

Development and Marketing Community Tourism Around Kakamega Forest: Potentials, Opportunities and Challenges

Hellen Ipara. and Isaac Ipara.

Abstract

The role of tourism promoting socio-economic development in tourist destinations endowed with diverse tourist attractions is well documented. However, to maximize benefits accruing from tourism there is need to develop and market community based tourist attractions with a view to enhancing local people's access to benefits. The aim of this paper is to evaluate the potential of community tourism around Kakamega forest taking into account the initiatives that have been undertaken by the local community living around the forest. The paper also discusses the opportunities that exist in the area, and which could be exploited to promote community tourism. Also highlighted are the problems and challenges that have undermined the development of community tourism around the forest. Finally the paper discusses the measures that should be taken to enhance community tourism around the forest. Based on the study findings, it is envisaged that by developing community tourism around the forest local people will have access to benefits and this will in turn promote rural development.