out of pity because it will inhibit the ability of the villagers to develop their craftsmanship.
- Don't give money or sweets to children freely because it will habituate them to asking for things from tourists.
- If you want to help the community economically, give money or goods to the leaders or a development organization within the village, not individuals.

Source: Raueculturaltourism, 2017

Code of Conduct for Tourists

Stay on the trail: Straying from the trail while hiking can cause erosion and other environmentally harmful impacts. Thus, it might reduce the attractiveness of the site.

Respect wildlife: Viewing animals from a safe distance is fine; touching, feeding, or cornering them is not. Respect endangered species: Do not buy products that exploit wildlife, aid in habitat destruction, or come from endangered species.

Do not litter: This is one time when the old adage "When in Rome, do as the Romans" doesn't apply. Even if you see a local person littering, set an example and dispose of your garbage appropriately.

Reduce waste: Recycling is extremely limited or non-existent in most developing countries. Avoid products with excess packaging; opt for beverages in glass bottles as they tend to be re-used.

Protect local water systems: Avoid undertaking activities that can pollute the water system such as using harmful detergents and soaps.

Respect cultural differences: Local customs and traditions may be different from our own. Take the time to learn what behavior is acceptable and what isn't.

Take photos with care: Always ask permission before taking photos of people and respect their wishes if they refuse. If you do take a photo, offer to send copies back to them and make sure to follow through with your promise. If your subject wants immediate compensation in return for the photo taken, consult with the guide.

Learn a few phrases: Take the time to learn about the country you are visiting. Learning about the customs and a few words in the local language can go a long way and is appreciated by the local people.

Giving gifts: SUS-TOUR highly discourages offering money to people begging around the community areas. Parents in remote villages sometimes send their children out to beg money from visitors, since a child can bring home more than their parents from begging. This promotes further dependency and encourages more parents to send out their children. Instead, we would suggest promoting the CBTE as they have social development programs for the community.

Support Local Artisans: Support local artists and artisans by purchasing locally made goods. Many communities sell handmade crafts that you may purchase while on tour. You may also ask your Tour Leader for recommendations about where to find local markets, stores and cooperatives

Source: Community Based Tourism Handbook By Potjana Suansri

Action steps	Deadline	Responsible	Resources	Potential challenges	Result
<i>What task is to be implemented?</i>	<i>By when?</i>	<i>Who is responsible?</i>	<i>What do you need (people, budget, tools etc.)</i>	<i>What might be the barrier? How could you overcome them?</i>	<i>What is the outcome of the task?</i>

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Thank You

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SUSTOUR-Kenya



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