The 3rd UNWTO World Forum on Gastronomy Tourism
San-Sebastian - Donastia, Spain

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PRESENTATION OUTLINE

- GLOBAL PERSPECTIVE ON GASTRONOMY TOURISM
- REGIONAL PERSPECTIVE – KENYA, A GASTRONOMY TOURISM HUB IN AFRICA
- THE PEOPLE OF KENYA & THEIR FOODS (43 SIGNATURE CUISINES OF KENYA)
- GOVERNMENT INITIATIVES SUPPORTING GASTRONOMY TOURISM IN KENYA
- KENYA’S SUCCESS STORIES IN GASTRONOMY TOURISM
- FOOD BLOGGING IN KENYA
- EXISTING GAPS IN THE DEVELOPMENT OF GASTRONOMY TOURISM IN KENYA
- CONCLUSION
- Globally, food plays a very critical role in influencing travel decisions

- Most destinations are keen on promoting local cuisines and food cultures as a sustainable tourism source with the emphasis on organic and healthy foods

- Gastronomy tourism promotes the use of locally produced ingredients in preparing different foods and beverages and preservation of local culture with an aim of advancing sustainability and contribute to the Sustainable Development Goals (SDGs)
- Kenya is leading in the region as a tourism and hospitality Centre of Excellence owing to the existence of Kenya Utalii College (KUC)

- Kenya boasts of a well established hospitality sector with highly skilled manpower and a diverse cultural heritage and foods

- Kenya hosts a number of hospitality and tourism training institutions at university, college and tertiary levels that enroll students from the region such as from Uganda, Rwanda, Nigeria, Tanzania among others

- Kenya was the first country in the region to launch a Culinary Tourism course in 2012 in an effort to promote the diverse culture and unique cuisines
Mark Zuckerberg, Facebook at Mama Oliech’s Restaurant
Kenyan food is mainly traditional and nearly all Kenyan tribes boast of a specific meal as their very own staple food making Kenya a rich ground for gastronomy tourism.

Each of these Kenyan tribes have a rich distinct cultural heritage which are relative to the environmental setup.

In addition, some of these foods have medicinal value hence the strong attachment.

These include Ugali/Kuku (Luhyas), Mukimo/Githeri (Kikuyus), Ugali/Samaki/Omena (Luos), Muthokoi (Kambas), Mursik (Kalenjins), Nyama Choma (Maasai), Pilau (Coastal communities) among others.
GOVERNMENT INITIATIVES TO SUPPORT GASTRONOMY TOURISM IN KENYA

- Establishment of Kenya Utalii College and Ronald Ngala Utalii College (Culinary Centres) through Public-Private partnerships

- Encouragement & support of private culinary schools like Kenyatta University, Moi University, International Hospitality & Tourism Institute (IHTI), Bondeni Institute, Amboseli Institute e.t.c

- Foster and support Food Festivals like Mishkaki Festival, Lamu Food Festival, Lake Turkana Festival, Lake Victoria Fish Eating Festival, Chefs Delight International Festival e.t.c

- Establishment of Bomas of Kenya Limited to champion and preserve various Kenyan and African cultures (Way of life, Food, Fashion, Music)

- Regulation and standardization of food outlets in Kenya that serve authentic Kenyan food and drinks
KENYA’S SUCCESS STORIES IN GASTRONOMY TOURISM

- In Kenya, there is an emerging trend towards organic foods and healthy diets. This has led to growth of specialty restaurants serving authentic Kenyan organic foods and beverages.

- Examples abound such as Ronalo Foods and Mama Oliech Restaurants specializing in Luo cuisines, Amaica Restaurant specializing in Luhya cuisines, Malindi Dishes specializing in coastal cuisines.

- Sing & Shehnai Restaurants specializes in Indian & Swahili fusions, The Tarboush, Barka and Island Dishes Restaurants specializes in Swahili cuisines.

- Jahazi Coffee House located in Old Mombasa town presents an ancient coastal ambience and foods.

- Tea Pot Restaurant in Nairobi and Highland Tea Hotel in Kericho specialize in serving iconic Kenyan tea. Savanna restaurant specializes in coffee.

- The entry of new international brands such as Java, Dormans, Ocean Basket, Planet Yoghurt, Kentucky Fried Chicken (KFC), Steers etc use locally produced ingredients that have boosted Kenya’s image as a gastronomy tourism destination in Africa.
- Kenya boasts of robust and world celebrated food bloggers promoting Kenya as a gastronomy hub in Africa.

- They include award winning Kaluhi’s Kitchen who showcases delicious Kenyan recipes with modern twists to fit the taste, not only of Kenyans, but also visitors from other countries.

- Pendolamama’s Aika writes her own creations based on locally grown ingredients.

- Tastes Safari’s Sandry is focused on a fusion of local and global tastes.

- Other food bloggers include The Fit Fad Foodies which is focused on fitness recipes.

- Food & Wine Review specializes in wine (Leleshwa wine) and other beverages found in Kenya.
EXISTING GAPS IN THE DEVELOPMENT OF GASTRONOMY TOURISM IN KENYA

- The demand for trained manpower within the hospitality sector in the region is increasingly high compared with the existing infrastructure.

- There is need therefore for support from government and development partners to expand the existing capacity to accommodate the growing demand.
There is high potential of Kenya becoming a gastronomy tourism hub in the region due to the presence of the 43 tribes each with its own diverse culture, agricultural practices, foods & beverages and skilled hospitality workforce that can play a key role in developing gastronomy tourism in Africa.

Nearly all of these tribes boasts of at least one signature dish / drink (Mursik, Mnazi) as their own staple food that can be packaged for touristic consumption.

Kenya’s celebrated beach and safari (nature at its best) has since time immemoriam attracted many visitors to explore and experience the Magical Kenya as well as sample and taste our varied cuisines.
Karibu Kenya, Hakuna Matata
Thank You

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