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**EXPLORING DIASPORA RESOURCES AND SOCIAL ENTREPRENEURSHIP IN  
TOURISM**  
*A case of Kenyans in Scandinavia*

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## **Abstract**

Tourism research related to the diaspora often focus on remittances and investment. This thesis explores how diaspora communities in Scandinavian can contribute with and be integrated as a knowledge resource to enhance marketing and tourism development in Kenya. Tourism research identifies the diaspora is a resourceful partner for collaboration concerning projects aimed at homeland development. Diaspora communities in Scandinavia include registered and virtual groups, social entrepreneurs related to tourism and the embassy of Kenya, which represents the state. Social entrepreneurs in the thesis refers to individuals or groups that are part of the diaspora and are already doing projects that contributes in the marketing and development of Kenya's tourism industry. The thesis uses diaspora groups and social entrepreneurship in tourism theory frameworks along with empirical data from interviews, focus group and Kenyan government policies in drawing discussions and analysis. The findings of the thesis maps the potential partners in contributing towards the knowledge resource and the means and channels that these partners use in knowledge exchange. It further analyses the opportunities and challenges of the Kenyan diaspora in enhancing a knowledge transfer in tourism. Furthermore, the opportunities and challenges of the Kenyan diaspora is identified.

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## 1.0 Introduction

Tourism in Kenya is growing rapidly in the recent years and it's no different to the holistic growth of the tourism industry globally. Kenya boasts of almost all categories tourism attractions. It has a large area covering national game reserves and parks full of wildlife, a vast number of nature-based attractions as well as rich heritage tourism represented by over 45 ethnic cultures. Other tourist attractions include beautiful coastal beaches, coral reefs, caves and river deltas, abundant wildlife including the 'big five' in their natural habitats, good climate, beautiful geographical features, savannah grasslands, forests, salt and fresh water lakes, hot springs, mountains, botany and zoology and world heritage sites. The heterogeneity of touristic features in Kenya further comprises of the contemporary niche tourism market such as conference tourism, sport tourism and home-stay visits.

However, despite the array of touristic features, the country still faces challenges in areas such as policy development, insufficiency in education and skills related to tourism industry, inadequate technological access especially in rural areas, inadequate resources for investment and further development as well as infrastructural development. These are all issues related to sustainability in tourism, thus, there is need to research more, look for ways and mechanism of ensuring implementing projects that raises the standards of living of the citizens as well as increasing tourism economic impact.

This thesis will seek to explore how the concept of tourism social entrepreneurship and diaspora partnership could be a framework through which knowledge is exchanged between the diaspora groups in the Nordic countries. Furthermore, this could be a way of marketing Kenya. Which is rather a contribution to the economic pillar of 'Kenya's vision 2030'. A knowledge transfer network mobilizes partners that have common interests in researching innovative and sustainable solutions of contemporary destination challenges.

Social entrepreneurship as a concept in economics and it links to business. Nevertheless, social entrepreneurship in tourism is still an emerging field that researchers are interested about. This thesis will add knowledge in the field of tourism social entrepreneurship (TSE) by exploring it

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<sup>1</sup> Kenya Vision 2030 (popular version) is Kenya's blueprint covering the period between 2008-2010

through another concept, which is 'the diaspora'. Affect to tourism social entrepreneurship and diaspora community introduction, this thesis aims at addressing the need for a partnership between the two sectors, solely for mapping aspects of tourism studies that can enhance a positive outcome that is "informing" in nature. "Informing" in this context means sharing knowledge socially to all interested parties that are implicated by the tourism industry, includes all types of social enterprises and entrepreneurs, DMO's, governments tourism ministries, tourists and students (WTO, 2005. pg. 7).

Developing countries often forge ties with its diaspora community for the sole purpose of gaining from the direct investments to governmental and non-governmental projects, humanitarian organizations and crowd funding initiatives directed at improving the societal socio-economic challenges Scheyvens (2007). However, these governments fail to maximize on the informing nature of the diaspora; it does not take advantage of the knowledge, ideal frameworks and experiences that the diaspora community possess, especially those that study or work in developed countries. For example the Scandinavian countries that has set standards for the appraisal of universal human rights, developed labor regulations, characterized with high quality health systems, systematic social and infrastructural amenities, efficient education and transport systems and more so transparent political structures. Besides, its tourism industry is well established.

Consequently, most research related to diaspora communities and networking focus on the economic aspects and investments to booming businesses. Thus, creating a gap in the area around informing the country of origin on important eco-social knowledge that can transform the tourism related dynamics especially in the areas such as policy formulation, sustainability of projects, embracing of technological advancement and taking advantage of the current market trends.

## **1.1 Problem formulation**

In order to research the knowledge transfer discussed above and analyze what will add value to the field of TSE concerning partnership with the diaspora community, there is need to ask a compound intriguing question.

**How can a partnership between Kenyan diaspora community and social entrepreneurs in Nordic countries form a knowledge transfer network to benefit Kenya's tourism industry?**

However, to answer the above problem formulation, there is need to break it down into smaller sub-questions. This helps in the tackling of different parts separately thus forming a full discussion of the problem formulation.

## **1.2 Research questions**

1. Who are the tourism related partners in the Nordic countries?
2. What are the means and channels in the partnership, that seeks to enhance a knowledge transfer network?
3. What are the challenges and opportunities in actualizing a knowledge transfer network?

## **1.3 Linking to the Case Study**

This project explores the case of Kenyan diaspora to the Scandinavian countries that includes Denmark, Sweden, Finland, Iceland and Norway. The case helps in researching a deeper aspect of social entrepreneurship; diaspora communities and exchange of knowledge through the available channels and how it come into play or not, in relation to tourism.

The embassy of Kenya is physically located in Stockholm, Sweden and entitled to the role of marketing 'Magical Kenya' in the vast area of Scandinavia. However, it is beyond the scope of

this thesis to discuss whether it is a huge area to market this programme the same way in all the five Nordic countries since the research only covers Kenya and the diaspora.

Furthermore, is it more important to study Kenya in this case because; Kenya is among the leading countries in Africa that has big numbers of emigrants and most of them are in developed countries<sup>2</sup>. According to the International Organization for Migration (IOM, 2015), the population is approximated at 3 million which represents 5.8 percent of the total African emigrant (IOM, 2015). More so, in the recent past the Kenyan government has prioritized and invested funds that will enable reconnecting the diaspora community for purposes of networking and further socioeconomic collaboration (Kinuthia, 2012; KDP, 2015). This is therefore an opportunity to also improve on the tourism undertakings with is the top most foreign earner for the country's GDP (Akama and Kiet, 2003).

Lastly, Kenya is a leading and growing tourist destination in Africa, attracting over six percent of the total overseas visitors (Sindiga, 1994; Akama, 1996) and thus important to develop its complex frameworks of marketing and managing it to meet high-end standards. There is also a need to come up with good strategies that will market it to a specific audience in the global market. Thus, this thesis will explore how diaspora communities in Scandinavian can contribute with and be integrated as a resource with among other things knowledge to enhance the marketing or tourism development in Kenya.

The diaspora community has a degree of financial power i.e. focusing on how they can invest and try to boost the economy of the country of origin through remittances (Meehan, 2005; Terrazas, 2010; Plaza and Ratha, 2011). However, contrary to research about diaspora, which often focus on economic remittances, this thesis will focus on how to benefit from the knowledge and experiences that are embedded in the diaspora communities. The change of informing the government, tourism institutions and organizations, students and lastly the private sector in Kenya on a technical knowhow of how responsible, innovative and sustainable tourism could be developed and implemented.

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<sup>2</sup> Developed countries means USA, Canada, Australia and mostly Europe

## **2.0 Methodology**

This chapter includes the research methodology of this thesis. The researcher in this section profiles the type of research approach and method, the philosophical consideration, the methods of data collection, brief details about the respondents, issues of validity and reliability and finally the limitations of the research. The thesis departs from perspective of exploring a possible partnership between TSE and the Diaspora community as a knowledge transfer channel. Qualitative approach is employed since it is an area with little research and thus the need to center the topic of discussion.

### **2.1 Exploratory research**

This project is an exploratory research because it provides insights into the gap in the field of Tourism social entrepreneurship, which further develops suggestions and recommendations for a potential conclusive research in future. According to Brown (2006), exploratory research “tends to tackle new problems on which little or no previous research has been done” (Ibid, pg. 43). For this reason, this kind of research is chosen to look into the aspects of a possible collaboration between Tourism Social Entrepreneurship and the Diaspora as a new angle of discussing partnership dynamics and destination building in particular regions and in this case is Scandinavia. Qualitative research is paramount to exploratory research thus the author used a combination of both primary and secondary data to form descriptive analysis of phenomena.

### **2.2 Ontological and Epistemological Consideration**

Ontology is related to the study of being and the concept of nature of reality (Blaikie, 2010). This thesis looks into the Interpretivism feature of Ontology, Interpretivism that is also known as subjectivism postulates that meanings and perceptions are socially constructed (Bryman, 2012). This means that different actors of respective fields in social science construct knowledge about phenomena through social interactions. Tourism industries has different range of actors such as hotel owners, service providers, destination marketers or managers and they all develop tourism knowledge holistically. Furthermore, according to Bryman (2012), it is important to

note that knowledge generated is intuitive and thus it is subject to change over time depending on the time of interactions.

Consequently, the researcher also considers epistemology in respect to social science, which according to (Chandler and Munday, 2011) is the theory of nature taking into accounts the justification of its quality. In the field of tourism, this type of constructivism tries to limit bias during research through putting the research into a specific context, reducing the gap between the researcher and respondent as well as considering that humans are capable of reason. During the research, the choice of interviewees and utilizing their responses is an added advantage for knowledge construction. In this thesis responses from interviewees forms part of the analysis and discussion.

### **2.3 Primary data**

Primary data in this thesis was collected using three methods, these include, unstructured interviews, focus group and participant observation

Unstructured Interviews was chosen to be suitable for an exploratory study of this kind due to its flexible in such a way that the researcher can get an in depth information about the topic. Tourism social entrepreneurship and diaspora partnership as a knowledge sharing platform is a less researched area and thus due to my presence forming part of Kenyan diaspora in Denmark, I have knowledge and access to information that help in conducting the unstructured interviews. For example, I had direct contacts with Pamoja Kenya Association Denmark (PKAD) with an added advantage of having met the officials more than once. Additionally, the researcher can get much insights when the respondents directs to other responses not originally thought by the researcher but consequently affects the project in a certain way. Unstructured interviews in this part will not limit the respondents if they want to discuss any pressing ideas or identify challenges that adds value to this project.

Furthermore, this method ensures a draft of a set of questions that is open for further inquiry questions in future, i.e. creates space for further follow-up questioning of the respondents. Hence, it is a suitable method to build more on the project in future.

Secondly, diaspora communities are in large groups and have approachable leaders. Thus a FGD is important in getting an in depth information regarding a possible ideas of collaboration and sharing of knowledge between the TSE and the diaspora because a lot of information that might seem to be obvious will come forward as there is interaction between several stakeholders. FGD is therefore suitable for the registered Kenyan diaspora in Scandinavia. A recorded focus group discussion took place in Aalborg University and later proceed to one of the official's house while still discussing the same topic on our way; this showed me that there was a keen interest in the subject. The meeting had a total 3 participants, all being leaders of the PKAD since its establishment. This provided a base to discuss the topic of collaboration between them (the diaspora groups) and tourism social entrepreneurs for a mutual benefit.

Finally, during the interviews and the focused group discussion I took advantage of participant observation as a method data collection. This was achieved through studying the body language, facial expressions and mood of the respondents when responding to particular questions. Hence giving an insight on the potential interpretation of their response. For example during the focus group discussion one of the participants had a different perspective concerning the role of tourism social entrepreneurs compared to the rest of the team which then made him uncomfortable in the session. He changed to a sad mood and spoke out of anger.

## **2.4 Secondary Data**

In the process of my research, exploration of the topic entailed the reading and gaining insights from relevant books (mostly latest editions) to find theories and models in the area of tourism social entrepreneurship, online articles and peer reviewed journals with the awareness that its reliability is compromised, magazines and newspapers to find the most up-to-date news about the topic. Lastly, watching videos that relate to the different aspects of diaspora partnership, inclusion and Social entrepreneurship in Tourism. These materials helped in the deeper

understanding of the topics as well as identifying the gap that is least researched and thus creating discussions and analysis of aspects that add value in the field of research.

## **2.5 Interviewees**

The respondents were drawn from the fields of Tourism and Diaspora network of associations in Denmark and Sweden, the researcher first identified respondents based on their level of knowledge and experiences to the topic, then a written explanation of the purpose of the study and request for interviews was sent to the identified respondents. All interviews were conducted between the month of March and April 2017. During the interviews, I took notes and an audio recorded upon approval of consent from the respondents. Below is a list of profile of the respondents;

### **Pamoja Kenya Association Denmark (PKAD)**

PKAD is a widely recognized Kenyan diaspora organization that seeks to enhance partnerships through sharing information to Kenyans in Denmark, participate projects in the diaspora as well as uplift unity amongst the Kenyan diaspora through hosting social gatherings. It is a registered non-profit organization under Gladsaxe Kommune, Denmark. I wrote an email to them with a brief introduction of the research objectives and thereafter was able to organize a meeting with the team. This was an addition to my research since I employed FGD to engage the team during the meeting.

### **Embassy of Kenya to the Nordic countries**

It is located in Stockholm Sweden and represents Kenya in Scandinavia. I was able to get contacts with the Ambassador Joe Sang and organized a meeting held on the 27th of April 2016 at the main office in Stockholm. William, the legal desk officer in charge of Denmark, was also present in the meeting. Both respondents were aware of the topic of discussion due to a prior written email to the. The embassy is responsible for making partnerships, enhancing diplomatic missions and marketing Kenya as a destination thus was an important entity for interviewing. However, it is important to point out that the embassy represents Kenya as a state and its important stakeholders in Scandinavia, The approaches used by the embassy to market and

form relevant partnerships with the Scandinavian countries is the same. They market Kenya with the brand name 'Magical Kenya'<sup>3</sup> through their website and social media platform (Facebook and Twitter). Its marketing strategy is also by attending meetings and conferences as a selling point of the brand.

### **Steve Lukio- Tourism Entrepreneur based in Denmark**

He is a Kenyan living in Denmark and thus forms part of social entrepreneurs in diaspora. Steve is a Scandinavian marketing officer of three leisure and safari hotels based in East Africa. The hotels are AfricPhoto Safari based in Mombasa Kenya, Camp Bastian in the mainland of Tanzania and Tanzanite beach resort in Zanzibar<sup>4</sup>. Steve hopes to attract tourist from Scandinavia (including African diaspora in Scandinavia) to both Kenya and Tanzania since he feels that tourism can be a breakthrough for community development through the hotels that he works with. Using the snowball technique, I got contact to Steve. The PKAD officials gave me the contact.

## **2.6 Reliability and Validity**

Reliability of this project is of much concern; this was attained by the researchers maintaining a high degree of objectivity in respect to all the sources of data acquired. According to Wilson (2010), reliability is the obtainment of the same results when done by another researcher, and this was through avoiding subjectivity during the research process. This project ensured its reliability by engaging the following measures; First and foremost, the respondents were picked according to their informing nature in the subject of discussion although I was open to new contacts from the interviewees for instance I reached Steve Lukio through a the snowball technique. All respondents are directly implicated by the topic and therefore were sound suitable for interviews in this area due to their potential regard of knowledge in TSE and diaspora community partnership.

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<sup>3</sup> 'Magical Kenya' is the official destination brand and official travel and tourism guide by the Kenya Tourist Board (KTB)

<sup>4</sup> Zanzibar is a semi-autonomous island that is part of Tanzania.

I also analyzed the data collected from the respondents by mapping and detecting interesting and relevant issues since I form part of the diaspora and my education creates the possibility. Lastly, In regard to secondary data, I focused on using articles, journals, books are peer reviewed as well as those that directly refer to the field of tourism, are obtained from experienced publishers and or from trusted websites and media channels.

Validity on the other hand is how the project was able to utilize the scientific requirement of any research project. According to Cohen et al (2007), validity cannot be reached at using one angle, instead different forms of validity has to be taken into consideration (for example internal and external validity). This research took the following measures to minimize bias and ensure validity of the project.

Firstly, the project was done under a specific timeframe, which is between 1 February to 31 May 2017, thereby giving the researcher time to organize and dig into the project without time or resource pressure. Besides, little knowledge is known about the topic of research, hence I engaged the use of exploratory study that allows me to research more on the topic without necessarily aiming for a concluding outcome but just a start to a more precise path for future researches. Lastly, the methods of data collection engaged was flexible and had the potential to reap the maximum results while at the same time minimizing bias. The interview questions were open ended and the researcher established a semi informal environment during interviews to make the respondents as conformable as possible.

## **2.7 Limitations**

1. Exploratory studies produces qualitative information and interpretation of qualitative information is subject to bias. This thesis mainly utilizes the explorative approach thus, all information and data generated are in qualitative form and not quantitative. Knowledge transfer amongst diaspora groups, tourism social entrepreneurs and homeland organizations/ governments/local authorities is only descriptive and thus only analyzed in qualitative form.
2. Inadequate number of samples for both personal interviews and FGD thus limiting the representation of the target population. Social science scholars argue that 5-10 respondents in a FGD's is more productive and manageable, this is contrary to what the one used here

which had 3 and without a possibility of adding an extra person nor interviewing them separately. Efforts by the researcher to draw respondents from important fields of study fell short to the expectations since other anticipated respondents did not participate as expected. For instance, an effort to reach the Association of Kenyans in Sweden did not bear fruits due to lack of contacts and failed network options. The information from them would have added to the role of diaspora as a knowledge transfer entity in Scandinavia. Secondly, VisitDenmark<sup>5</sup> declined a request to the contribution of the thesis with the excuse being that ‘...It is a national tourism organization of Denmark promoting inbound tourism to Denmark; consequently, they cannot contribute to the thesis’. VisitDenmark as well-established organizations would provide insights on how they tap the diaspora knowledge in formulating tourism policies that serve to the advantage of the country. The data would have provided insights on the potential stakeholders and channels of knowledge exchange regarding the tourism industry. Lastly, I also anticipated to have an interview session with an experienced a tourism organization, in this context ‘Spies’. This would provide general insights on how Spies is an aspect of ‘the social’ in trying to engage with the community as well as observing ethics and responsible tourism. Unfortunately up-to-date, there is no feedback from them, not even a reply to the email request.

3. Expensive in terms of time scale planning and personal interview visits due to the challenging nature of contacting the right interviewees and prolonged response from them. The travel expenses is also a limitation since it involves travelling to a different country (Stockholm) from the researcher's country of residence (Denmark).

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<sup>5</sup> VisitDenmark is the Official Tourism Organization of Denmark.

### 3.0 Theoretical Frameworks

This chapter will cover the theoretical stances about social entrepreneurship, draw insights about 'Tourism Social Entrepreneurship' as a concept. It later gives insights on the typologies of SE related to tourism. The second part covers literature on the history and early definitions of 'diaspora' and further discusses how the 'diaspora' is mapped according to its resources.

### 3.1 Social Entrepreneurs

Social entrepreneurship is *"a process by which citizens build or transform institution to advance solutions to social problems, such as poverty, illness, illiteracy, environmental destruction, human rights abuses and corruption, in order to make life better for many"* (Bornstein and Davis, 2010, pg. 1). Social entrepreneurs originate from all realms of life on the condition that they have a common agenda of transforming a society or respond to a certain challenge facing a group, a community, a nation or the world as a whole. They can be drawn from different backgrounds and fields such as doctors, teachers, students, community leaders, engineers, journalist or social workers (Bornstein and Davis, 2010).

Furthermore, social entrepreneurs work to deliver on specific objectives depending on the outcomes they aim to achieve. They can be classified into different categories depending on the path they take.

Social entrepreneurship is concept coined by Dees who is otherwise referred to as the founding father. His ideas represent a holistic angle of understanding the concept. According to Greg Dees<sup>6</sup>, social entrepreneurs;-

- Create public value
- Pursue new opportunities
- Innovate and adapts
- Act boldly
- Leverage resources
- Show a strong sense of accountability (cited in Bornstein and Davis, 2010, pg. 1)

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<sup>6</sup> Greg Dees is regarded as the founding father of social entrepreneurship in tourism

Social entrepreneurship is present in several aspects of the society, ranging from the widely established economics field (Dees, 2001; Schumpeter, 1975 ) to the social aspect of impacting group dynamics, poverty alleviation and development (Dees, 2008; Hall, 2012) also, in politics and policy development (Shockley and Frank, 2001; ) and lately in the Tourism field (Buzinde et. al.,2017).

However, it is important to distinguish between Traditional entrepreneurship and Social entrepreneurship. The aspect of profit motivates traditional entrepreneurs while on the other hand SE is geared by the need of creating a social change in the society (Sheldon and Danielle, 2015). Jay and Mody argues that, *“Social entrepreneurs, recognizing the market opportunities provided by tourism, use tourism-related activities to fulfill their social and financial goals (Pg. 76)”*. This means that social entrepreneurs can combine both nonprofit and for profit activities in the area of tourism to reach their objectives.

Peredo & Wurzelmann (2015), who studied San Miguel de Bala community in Bolivia, provide a good case example of TSE project. This an indigenous community who mobilized funds from the government and other donors then invested in building a lodge complex in the area around a nearby park. The project was a success having employed and trained several community members. The outcome was an economically stable community that previously faced threats due to a change in their livelihood after they were restricted from agriculture with the goal of conserving the park. Tourism therefore replaced their agricultural source of livelihood. The second example by Philips (2013) is that Rio favela destination highlights the role played by social entrepreneurs in the entertainment sector in marketing the favelas as a tourist destination in Brazil. Music personalities including Michael Jackson, Madonna and Alicia Keys got involved in projects that promoted the art, culture and heritage of favelas through concerts and music video recordings (Philips, 2013). This depicts the role of ambassadors and public figures in promoting tourism.

### **3.2 Tourism Social Entrepreneurship**

Tourism Social Entrepreneurship (TSE) is an emerging sub section of Social entrepreneurship. Tourism social entrepreneurship is a compound term that links Tourism and Social entrepreneurship. It seeks to form a partnership between the two adjacent fields to come up with valuable ideas of improving the Tourism Industry through incorporating the later in curbing the challenges that exist in the contemporary tourism industry, such as environmental degradation, limited innovation capacities, poor policies and effects of mass tourism. Although, the main angle of this project is to develop a partnership between Kenyan Diaspora community living in the Scandinavian countries and Tourism social entrepreneurs to enhance a knowledge transfer network regarding tourism practices and potential frameworks of building Kenya as a destination in Scandinavia.

#### **3.2.1 Typologies of Social entrepreneurship in Tourism**

Classification of the various types of social entrepreneurship present in tourism needs breaking down of the structures present in an organization. As Day and Mody (2017) postulates, "*Social enterprises are contributing positively to overcoming entrenched social issues in a variety of settings, from rural to urban locations and from the developing countries to the most advanced ones*", (cited in Sheldon and Danielle, 2017, pg. 58).

Martin and Osberg (2007) give other types of social engagement related to SE although they differ in scope. First, *Social activism*, which consists of efforts to promote eco social and environmental change, through formulating policies or campaigning for or against a rule of power. Secondly, *Social service provision* that is merely providing goods and services to a disadvantaged or marginalized group. This is purely dependent on donations directed to a specified receiver and often referred to as philanthropic work.

In tourism studies already exists typologies according to the nature and type of tourism involved. For example Ecotourism refers tourism entrepreneurs who are conscious about the conservation of the environment, thus develop projects towards solving the environmental problems related to tourism such as crowding, garbage disposal and CO2 regulation (Litvin and Chiam, 2014). Another type is pro-poor tourism, whose agenda is to alleviate poverty through

setting up tourism initiatives that will raise the economy of the society (Hall, 2007). Lastly is community-based tourism, which involves tourism projects by the community members for reasons of sustainable, economic and social development (Sebele, 2010).

### **3.2.2 Social Entrepreneurship in Tourism**

Contemporary social entrepreneurship in tourism relates to the new technological innovations and the rise of community based tourism. According to Mosedale and Voll (2015), within these innovations is the need to solve the most felt needs linked to tourism (cited in Sheldon and Danielle, 2017). The new innovations in the field of tourism such as the collaborative consumption of (Includes Airbnb, crowd-funding, Uber), Voluntourism<sup>7</sup> and Community based tourism have changed the way organization work and brought up new ways of enhancing the social and limiting the financial expense (ibid). This evidently shows that tourist are not merely consumers but also social actors in the transformation of the tourism industry (Hall and Williams, 2008) Thus, as they quest for authenticity they also try to find new ways of improving their experiences and products.

In tourism, Contemporary social entrepreneurship is also established within the framework of collaboration and networking using the social platforms associated with technological advancements. According to Mosedale and Voll, there is a high demand of social networks due to its advantages especially in the field of tourism where marketing and running of organizations and destinations are consequently done on the social media (cited in Sheldon and Danielle, 2017). This involves the use of apps and social media platforms for example facebook, Instagram, Twitter, Blogs to share information to all types of audiences.

Furthermore, (Zook, Graham, & Boulton, 2015) points that *“Information on tourism content could therefore be spread more democratically which means that more and more tourism practices will be realized not exclusively based on or influenced by the tourism industry but by crowd-sourced information”*. (Cited in Sheldon and Danielle, Pg. 106). However, social entrepreneurship in Tourism is not just a beautiful picture, but also has disadvantages despite its advantages. Just like innovations, they could result to positive and negative outcomes.

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<sup>7</sup> Volunteer tourism

Mosedale and Voll argues that as much as social entrepreneurship in tourism provides solution to societal challenges, it is important to know the extend to rely on innovations that come forth to prevent further destruction in the industry's structures.

### **3.3 The diaspora - Early and contemporary definitions**

*"Most early discussions of diaspora were firmly rooted in a conceptual 'homeland'; they were concerned with a paradigmatic case, or a small number of core cases. The paradigmatic case was of course, the Jewish diaspora; some dictionary definitions of diaspora, until recently, did not simply illustrate but defined the word with reference to that case"*

*(Sheffer 2003 cited in Brubaker, 2005 pg. 2)*

*"Diaspora is often seen as a destiny - a destiny to which previously dormant members (or previously dormant diasporas in their entirety) are now 'awakening' "*

*(Sheffer 2003 cited in Brubaker 2005 pg. 13)*

The early age (1990's) diaspora varies in its definition depending on the varied characteristics of the dispersed group. Furthermore, Brubaker (2005) argues that other forms of definitions of the diaspora includes immigrants, refugees, guest workers, expats, exile communities and oversees communities i.e. The Greek and Armenian. This definition however has received much criticism because it fails to address a specific idea of what its meaning is, and instead classifies everyone as diaspora including ethnic communities (Tololyan, 1991 cited in Brubaker, 2005). Secondly, the literature from the 1990's critics the early definition alongside the emphasis on the Jewish diaspora and other diasporas in the line of being widely or less dispersed. Hence, bias in terms of who are the diaspora and who are not. A more just definition of a diaspora would include any dispersed groups and not on those who are most dispersed. Lastly is the critic that the early definitions only focuses on a few areas related to the definition. Most literature on includes the aspects of geographical dispersion and political participation of these groups. More so, it fails to include others aspects such as the social and economic spheres.

In the recent definitions of diaspora, a framework is developed by humanities and social science in trying to understand the concept, most literature in the field of social science and humanities follows the criterion discussed below. First is dispersion, according to Brubaker (2005), any

population that has crossed borders is referred to as the diaspora. Confusion arises though, when it comes to defining populations in the lines of ethnic communities. Secondly is the criterion of homeland association. Brubaker argues that any population that has characteristics referring to their place of origin passes to be a diaspora, they often refer somewhere as their home and articulates to the cultures and practices of the ancestral home. Lastly is the criterion of boundaries. Diaspora groups in this aspect are classified when they cross a territory (mostly national). The argument is that boundaries never change and thus a good way in including it to the definition. In conclusion, all the three criteria depicts the diaspora as groups whether registered or not, of ethnic background having a central origin and at the same time are quantifiable. This has led to the idea of nation state, where in the current trends nations and states have continuous ties with the citizens living beyond borders and migrants.

### **3.4 Mapping diaspora resources**

*“The potential contribution of the diaspora to the continent’s development goes much beyond personal remittances. Those contributions range from collective remittances that assist in philanthropic activities to knowledge exchange, increased trade links, and better access to foreign capital markets”*

-Plaza and Ratha, 2011

As Timothy (1997), ascertains, diaspora communities represent tourism of heritage and culture and further form complex networks with the host populations (cited in Mehaan, 2015), and therefore, are image carriers of their countries of origin. They own the knowledge regarding the real dynamics of tourism from both host and origin countries thus can potentially relate to the similarities and practices between the two levels (host and origin). This knowledge can therefore be tapped for reasons of starting discussions on ideas related to potential market analysis, good policy frameworks as well as education on the nature of Tourism holistically.

Furthermore, Scheyvens (2007) points out the advantage of diaspora communities especially in developing countries on matters pertaining investment ventures and economic upscale (cited in Mehaan, 2015). Holistically the diaspora is seen to be a complex concept that incorporates

different types of resources that sound useful in the field of tourism which include; Knowledge exchange, investments, tourist market and stakeholder in the in tourism industry.

First, diaspora is a group that holds knowledge and transfers it. However, diaspora is heterogeneous and knowledge could be in form of different aspects such as education, skills or talents. When talking about the diaspora and knowledge exchange, different groups exist in this sphere, skilled workers and students are part of it. These groups are assets to a country and more precisely in areas of capacity development. According (Wescott, 2006), a number of developing countries are investing on projects to attract diaspora groups in the quest to bring back their experiences and skills to the homelands. Furthermore, this is not a recent undertaking; the UNDP rolled out programs in the 1970's to connect expats to their home countries by giving them contracts to work for projects in that might enhance development (Wescott, 2006).

Of recent times, knowledge exchange and capacity building is also recognized by in the private sector where they high external workforce with the intention of attracting new ideas and developments. The above can be compared to transnationalism where governments and organizations pull resources and collaborate with other nations to mobilize, pull and share resources i.e. Products, capacity building, strategic ideas, knowledge and finances (Wescott, 2006). In the context of tourism, the diaspora plays a big role, especially those living in the developed countries in sharing and implementing ideas that improves the tourism industry in the areas of innovations, ethics, solution to challenges and sustainability.

Secondly, diaspora is an entity and a market in itself. It consists of people who regularly visit their homeland or otherwise would love to visit their homeland to map their descent, know their culture or just to see their relatives and or friends. Visiting friends and relatives (VFR) is the most recognized diaspora form of diaspora tourism. They travel mostly to their homeland to reconnect to their families (Coles and Timothy; Morrison, Hsieh, O'Leary, 1995) after years of living abroad, this segment often have connections with families and friends and thus utilize this chance to visit them and get together while at the same time consuming the authentic

experience and services. Tourism is a broad industry, every traveler goes across the touristic space, and use a medium of transportation, spend nights in hotels and consume food from restaurants, thus forming a vicious cycle in tourism. A critic in this type of tourist is the fact that it cannot be classified as a specific type of tourism since most travelers have their own agenda either leisure, adventure, cultural, business or incentive. Hence the argument could be that they only use the networks they have from their homeland as a means to accomplish their wants. *“Kotler et al (2006: 748) state that ‘VFR, as the name suggests, are people that stay in the homes of friends and relatives’”, (Cited in Backer, 2003).* With reference to the economic outcome of this segment, Scheyvens (2007), postulates that it not economically viable and like social collaborations and sharing economies the tourism service and product providers don't not gain from this segment. They have places to stay and eat and don't fully contribute to the economic sector (cited in Mehaan, 2015; Backer, 2003).

According to the Jamaican Tourism Board Report (2010), a quarter of UK visitors are the Jamaican diaspora who are returning for various reasons such as weddings, visiting friends or relatives (Nurse, 2011). This represents a big percentage in numbers, of the potential of targeting this group as a new market.

Thirdly, most diaspora groups live in economically established countries compared to their homeland (Kinuthia, 2012). This change enables them to form organizations and unions to give back to their through donations and more so in investment that benefit them and their families. According to Terrazas (2010), the diaspora has a leading knowledge regarding investment opportunities in their homeland since they have links and connections to deploy the information to their countries of origin as well as the government, giving support by identifying markets and engaging with the dispersed population. Furthermore, research shows that the diaspora community directly contributes to the small micro enterprises in their homeland (Terrazas, 2010) and also connected to supporting the economy of the country through provisions to their families and friends (Meehan, 2005; Plaza and Ratha, 2011). *“Migrant remittances to Africa exceeded US\$40 billion in 2010, providing a lifeline to the poor in many*

*African countries. The potential contribution of the diaspora to the continent's development goes much beyond personal remittances (Plaza and Ratha, 2011)".*

In relation to the tourism dynamics, tourism a rapid growing industry that almost involves every sphere of the societal phenomena benefits from these investments. However, tourism stakeholders should research more on the possibilities of tapping these type of resources to ensure that sustainability of the industry is not in subject to compromise.

This thesis will borrow adopt definitions of TSE, diaspora and knowledge exchange as follows; Tourism social entrepreneurship - refers to any type of social entrepreneurship that is linked to tourism and hospitality. Social entrepreneurship represents the new ways in which Kenyans in the Nordic countries, groups or organizations seeks to transform the society of diaspora or homeland through engaging in projects of development and tourism marketing (Bornstein, David and Susan Davis, 2010; Sheldon and Danielle, 2017). The above definition is used in this thesis to refer to any willing individual, group or organization, private or public, local or international, in Kenya, Denmark or the rest of the world; that seeks to form a partnership in a project related to tourism for the benefit of the society by transferring or generating knowledge concerning the dynamics of tourism. The thesis will also use the term entrepreneurs to refer to entities of leadership in TSE.

Diaspora community-refers to a dispersed population living across borders with a common nationality and includes immigrants and refugees (Scheffer, 2003). In this thesis it is used to refer to mostly the Kenyan diaspora in Scandinavia i.e. Kenyans living abroad. The thesis borrows the definition by the Kenya Diaspora Policy 2015 (KDP, 2015) which defines it as *"as consisting of Persons of Kenyan Origin (PKO) and Non-Resident Kenyans (NRK's). PKO status designates foreign citizens of Kenyan origin or descent. On the other hand, NRK status is for Kenyan citizens holding a Kenyan passport and/or having dual citizenship and residing outside the country whether for employment, business, vocation, education or any other purpose"*. The term is in use alternatively with diaspora groups/communities, Kenyan diaspora, Kenyans abroad and 'the diaspora'. Still on the same context, 'homeland' will refer to the country of origin while 'host' represents the country of residence.

Knowledge transfer in tourism- In the thesis refers to the exchange eco-social and cultural information related to tourism for a mutual benefit between both parties involved and benefit to the society. The sharing of knowledge maybe voluntary, social and or inform of development projects (non-profit or for profit). This could be through providing ideas to solutions, researching or advising on the effective ways of counteracting social problems or collaborations with other stakeholders for a possible cause.

#### **4.0 The Case of diaspora Initiatives in tourism in Kenya**

This chapter embarks on the policy related frameworks put forward by the Kenyan government I.e., The Vision 2030<sup>8</sup> and Kenya Diaspora Policy 2015<sup>9</sup> that relates to tourism and focuses on the diaspora. It also discusses initiatives in Kenya and Africa in general that involves participation of diaspora groups in tourism development.

##### **4.1 Kenya Vision 2030 (Popular version document)**

This flagship project was rolled by the government of Kenya under the Ministry of Planning and National Development in 2008 and expected to run to 2030. It aims is to develop Kenya as a middle-income country that provides for the basic needs of its citizens as well as curbing the level of poverty. Although, it is 9yrs since the government started implementation of the blueprint and Kenya as at now is already category of middle-income country. Its foundations are in three categories the social, economic and political pillars. Of much interest is the economic pillar, which seeks to improve the overall GDP of Kenya by 10% annually (Kenya Vision 2030, Pg. 10).

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<sup>8</sup> Launched under the Kenya Ministry of Devolution and Planning

<sup>9</sup> KDP 2015 was formulated by the Kenya Ministry of Foreign Affairs

Tourism is an aspect of the industries that hopes to deliver on the economic pillar. The goals of flagship projects related to tourism include; multiplying the GDP four times, doubling the visitor numbers and increasing the quality and quantity of hotel beds and services. The above goals are to be realized through setting up of 3 resort cities, marketing small, little visited parks and game reserves, creating niche products, certifying 1000 homestays and attracting Meetings Incentives Conference and Exhibitions (MICE) (pg.10). Since this is a huge blueprint and covers, an array of stakeholders the projects splits into smaller categories for monitoring and evaluation.

Consequently, the blueprint under the social pillar acknowledges the fact that education and training is a paramount factor for development. Thus one of the goals includes the involvement of the private sectors to increase knowledge while also investing in more research projects to tap relevant ideas and discussions. The Vision 2030 Delivery Secretariat<sup>10</sup> heads the blueprint and is responsible for policy formulation, decision-making, advisory role as well as leadership of the projects. They are responsible in the liaising of the corresponding with the established institutions to deliver on the 5 year medium term projects.

#### **4.2 The Kenya Diaspora Policy 2015**

This a policy formulated in line with the recognition of the diaspora as a group that contributes to the economy of the country. It is in line with the vision 2030 with the justification that there is need to recognize and engage with the diaspora. *“According to the Central Bank of Kenya statistics, inward formal remittances from the Kenya diaspora stood at Kshs113 billion in 2013, accounting for 2.98% of the country’s gross domestic product”, (KDP, 2015 Pg. ii).*

However, among other interventions that the diaspora policy aims to the deliver on, tourism is one of it. The argument behind is the use of the diaspora to promote tourism. The policy frames the diaspora as a unit that can market the country abroad.

Although, the diaspora is a heterogeneous group and different individuals have their own reasons as to why they are migrants. It is important to understand that migrants have cultures,

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<sup>10</sup> Delivery Secretariat (DS) is a committee created to spearhead Vision 2030

as Mehaan argues, *“Members of a diaspora often experience a duality in their lives as potential social cohesion in adopted lands occurs simultaneously with historical connections and romanticism of homelands”*, (Mehaan, 2015, pg. 26). This brings forth the capability of the Kenyan diaspora irrespective of their geographical location to be involved and participate in the national agendas. In relation to tourism, networking and knowledge sharing, *“Kenyans Abroad are passionate about their homeland and are eager to share positive information about their country in their respective countries of residence, making it easy to leverage on their presence with a view to promoting Kenya’s tourism, export, image, culture and goodwill”*, (KDP, 2015 pg. 13). The above means that the diaspora group could be an advantage as they are ambassadors of their country in the host country.

Additionally, the delivery of the set interventions to engage the diaspora in tourism and its promotion, the policy outlines the strategies to be initiated. The strategies includes the mapping of the stakeholders in this network, Diaspora organizations is one of the groups identified to help in the delivery of the interventions. Furthermore, the policy depicts the level of research and knowledge that the government has, regarding the dynamics and opportunities of the diaspora that have not been tapped and needs urgent attention. Lastly, implementation will involve collaborations of all parties which includes *“...government line ministries, departments, agencies, Kenyans Abroad Associations, Development Partners, Private Sector, Civil Society, Non-Governmental Organizations (NGOs), Community Based Organizations (CBOs) and Faith Based Organizations (FBOs)”*, (KDP, 2015 pg. 18).

#### **4.3 Initiatives that link the role of Diaspora in tourism.**

Kenya faced a decline in the number of tourist in 2014 due to a number of terror attacks including the Westgate mall siege and attacks at the Somali border (Williams, 2015). The decline in the visitor numbers was due to travel advisories put by the UK and Australia that made Kenya receive global media attention. These proceedings embarked on a quest to restore the image of Kenya as a destination. The president acknowledged the importance of the diaspora to entice tourists from their host countries. The justification from the president

according to the Reuters report was, *"The travel advisories being issued by our friends are not genuine, I have not heard of any travel advisory issued to those visiting Paris, which recently experienced a terror attack"* (Williams, April 2015) . Consequently, it shows the role of diaspora in negotiating relationships as far as tourism in concerned.

Wole Shadare (2016), documents that most tourism in African countries is from Africans (Statistics from of South African and Kenyan tourism boards). He works on a project of 'People Centred Organization' in partnership with the African Union (AU) to promote tourism in Africa by engaging the diaspora as a market. His argument is that *"if we get just 10% of Africans to travel within Africa then we can exit out of Poverty forever"*, (Shadare, 2016:2) and furthermore, *"A study done by Sabre the travel Company says that the introduction of African Passport or visa free travel within Africa will grow GDP by 24%"*. This shows the eco social potential of the tourism industry particularly in Africa where it remain less exploited.

## **5.0 Analysis**

This chapter covers the interpretation of the findings of the research study. The first part identifies the tourism related partners in Scandinavia. Then it follows with the analysis of the means and channels in which tourism eco social knowledge transfers with reference to Kenyans in Scandinavia. Finally, an exploration of the opportunities and challenges that the diaspora face concerning social entrepreneurship in tourism and diaspora partnership is in discussed.

### **5.1 Who are the tourism related partners in the Nordic countries**

While we appreciate the fact that the Kenyan diaspora is heterogeneous, it is quite evident that the degree of diverseness further divides into sub-categories depending on careers or purpose of Kenyans abroad. According to PKAD, a bigger group of the Kenyan diaspora in Denmark includes Kenyan migrant workers, students and those married to Danes. Within these sub-categories, a range of partners in tourism knowledge exchange originates from it. The actors that could form collaborations amongst themselves to benefit Kenya's tourism in Scandinavia range from profit and nonprofit diaspora organizations, tourism operators and service providers, students, independent private entrepreneurs and the embassy of Kenya.

However, when trying to map the range of partners/actors in pitching conversations and sharing tourism knowledge that seeks to educate, market and open up new collaborative opportunities; the concept of social entrepreneurship is directly involved. According to the works of the founding father of TSE Greg Dees, actors who seeks to initiate change and transform a society have unmeasurable characteristics. Thus, when trying to establish partners it is necessary to consider that they possess the social entrepreneurial spirit, and eventually adding value to conversations that stimulate greater outcomes (Bornstein and Davis, 2010).

I will analyze the diaspora communities in Scandinavia with Greg Dees' theory of Social entrepreneurship. First, Greg Dees points that social entrepreneurs create public value (Bornstein and Davis, 2010). Public value in this sense means the value that a group or organization contributes to the society. Therefore, initiating conversations in the field of tourism needs actors that have a common objective of transforming the field of tourism. During my research, in a quest to establish a partnership related to tourism it was evident that the partners are interested in inducing change in the Kenyan society. The change is however through the diaspora using their knowledge to try promoting, educating and participating in projects that add value to the tourism sector in Kenya.

The embassy of Kenya in Sweden is one of the big partners to enhance a knowledge transfer network in tourism. I noted that despite its mandate to enhance a good relation between Kenya and the Nordic countries, it also markets Kenya with its brand name 'magical Kenya' as a tourism destination. This campaign focuses on marketing Kenya regionally and globally and is a brand name developed by the Kenya Tourism Board (KTB) The Ambassador himself during the interview expressed that the embassy is willing to engage with every group, organization or individuals to develop collaborations as part of their mandate. He further acknowledged that, *"It is important that Kenyans here stop viewing the embassy as an enemy. Despite differences in opinion, the embassy is here for them. They, therefore, should not be afraid of approaching us in order to form collaborations"*, (Amb. Sang, March 2017). His statements above depicts presence of a distance between the embassy and the diaspora groups. It shows a distance between the two parties which kind of cause lack of full collaborations amongst them. As much as the embassy would like to be a central body for unity and partnership, the fact remains that the

diaspora does not connect with the embassy to reap maximum benefits. It could articulate to when Amb. Sang compares the level of interaction and participation of the diaspora. He says that, “...Kenyan diaspora in the UK and other parts of Europe are interacting well and initiating trade and investment”, (Amb. Sang, March 2017). Thus reveals somehow that the Kenyans in Scandinavia are still behind in terms of participation and activity hence limiting the extent through which collaboration and partnerships forms. This further reflects in the interview with PKAD, when John says “...As PamojaKenya we have already helped to bridge the gap between the diaspora here in Denmark and the embassy. By initiating communication with the embassy, we were able to bring the embassy closer to Denmark”, (John, April 2017). Drawing from the above statement, John expresses that PKAD took the task of getting into contact with the embassy. Hence, as a recent activity it unveils that the Kenyan diaspora in Denmark are still at the developing stage to forge networks and participate in initiatives that will be of benefit to Kenya. It is now that they acknowledge their resources and are underway making contacts and connections.

More so, the ambassador Mr. Joe Sang, also introduced to me examples of an existing partnership related to tourism. First, he pointed out a Kenyan rapper based in Sweden by the name Ken. He is currently working on a project to release his album in Kenya; he even mentioned that he hopes to invite other close friends to accompany him. This position a new role of Kenyan diaspora in marketing through the entertainment angle. Ken depicts the characteristics of an entrepreneur (Bornstein and Davies, 2010), and how they are capable of using their foreign knowledge to contribute to their personal interest as well as the interest of homeland countries (in this context Kenya). His entrepreneurial project contributes to the role of diaspora in representing cultural and heritage tourism in the host countries (Meehan, 2015). The shape of Ken’s project certainly forms a hybrid typology of entrepreneurship that combines both profit and non-profit paradigm (Dees, 2001; Martin and Osberg, 2007; Moscardo, 2008). While Ken is seemingly an independent self-motivated entrepreneur that taps new market of entertainment for profit, he on the other hand consciously promotes tourism in the coastal part of Kenya through the initiative thus forming a social aspect that is non-profit. However, this is not new in tourism, other personalities like Michael Jackson, Madonna and Alicia Keys

contributed to developing the favela destination in Rio, Brazil through promotion of art, culture and heritage of favelas (Philips, 2013). The embassy can benefit from drawing on contacts within the Kenyan diaspora by for instance as with Ken, can come into contact with musicians or event organizers using the networks and knowledge in the diaspora communities even though the person might not belong to the diaspora they form part of diaspora by knowing someone. Shoe for Africa is also another potential partner in engaging conversations about sport tourism and how it can promote Kenya that has some of the best long distance athletes in the world. Shoe4Africa, *“...is a community based charity organization that sponsors athletes and raises funds to implement projects in Kenya. The athletes are both local and foreign including Swedes and Americans. This constitutes sports tourism, a sector that has been growing over the years”*, (Amb. Sang, March 2017). Within the framework of Martin and Osberg (2007), this falls on the community based typology. Although, the objectives of the organization do not relate to marketing Kenya, it is important to recognize them as a contributing body tourism, since those athletes are ambassadors of Kenya and Nordic countries in this case. Their impact might be more towards a marketing role that they succeed in branding Kenya due to their fantastic athletes who participate in international platforms that reach masses. This discussion raises a new angle to collaborate with personalities and celebrities as a way of evoking conversations that can inform the host and the homeland countries on the new destinations as well as niche markets that are untapped in the tourism industry (Philips, 2013). Tourism entrepreneurs are also part of the diaspora population; they are a category of individuals that operate as an organization or company. However, their objective is to get profits for their initiatives. I was able to identify two types of these social entrepreneurs in Scandinavia. One is a Steve am Kenyan based in Denmark who market’s three hotels based in East Africa (Tanzanite beach resort, Afric Photo Safari and Camp Bastian). According to Steve, *“It is not about the profit to me, I am happy when I know that a growth in the hotels will directly influence growth in the societies around the hotels”*, (Steve, April 2017). Tanzanite’s neighbouring village women own massage spars, the community around Camp Bastian will grow by selling the local cuisines and souvenirs, while vendors in Mombasa’s maasai market will benefit by selling products to Afric Photo safari tourists (ibid). The second, according to Amb

Sang, is a social entrepreneur based in Oslo and is run by a Kenyan in Norway, she organizes tours to Kenya and run the companies in a small-scale degree. These tourism entrepreneurs have firsthand information about the dynamics of tourism between the host and homeland countries. Although, they do not collaborate directly with the embassy, they have connections with other local authorities representing the receiving state and their business is more established.

Lastly, diaspora organizations form another set of actors. Pamoja Kenya Association Denmark (PKAD) is an example of an organization that helps in the unfolding of the resources available at disposal among the diaspora group. PKAD comprises of 17 registered members from different background and social spheres and includes students, immigrant workers such as healthcare workers, engineers and service providers in private and public companies as well as 1,800 Facebook followers with a percentage of the followers dedicated to projects initiated by the organization. The organization is committed to enhancing the livelihood of Kenyans in Denmark through provision of information regarding policies, rules, careers among other things associated with living. At the same time, they share information and news about new development in Kenya. On their Facebook page ([www.facebook.com/groups/37017091158/](http://www.facebook.com/groups/37017091158/)) you will find information that educates on the current news in both Denmark and Kenya. They also host social events to create a platform for entertainment and networking. John one of the officials explains that, *"Posting information on the PamojaKenya Facebook account is a good way of passing it. The site attracts many followers, both Kenyans and Danes. It brings together interested parties who through comments discuss the issue at hand"*, (John, April 2017). The Kenyans in Denmark Facebook page currently has 1,800 followers, thus shows how the physical presence in social media can attract other interested parties from both Denmark and Kenya in virtual world where information is shared. Within this virtual world is where partnerships sprouts and knowledge develops as stated by John.

More so, most posts relate to tourism in Kenya since most people are taking vacations and would want to spend time enjoying despite visiting relatives. The above is similar to the theory about the diaspora and a form of tourism that is referred to as Visiting family and friends (Coles

and Timothy; Morrison, Hsieh, O'Leary 1995). This shows that the group could be powerful actors because they enhance the knowledge about Kenya but certainly also the other way that the Kenyan government could benefit from knowing about the tourism segment and their preferences in the Scandinavian countries using the diasporic groups in Scandinavia.

When talking about these diaspora organizations, I find that it is a heterogeneous group. According to Mehaan (2015), investment and economic transformation is a resource reflected by the diaspora. And especially to developing countries like Kenya, research shows that the diaspora contributes to the economy of their homeland countries through investments, skills and remittances (Kinuthia, 2012; Shadare, 2016) December 2016). The justification for this is that most developed countries have good minimum wage salaries and due to the value of money. When such finances are directed to a developing country the remittances are often invested not only in household product but often also in projects in the home communities or in starting up a business. Therefore, within the group encompasses individuals ready to invest and raise the economy of the homeland country even though it is not directly on tourism related aspect. The diaspora groups are also a strong group to market Kenya, Richard one of the PKAD officials expounds that *"I have answered several questions from people inquiring about tourist features, hotels and itineraries as they plan for their trip"* (Richard, April 2015). The shows how Kenyans in diaspora plays a big role in marketing Kenya directly or indirectly through sharing information to others about Kenya in form of conversations, pictures or videos. Although, it is considerable to accept that other Kenyan diaspora in Denmark might have a varied opinion about their homeland. According to John, *"... there are people who share negative information about Kenya. It is a developing country and experiences many struggles... Some Kenyans stay abroad so much that they lose their sense of community, which is what differentiates us as Kenyans"*, (John, April 2017). On the contrary, to the diaspora groups being ambassadors and a market in tourism (Kinuthia, 2012, Williams, 2015), the John's argument shows that they might also be a complete opposite of it. Those who lose the sense of community might care less about their homeland country and thus only share a negative of the country. It is true that Kenya is a middle-income country and still faces challenges that affect tourism such as Insecurity, corruption (Williams, 2015) and difference in political ideologies, a

point raised by John and I quote *“I would say that the bad politics in Kenya is diminishing the country. We have leaders whose behavior as people is very shameful”*, John, April 2017). This might be a reason why the Kenyan diaspora do not want to associate with government and the embassy since it represents the state whereas they feel that the current state government is rooted with corruption that consequently hinders developments. However, the government knows that there is a distance between them and the diaspora. According to KDP (2015) *“For a long time, there has been mistrust amongst Kenyans Abroad, Kenyans at home and the Government”* (Pg. 14). Although they relate the ‘mistrust’ to *“...inadequate efforts to create an ideal platform through which Kenyans Abroad, Government and other stakeholders can dialogue on issues of mutual benefit”* (KDP, 2015 Pg. 15). This means that the diaspora may have felt that they are not engaged in national development but instead exploited.

## **5.2 Means and channels of a knowledge transfer network**

The Kenyan diaspora in Scandinavia highlights a complex network in which tourism knowledge is transferred between different parties. This complex system involves discussions and knowledge sharing from business partners; family and friends; social and mainstream media and through academic and educative publications which will be further explained below.

First, business networks is a channel that entrepreneurs, organizations and companies engage. It further relates to when two organizations hold a meeting and engages in conversations that are of mutual benefit. Wescott (2006) talks about the important role that expats contributed to their homeland countries in the 1990’s. He points that Expats had knowledge and skills that would help the country of origin thus a program rolled out by the UNDP to link the expats to government agencies. In the case of Scandinavia, business networks and meetings amongst stakeholders related to tourism forms a channel in which marketing Kenyan tourism is shared. These networks include collaborations and partnership amongst the embassy, diaspora organization and the available entrepreneurs. According to Wescott (2016), diaspora is a target for collaboration by states to tap their knowledge and expertise and initiate conversations whereas in this case study they have established these nexus. An example is the Kenyan embassy mobilization of the Kenyan diaspora organizations in Denmark with the aim to discuss

a way forward in their partnership. Two Kenyan diaspora groups were present PKAD and Kenya Denmark Friends Association<sup>11</sup> (KEDFA). Although I do not have any details that transpired in the meeting it is evident that these kind of business meetings evokes conversations taken for granted. Additionally, Amb. Sang confirmed that him and his office are in a continuous quest to establish partnerships and connections to any willing organizations that want to invest or enter into the Kenyan market, more specific in regards to tourism he mentioned that. That means that tourist can easily get the much needed information regarding travelling in the website as suggested by Meehan (2015), it is important to establish and map out the diaspora groups to enable a communication and in my case study they have establish a business network.

However, the business network as a channel does not reflect entirely on the tourism perspective but instead focuses more broad on business in general. It is of importance to be in concordance that tourism is Kenya's top foreign earner and thus a sector that the embassy markets widely. KDP (2015), on the other hand acknowledges that networks with diasporic groups boosts development. According to the KDP (2015), *"Kenya continues to face many challenges in harnessing their potential due to lack of a comprehensive framework to fully integrate them in national development"*. (Pg. 9). This raises the question on the frameworks used to approach the diaspora as potential partners. During my research I learned that the Kenyan diaspora is a not a homogeneous society. PKAD as I said focuses on providing information to Kenyans in Denmark while other social entrepreneurs work with different sectors, for instance, Steve is destination marketer in Scandinavia and Ken is a musician while I am a student of tourism. Diaspora is a word that represents several groups of people with different interests, expertise and goals. Proponents of the government of Kenya should therefore work on designing a framework that incorporates the sub-groups present in the diaspora. Additionally, prioritization is important because the level of participation of individuals or groups in the diaspora varies. During the research when I asked respondents about a possible collaboration with other stakeholders and the embassy of Kenya on tourism projects this were some of the responses,

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<sup>11</sup> KEDFA is a Kenyan association in Denmark that organize events for profit and run a charity organization in Kenya.

*"I am willing to do what I can to help promote the sector as it leads to increase in government funds", (Richard, April 2017).*

*"I am also open to the idea", (John, April 2017).*

*"Yes, I can consider that", (Steve, April 2017).*

These are some of the diaspora groups and individuals who are interested in creating networks and their goals and objectives are known to other Kenyans in Denmark. More knowledge and ideas develop easily from those who participate or show interest towards matters of tourism and development.

Consequently, when looking at the debate about the resource that the diaspora has, KDP (2015) explains how the diaspora can market Kenya abroad; this further expands the scope about knowledge exchange. It shows that the role of the diaspora goes beyond consultancy or advisory, rather, tourism marketing and development lies partly on the Kenyans abroad. This forms a third space in regards to knowledge sharing, a space where not only Kenya (recipient) and Kenyans in Scandinavian (donor) benefit from this knowledge but instead educates in tourism research as a case study. Steve (April 2017) also gives an insight that criticizes the business network. He says that *"Unfortunately I have no collaborations, I have tried to partner with others other tourism companies but it failed because most companies are established and have huge budgets for advertising and marketing compared to me"* (ibid). The critic displays the heterogeneity of the diaspora because each actor has very different resources and some might not be able to negotiate very well if their resources are not considered very valuable.

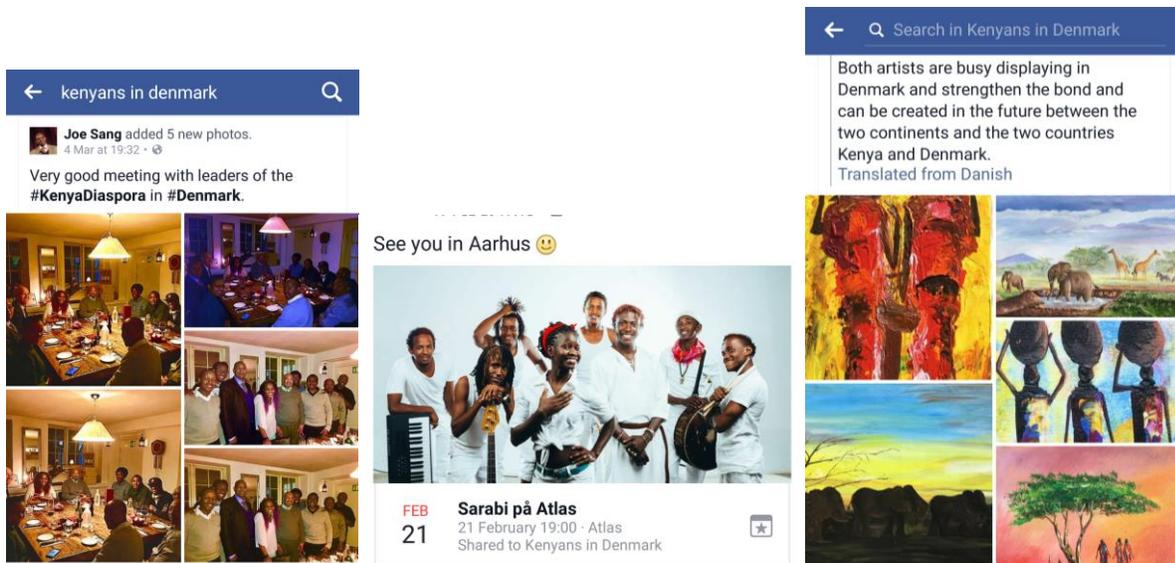
Secondly, friends, family and relatives is another identified channel of knowledge exchange. This channel enables the exchange of knowledge through formal and or informal conversations. Meehan (2015) points that the diaspora has a 'duality' whereby they are connected to two different societies, the homeland and host countries. Thus, when they reconnect with their families or friends back at home they form part of tourism networks. KDP (2015) on the other hand is in concordance citing that, *"Kenyans Abroad are passionate about their homeland and are eager to share positive information about their country in their respective countries of residence"* (Pg. 16). This depicts that the diaspora are ambassadors when sharing positive

information about their homeland. As far as destination marketing is concerned, the theory about sharing destinations by word of mouth is uncovered here. VFR is among the most known means of travelling linked to tourism and diaspora. Steve mentions that his main way of marketing is through word of mouth “...I market the hotels by mouth to friends and colleagues at work or at any gathering opportunity that allows”, (Steve, April 2017), this shows that through a network of friend and relatives a bigger scope can be covered. Richard’s story about how his experience as a Kenyan diaspora unveils how he markets Kenya unconsciously. He says, “I have friends who see pictures I took in Kenya that I have shared and become interested in travelling there. Some classmates of mine also want to visit from hearing how I talk about Kenya and the photos I show them from my last visit” (Richard, April 2017). His statements bring forth how the diaspora uses the channel of family and friends in tourism marketing. I also happen to discuss with my friends about their vacations and one of my friends who is a Kenyan in Denmark was talking about how she had a vacation to Kenya with two other Danes back in 2013 and later January 2017 she revisited Kenya with three different Danes. As Timothy (1997) argues, diaspora groups form complex networks with the host communities (Cited in Mehaan, 2015) whereas, the diaspora depicts a polarized association of being tourists as well as having an origin to their homeland (Mehaan, 2015). My case study also demonstrates complex connections and networks built within family and friends. Which are huge when mapped thus forming a channel that transforms knowledge sharing and tourism marketing. Sharing of information about destinations is seen as a voluntary unconscious action when Kenyans do it out of their hearts without expecting any benefit. Richard explains that, “I have answered several questions from people inquiring about tourist features, hotels and itineraries as they plan for their trip”, (Richard, April 2017). Thus providing gestures to the Kenyan government ...”to leverage on their presence with a view to promoting Kenya’s tourism, export, image, culture and goodwill” KDP, 2015 pg. 13).

However, while friends and family remains as a channel in which the diaspora markets tourism, Scholars in tourism have a critic relating to the extent to which this VFR channel develops tourism. Scheyvens (2007) and Mehaan (2015) argue that these social sharing do not add to the economic aspect of tourism such. Thus it is important to differentiate between tourism

marketing and tourism development as far as this means is concerned. Practitioners in the tourism industry should set projects that distinguishes it objections if they want to utilize this channel fully.

Thirdly, social and mainstream media is a means in which tourism knowledge is exchange across audiences. According to Mosedale and Voll, there is a high demand of social networks due to its advantages especially in the field of tourism where marketing and running of organizations and destinations is through media (cited in Sheldon and Danielle, 2017). Furthermore, Zook, Graham, & Boulton (2015), postulates that more information on tourism is shared through what he calls 'crowd-source'. This shows that we are living in a century where most information is shared through the media, be it social or mainstream. John explains that, "Posting information on the PamojaKenya Facebook account is a good way of passing it. The site attracts a lot of followers, both Kenyans and Danes. It brings together interested parties who through comments discuss the issue at hand", (John, April 2017). Pamoja Kenya represents an organization that contributes in the circulation of free information using Facebook in a society that people depend on social media in getting news update. PKAD is not a tourism organization but several post relates to the tourism and thus it is a channel of tourism marketing and knowledge sharing. Below are some screenshot examples of recent posts from Pamoja Kenya's Facebook page.



I cant wait to visit Kisumu in the future and ride on these cruise boats #tembeakenya



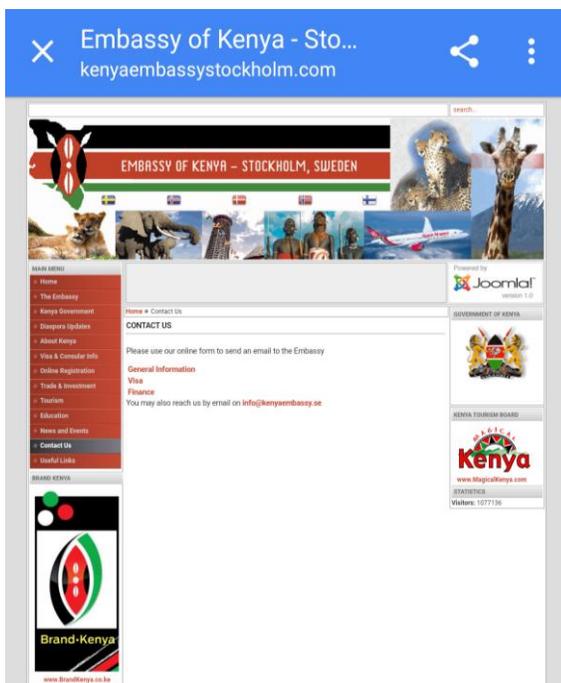
**Kisumu plans cruise boats to help access tourist destinations**  
businessdailyafrica.com



(The pictures from left shows a meeting between Kenyans in Denmark organizations officials and the embassy representatives, cruise boat in Kisumu as town in South-West Kenya, Pieces of art by a Kenyan in an exhibition in Denmark, Sarabi band from Kenya who performed in different location in Denmark early 2017 and Kenyan Athletes winning the Copenhagen marathon 2016).

The embassy also showcases the role of media as a channel for knowledge in tourism. In a question about delivering on the applications of tourism visa, Amb. Sang says, “It is a very straight forward process. We have made it simpler by providing all the services online. This means that any interested party can easily access the service and apply for a Visa”, (Amb. Sang, April 2017). The embassy’s website makes it easy to file online applications and clients finds it

easier to launch inquiries. The homepage furthermore is designed in a way that it markets Kenya as a tourist destination apart from sharing of ‘Magical Kenya’s’ news. Below is a screen picture of the website.



*These presence of touristic features (animals, Iconic KICC building, Maasai people, Kenya Airways plane and Magical Kenya logo) Portrays Kenya as a touristic destination. Captures the attention of visitors of the page (screenshot of the embassy of Kenya website)*

Besides the website, the embassy also operates a Facebook page that does marketing and acts as social presence of embassy in the virtual world.

Still on the topic of media, other aspects of media such a communication, branding and documentaries are reflected. Back in 2016 there was a featured documentary on Denmark's DR3 TV station that featured the culture of Turkana the Northern part of Kenya (Schmidt, Oct 2016). Such media coverage evokes thinking within the touristic perspective of the quest for authenticity and represent the media a tool for a knowledge transfer in tourism. Steve recognizes the role of marketing in his projects despite its pricing. He says, "*...radio and magazine adverts are a good way to share knowledge although they are expensive*", (Steve, April 2017). This means that such adverts reaches to a bigger audience and thus a way in which knowledge is transferred "especially here in" (ibid). Denmark When it comes to branding and communication, Kenya has a branding organization 'Magical Kenya' that has advertising on YouTube to reach masses while 'brand Kenya' represents an organization that manages the corporate image of the country.

Within this area of media as a means to enhance knowledge exchange, sprouts discussions relating to the government-to-government relationship and people-to-people relation. To start with, social and mainstream media seems to create a bond between people to people since information is shared without borders. On the other hand, it is of paramount interest to appreciate government-to-government bilateral trades since governmental bodies formulate policies regarding business and travel across borders. This explains the role of governments to collaborate in formulating policies that makes it easy for transnationalism to progress. Wescott (2006) argues about the role of governments to collaborate with other governments in enabling of mobilization and sharing of resources. While KDP (2015), recognizes the importance of international friendship with one of its strategies being "*...the Government will further expand its diplomatic presence in strategic locations to take consular services closer to Kenyans residing*

*in those areas*”, (KDP, 2015 pg. 15). A hybrid of this would be collaboration from both people and governments to enhance a more fruitful participation towards tourism projects. Lastly, Tourism research, academic and educative publication forms a new channel of knowledge exchange. Although it forms part of the media channel the Kenyan government has invested in National research fund that was shared in the Kenya Diaspora Alliance convention in December 2016 (kdhc.co.ke). Tourism students in the diaspora as well as researchers will benefit from the project that seeks to draw more knowledge about Kenya’s development.



**(Above is a session showing the launch of National Research Fund in Kenya during the Kenya Diaspora Alliance Convention in Dec. 2016. Image from Kenyans in Denmark Page)**

### **5.3 Diaspora opportunities and challenges in tourism knowledge transfer network**

The Kenyan diaspora in Scandinavia have entrepreneurship opportunities in the tourism industry. Thus can transform Kenya through partnerships and knowledge exchange, which may lead to developing of innovative ideas for implementation. However, they still face challenges that hinders these developments. First, supporting and promoting tourism by the diaspora has missing links in between, social entrepreneurship in tourism among Kenyans in Scandinavia

involves unique hassles. On the other hand heterogeneity of the diaspora breeds conflict of interest that make it difficult to engage in fruitful discussions and participation in tourism developmental matters. These opportunities and challenges are examined in detail below.

### **5.3.1 Supporting and promoting Kenyan tourism vs missing links**

The Kenyan government seeks to establish the country to a *“diverse, distinct and high-end destination by Increasing hotel beds and services as well as increasing visitor numbers”*, (Vision 2030:pg.10). This laid opportunity gives the Kenyan diaspora in Scandinavia to leverage resources of supporting and promoting tourism in Kenya. For instance Amb. Sang points out that *“The Kenyan Diaspora can partner with Nordic companies that are interested in expanding to Kenya as they have important information that may prove useful when setting up in Kenya”*, (Amb. Sang, March 2017). This shows that the Kenyan diaspora have a chance to establish networks as well as collaborate with interested tourism stakeholders in Scandinavia to tap into this opportunity to invest in the hotel industry and service provision. Scheyvens (2007) and Mehaan (2005), discusses how the diaspora is a group that raises tourism economy through investments and remittances in projects to their homeland countries. The Kenyan diaspora in Scandinavia have the opportunity to invest on these aims that Kenya seeks to achieve by 2030 through collaborations, networking and leveraging available resources at their disposal. Furthermore, promoting tourism to increase the number of tourist is an opportunity form the diaspora to form companies that deliver on these goals, give support through consultancy networks and advises using the knowledge, education and experience. Wescott (2006) talks about diaspora having knowledge, expertise and skills that remains an asset to their homeland. His argument relates particularly to developing countries. Consequently, the diaspora has the resource being a market in itself that potentially increases visitor numbers. During their reconnections with family and friends they get to identify as tourist and consume tourism products. Likewise, the diaspora could be ambassadors by marketing Kenya to friend in the host country and act a link between the two parties. However, critics arises in the area of economics of tourism. While the social enhances through these collaboration and social sharing, Scheyvens (2007) argues that the economic benefit is not sufficient for the society. Therefore, there is

need to implement tourism projects that balances between the economic and social sustainability.

The Kenyan diaspora in Scandinavia is however aware of these opportunity but, lack of a clear preview prevents engaging in such projects. When I asked about the advantages that Vision 2030 and Kenya diaspora policy regarding diaspora collaboration and networking with the government, John said, *"I am sure most Kenyan Diaspora is not aware of its implication to them. Personally, I heard of it but I was not sure what exactly it entails"*, (John, April 2017). This means that the government may have a good incentives put on paper but do not share it widely or do not direct it to the right audience which is diaspora groups. The ideas and knowledge portrayed is best for tourism but sharing to potential implementers proves otherwise. Additionally, KDP (2015), seeks to harness the diaspora through encouraging registration, This is contrary to the Kenya diaspora in Denmark since organizations already exist and it's important to map them first, John further comments that, *"Instead of campaigning to the Diaspora to form organizations, the Kenyan Government should first use the existing forums"*, (John, April 2017). His comments certainly brings the discussion on existence of diaspora groups in Scandinavia that are registered, stands as independent communities or function as social organizations in the virtual world. The Kenyan government should therefore formulate frameworks to tap these groups and establish networks depending on the nature, interest and objections of the groups. The objectives should for example be in line with the projects laid by the government. The justification for the above argument expressed by Amb. Sang when he says that the Kenyans in Scandinavia can be leaders to *"link the various institutions around them with institutions back home in order to share knowledge and technological know-how"*. Furthermore, *"...the Kenyans can encourage and facilitate partnerships between these institutions like schools, tourism companies and hospitals"* (Amb. Sang, March 2017). I much aware that such partnerships exist and it is derogatory to suggest that Kenyans in Diaspora are off track, but then this articulates to *"...good if more Kenyan diaspora got involved"* (ibid). This suggest a clear interest between the diaspora groups, entrepreneurs and government in trying to forge networks for the benefit of Kenyan tourism and development but the missing link is an opportunity to engage in the favorable ideas that includes all the stakeholders. Secondly is a

lack of clear backgrounds on which actors are the main steering party. The entrepreneurial nature of the actors should be a key driver to establish the main leaders of projects.

### **5.3.2 The social entrepreneurial spirit and its hassle**

Social Entrepreneurship holistically is composed of entrepreneurs who have certain characteristics. In the words of Greg Dees, *“they are Innovative and adaptive, act boldly, leverage resources and show a strong sense of accountability”*, (cited in Bornstein and Davis, 2010). However, the Kenyan diaspora in Scandinavia show forms of social entrepreneurship that varies in degree compared to the characteristics. During the research, an interesting perspective was unwrapped. First, PKAD runs their organization voluntary and this is seen to affect the level participation in terms of group outcome and performance. Much of their intended objectives is socially motivated and not for profit. While clearly the diaspora is full of opportunities, enhancing a knowledge exchange and potential developing tourism is at their disposal. The embassy open to any kind of discussion, networking and partnership and on the other hand, the government of Kenya acknowledges the role of the diaspora and hopes to tap these groups. Nevertheless, how is particularly is PKAD motivated? John argues that, *“We are aware of the opportunities we have as PamojaKenya but I don’t think we are ready to go into it. Most of us lack commitment or are afraid of starting due to fear of failure or not being able to see the projects we may start to the end”*, (John, April 2017). This means that as much as they are social entrepreneurs, the level of motivation matters and much more social entrepreneurship goals varies in the sense of how success is measured. Success measures through consultancy numbers, resource pooling, and level of engagement, project outcomes and social change among other indicators. He further declares how *“Most of us here have jobs to go to, school to attend and families to take care of. Tourism, therefore, may not be our first priority. We are more of volunteers to the cause”*, (ibid). In a comparison with the case of Santa Miguel de Bala community in Bolivia, the community was motivated to preserve the park and thus wanted to change their source of living that’s why they opted for tourism as a destructive

means. Their success was measured by the extent to which the project was sustainable to the community as well as a successful preservation of the ecosystem (Peredo & Wurzelmann, 2015). This statement gives an indication that PKAD is a potential actor for tourism knowledge transfer but as it stands now, there is no clear background on what angle they may take or what their primary role could be. Although, what we are aware is the fact that they took the first step of creating a platform where members can engage in issues of relevance and not only tourism matters. This further unleashes an environment where we understand that social entrepreneurs' balances their entrepreneurial spirit with other personal or societal functions and the level of motivation and interest varies. Thus when talking about diaspora tourism entrepreneurs, it means that groups that engage in projects related to tourism while social entrepreneurs are those that seek to transform the society (Bornstein, David and Susan Davis, 2010; Sheldon and Danielle, 2017). However, there seems to be a thin line between social and business tourist. Both need resources to run their programme and the most important resource is time and money. Steve (April 2017) argues that despite his social objectives, he needs money to enable running of his programme such as printing flyers and posters. He further compares social entrepreneurship to business entrepreneurs in terms of time, "*...Established tourism promoters have employed people to work fulltime and have connection compared to me a solo person without financial power and full-time for marketing the hotels*" (*ibid*). His statements reveals that there is a disparity between the existing social entrepreneurs in the diaspora compared to International and for profit organs.

### **5.3.3 Diasporic heterogeneity and conflict of interest**

Definitions of diaspora in articles and research papers have tried incorporating the aspect of border lines, some incorporate the aspect of ethnic grounds while others include immigrants, refugees, guest workers, expats and exile communities (Tololyan, 1991; Sheffer, 2003, cited in Brubaker, 2005). However, these definitions fails to acknowledge that the diaspora share a duality of society i.e. homeland and host (Mehaan, 2015), have knowledge, skills and resources (Terrazas, 2010; Plaza and Ratha, 2011), have connections of family, friends and relatives (Coles

and Timothy; Morrison, Hsieh, O'Leary, 1995). This means that the word 'diaspora' represent a compound form of a heterogeneous society. Consequently, heterogeneity of societies breeds sub-groups challenged differences in opinions, interest, ambitions and goals. Apparently, the Kenya diaspora to the Nordic countries are not an exceptional of a heterogeneous society where individuals vary in race, gender, political stances, knowledge and ethnic divisions. For this reason, an example is the existence of conflict of interest amongst Kenyans in Denmark. These differences directly hinders the transfer of knowledge between these groups, independent entrepreneurs, the embassy and the government. This might be due to shun in participatory role linked to tourism and any other development project and discussions. Amb. Sang explains that, *"For a long time, the Diasporas have viewed the embassy as hostile as they may feel left out. The embassy however has an open door policy and is always willing to help any Kenyan"* (Amb. Sang, March 2017). This argument portrays a picture that Kenyans in Denmark had a distant relationship with the embassy, which is a body that represents the Kenyan government. Accordingly, this proves to be a challenge when it comes to the diaspora being ambassadors of their homeland country and participating in matters of tourism that might be of help. It further articulates to Richard's thoughts of the distant physical location of the embassy and thus suggest deployment of *"...a representative to Denmark that will help on any arising issues"*, (Richard, April 2017). A second challenge that is bred by heterogeneity is interpersonal conflicts. John point out that there are a lot of critics in regard to the efforts done by PKAD to link the diaspora he gives an example of investing in *"time and resources into planning an event, which is very difficult, and you hear people criticizing it"* (John, April 2017). Lastly is the difference in political ideologies based on tribal divisions (William, March 2017). Kenya is a multiethnic country and the dispersed population also consist of different individuals from these societies, this add to the interpersonal conflict and therefore renders partnership and collaboration in a knowledge exchange difficult.

It is important to establish a framework that includes holistically all diasporic groups. This will increase the level of participation towards a more united community that can give back resources to their homeland country.

## Conclusion

This thesis aimed at understanding how the concept of tourism social entrepreneurship and diaspora partnership could be a framework for the exchange of tourism eco social knowledge. The thesis explored the Kenya diaspora in Scandinavia to as its scope of study. Findings are identified and analyzed some of the potential tourism related partners existing in the diaspora (in this case the Nordic countries) registered groups and communities not limited to virtually existing groups. An example is PKAD a registered non-profit organization in Denmark that voluntarily markets Kenya, aims to improve the wellbeing of Kenyans in diaspora through advisory role and sharing of relevant information as well as reducing the distance between the Kenyans in Denmark and the consulate office located in Sweden. A second category is the embassy of Kenya to the Nordic countries that enhances trade, investment, tourism and socio-cultural ties between the countries and works with the Kenyans in Scandinavia. The embassy is an important entity since it has the mandate of marketing Kenya's tourism brand 'Magical Kenya' in Scandinavia. Lastly, is the diaspora tourism entrepreneurs, whose social entrepreneurship spirits seeks to transform their homeland countries. These entrepreneurs operate as sole proprietors, in form of SME companies and or non-profit organizations. Examples includes Steve who markets a number of hotels (based in East Africa) in Scandinavia, Ken Briggs- a musician and a marketing ambassador, Shoe for Africa an initiative that links athletes to Kenya.

These actors in the diaspora have means and channels that they use to engage a knowledge transfer in tourism. The means and channels include; business networks channel whereby partnerships and collaborations establishes between organizations who have mutual interest in a sector of tourism, these networks engage in tourism eco social knowledge leading to discussions that are mostly taken for granted. Another channel is the connection of the diaspora to family, relatives and friends in their homeland or other countries. This proves to be a marketing channel whereby good things spread by word of mouth. This is the most renowned means of travelling in tourism and especially the diaspora due to connections from other parts of the world. Third is the social and mainstream media, this a channel that engages the sharing of knowledge through virtual networks which is booming technological innovation as well as

documentaries, videos and print media shared amongst tourism actors. Lastly, knowledge transfer through research and educative publications that support arguments by generating data. The most implicated actors here are tourism researchers and students who constantly develop new knowledge about phenomena.

However, these social entrepreneurs in the diaspora are in a pool of both challenges and opportunities in the tourism environment. It is an interesting dilemma when challenges hang on the opportunities that the Kenyan diaspora would go for. One of the opportunity is that of supporting and promoting Kenya, the challenge contrasting it, is the missing links of partnerships, collaboration and participation of the diaspora. Secondly, the presence of the entrepreneurial spirit is an opportunity although the hassle that associates with running entrepreneurial projects is a challenge in itself. Lastly, is the state of the diaspora being heterogeneous although it breeds conflict of interest.

Consequently, the Kenyan diaspora in Scandinavia is still in an early intermediate stage of establishing contacts and networks with other actors such as the Kenyan embassy, thus collaborations with tourism stakeholders in yet to come to realization in the coming future. Organization and participation of the Kenyan diaspora in Scandinavia towards projects that aims to benefit their homeland is less in relation to other European countries such as Germany that has a KTB branch office and the UK (Amb. Sang, March 2017).

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## 6.0 Appendices

### Appendix 1: Amb. Sang and William Interview

Q. Please start by briefly introducing yourself.

Sang : My name is Dr. Joe Sang. I am the Kenyan ambassador to the Nordic Region that is, Denmark, Sweden, Finland, Norway and Iceland.

William

Our aim as an embassy is to enhance relationship with the Nordic countries: Making sure that we enhance Trade, Investment, Tourism and Socio-cultural ties between our countries. Most importantly we work with the Kenyan Diaspora in the region.

Simply, we aim to enhance the links in order to increase partnerships and collaboration between our countries.

Diaspora and Investment.

Q. I have noted that though there is a lot of ambition among the Diaspora here, many of them find it difficult to follow through with their ideas mainly because of lack of partnerships. I am therefore looking to find a way on how the two can collaborate in order to form networks to increase possibilities of investments.

So, an Embassy, do you have any investors related to the tourism sector in Kenya?

Sang : I can give an example of \*Ken Briggs a Swedish rapper who currently has a tourism project based in Mombasa. He plans to release an Album and would like to invite other Swedes to the event.

There is also Shoe For Africa which is a community based charity organisation that trains athletes in Iten, Kenya. The athletes are both local and foreign including Swedes, Americans. This constitutes sports tourism, a sector that has been growing over the years.

\*There is also a Kenyan lady whose company is based in Norway and she does marketing of Kenya by encouraging people to visit.

Q. Is there any collaboration with the Embassy itself? Already I can see it is doing a lot in terms of MagicalKenya. The Kenyan Diaspora also has various social media platforms on Twitter and Facebook, such as Kenyans in Denmark.

Sang : It is important that Kenyans here stop viewing the Embassy as an enemy. Despite differences in opinion, the Embassy is here for them. They, therefore, should not be afraid of approaching us in order to form collaborations. We hope to build strong links with the various groups and organisations so that we, as the embassy, can use those websites or platforms to pass across or promote information for instance to specific audiences in Kenya.

It is important to encourage people to tour Kenya. The number of Nordic tourists to Kenya has greatly declined over the years and it will be good to increase them again.

Q. How is the process involved in visiting Kenya?

Sang : It is a very straight forward process. We have made it simpler by providing all the services online. This means that any interested party can easily access the service and apply for a Visa.

### **Diaspora as Consultants in terms of knowledge transfer**

Q. Acting as a students' activist, I would say partnering with students is a good way forward as most Kenyan Diaspora came here to study and can relate to the differences in the two countries. This can be through helping them embrace technology and finding a way to promote the students' innovations. You can build a student network across the Nordic countries and maybe even host an annual event to celebrate new innovations from the students. By students, I refer mainly to the university level.

Sang : As an embassy, we aim to provide collaborations with interested parties to promote Kenya. We can therefore, organise an event like that. For starters begin with a small number of students. Is during the holiday a good time?

Q. No. In the course of the term period would be better as students tend to be busy during the holiday. Summer, for example, is when most of us work full time and others travel.

Still on Diaspora as consultants, can you use the different organizations that market Kenya in terms of culture for instance, to promote tourism?

Sang : Yes. Such organisations play a major role in promoting the country. In Sweden for example, there is a man called \*\* Onyango who hosts various events and invites foreign artistes to perform. By encouraging him to invite local Kenyan artistes he will be promoting Kenya. It is a good idea to talk to him and see other ways he can help in promoting the Kenyan culture with the help of the embassy. This will also help in making the presence of the embassy felt.

Q. Any potential opportunities available to the Diaspora in the region.

Sang : The Nordic region has many opportunities and it would be good if more Kenyans took advantage. Many Nordic people see Kenya as the hub for East and Central Africa and setting up in Kenya gives them the opportunity to tap into that market.

The Diaspora can interact more with Nordic companies with the purpose of investing in Kenya or Kenyan products. For example, Nodes love Kenyan coffee and marketing the coffee in the region can be a good opportunity. Tea is also growing in popularity in the region and Kenya produces really good tea there is untapped market there. The fresh products like fruits, vegetables and flowers also have a good market in the Nordic region. The Kenyan Diaspora can partner with Nordic companies that are interested in expanding to Kenya as they have important information that may prove useful when setting up in Kenya.

Q. Many of the older Kenyans here never came to the region with the aim of promoting Kenya; it is the recent migrants that are trying to promote the country. This may be due to lack of information on the available opportunities. How do you think this information can be passed across in order to sensitize them?

Sang : The best way is to use the Diaspora organizations to pass the information like for example, the embassy can be present during the PamojaKenya meetings and address the members. The Embassy itself tries to raise the issue with the Diaspora to encourage them to get

involved. The registered groups play a key role in bridging the gap between the people and the Embassy in order to make communication easier.

Kenyans can also be involved with NGOs, Non-profit organisation or Humanitarian groups in order to take part in Kenyan community outreach programs and promote socio-cultural ties.

They can also link the various institutions around them with institutions back home in order to share knowledge and technological know-how. The Kenyans can encourage and facilitate partnerships between these institutions are like schools and hospitals. Already there are people facilitating these links but it would be good if more Kenyan Diaspora got involved.

Q. What challenges do you think the Diaspora has?

Sang : For a long time, the Diasporas have viewed the Embassy as hostile as they may feel left out. The Embassy however has an open door policy and is always willing to help any Kenyan.

William: Another challenge is political ideologies based on tribal divisions.

Sang : The Nordic region is diverse in terms of issues of politics, governance, democracy and human rights. Kenyans here should therefore be at a level where they are more understanding in terms of these issues; it is the culture here and they see and live it every day. They should be able to see the bigger picture in serious issues and put aside any differences, political or otherwise.

### **Closing remarks**

Q. The Diaspora in the Nordic region has great potential. Involvement is critical in promoting investments, partnerships, and knowledge transfer. I would therefore suggest that whenever there is any trade meeting, you pick a representative from the Diaspora organisations to help them network. The representative can then use their various organizations' platforms to sensitize the rest of the Kenyan community here.

Sang : The Nordic region is the best in most sectors including technology, infrastructure. The Kenyan Diaspora should be on the forefront of taking these solutions or ideas to Kenya and

applying them there in order to better the country. For example, Mpesa was an idea being worked on by a Swedish company FUZU but they couldn't get it to work. It was changed to money transfer and is now doing very well in the country.

It is imperative to encourage Diaspora groups to attend various events and activities with the aim of seeking new opportunities.

William : This will be useful as they will be able to know the available opportunities and how to take advantage of them. They will also get to know of available organisations that can assist them set up. Most especially, in case they are afraid of exploring the opportunities or branching out on their own because they are not Swedish or fully Swedish.

AOB

Sang : Getting the Diaspora to register with the Embassy is a challenge as it is of essence we know the exact figure of Kenyans in the region. This includes students currently studying in the region. The Diaspora should be encouraged to voluntarily register with the embassy.

\*point of concern- those without the correct papers.

Sang : It is crucial for the Kenyan Diaspora to know that Kenya is changing; that with devolution there are a lot of opportunities for growth in the counties. They should make a point of visiting Kenya once in a while to keep abreast of Kenyan affairs and available opportunities. They should also seek to take advantage of the infrastructure in the Nordic region to find a way of changing things in Kenya, for example increasing investments in Kenya through the counties.

The Diaspora should be aware of the various roles they can play in helping Kenya achieve VISION2030; which is looking to make Kenya a top middle income country.

Q. Other than registered groups, do you single out individuals involved in promoting Kenya?

Sang ; We do single out such people including event organizers, tourist firms, fashion designers. They play a major role in promoting the country. Fashion and culture is especially a vibrant sector and strategic partnerships can help fashion companies here expand to Kenya.

Kenyan Diaspora can also find a way of encouraging Kenyan footballers to better themselves. They can find a way of helping upcoming and promising footballers get training in the junior leagues in here in the Nordic region. This will go a long way in improving the sports culture in the country and especially football which most Kenyans are passionate about.

NB: Access link to full recording

<https://drive.google.com/open?id=0B26VfPwZx35AUG5SdUlsQ3E1aGs>

## **Appendix 2: PKAD Focus group**

I am doing a research to find out how the Diaspora can partner with social entrepreneurs to promote knowledge exchange and advertise available opportunities in tourism. After the 2007-2008 post election violence, the number of tourists to Kenya reduced substantially especially due to the travel advisories issued by countries like UK, USA and Australia; which formed a large percentage of international tourists to Kenya. Since then the government has been looking into different ways of increasing the numbers. The Kenyan Government identified the use of Diaspora to market Kenya and promote tourism.

Kenya receives around 1.5M international tourists in a year while Denmark receives 30-50M international tourists in a year. To begin with, what factors do you think causes the difference in these numbers?

Richard:       Difference in infrastructure is a major factor. If you look at Denmark, there are regional flights to surrounding European countries which are very affordable and rarely experience delays. This encourages other Europeans to visit the country. There are also direct flights to most countries which also makes it easier to travel. Travelling to Kenya on the other hand involves a lot of connecting flights which proves cumbersome and deters people from travelling.

John:           Another difference is in how the countries market themselves and advertise tourism. Denmark does not have many natural tourist attractions like Kenya's Big Five but it builds on what it has and promotes them. Major attractions in Denmark involve its deep history, for example The Little Mermaid, which is preserved and attracts tourists from all over the world. Kenya, on the other hand, has diverse sources of attraction including wildlife like the Big Five and wildebeest migration, the Great Rift Valley and its numerous lakes and various historical sites. The country is however failing to fully exploit on these areas by not marketing them well. As it is a developing country, it doesn't need to upgrade its infrastructure and facilities to the level of developed countries but rather improve the conditions of the existing roads and put in place measures to preserve these tourist attractions and prevent their

deterioration. This will go a long way in encouraging people both foreigners and citizens to visit these locations.

What do you think about the notion that people of colour do not travel as much as white people.

Times are changing and currently more Africans are starting to travel more. Kenyans are travelling more especially during the holiday for example, to Mombasa and Zanzibar. Road trips are becoming a big deal and there are people driving to various countries like Mozambique, Rwanda. The standard gauge railway being built to connect African countries will also make it easier for people to venture into other countries.

John: East Africa Community encourages people to travel within East Africa by making it easier to cross borders. For example, you only need a Kenyan ID to cross into Uganda. The use of a common VISA in the region also proves useful. It is important that all African countries advertise themselves and place value on their sources of tourist attractions so as to promote tourism.

Richard: Coming from the Coastal region in Kenya, most tourists I have come across are from Germany and Italy. Danish tourists are very few. I think it is necessary that an office is set up in Denmark by the Ministry of Tourism that will help people get information about Kenya. Potential tourists can also go there to get help in planning their trip like information on activities to do or places to visit while in Kenya. This will be like Kenya Tourism Board (KTB) in Germany. The Embassy can help in making this information known.

Let us talk about two very important policies that impact tourism. The first is the Diaspora policy which was introduced in 2014 and revised in 2015. It is an initiative by the Government that recognizes Diaspora as assets in terms of Investments like funding tourism organisation or establishing tourist programs. It also recognizes Diaspora as market for tourism. As an example how often do you travel to Kenya?

Mostly once a year and we do end up spending a lot during the holiday on travelling and sightseeing.

The Government recognizes that Diaspora can help in promoting tourism as many of them rarely travel alone, and can also encourage their friends to tour Kenya. What is your take on the policy?

John: It is good to have such documents of proceeds. However, I am sure most Kenyan Diaspora is not aware of its implication to them. Personally, I heard of it but I was not sure what exactly it entails. Instead of campaigning to the Diaspora to form organisations, the Kenyan Government should first use the existing forums. The fact that they exist in the first place means that there was a need that led to their formation. By recognizing and partnering with these existing organisations like PamojaKenya and forums like Kenyans In Denmark on social media that is Facebook and Twitter, it can find ways of using these platforms to promote Tourism in Kenya and passing information to the masses. Information is important; as it is said information is power; but even more important is sharing of this information.

Speaking of sharing information, I had the privilege of interviewing the Kenyan ambassador to the Nordic region a few weeks back and I proposed that the Embassy share information with these organisations which will then help in spreading it. He agreed that it is a step forward. What do you think on this possible collaboration with the Embassy?

Richard: As a proud Kenya, I know Tourism is the leading source of foreign exchange. I am willing to do what I can to help promote the sector as it leads to increase in government funds. The Government will then be able to finance more projects to improve the dreams of the people for better infrastructure, education and other such projects.

John: I am also open to the idea. As PamojaKenya we have already helped to bridge the gap between the Diaspora here in Denmark and the Embassy. By initiating communication with the Embassy, we were able to bring the Embassy closer to Denmark.

This is a bit of a sensitive question: for this specific situation, do you think the Embassy has more issues than it can handle, seeing as it is representing four countries but is based in Stockholm.

Richard: Yes. We need a representative here in Denmark, seeing as the current representative is also based in Stockholm. I think the Embassy should open an office here in Denmark to encourage communication between the Diaspora and the Embassy. Instead of trying to contact the office all the way in Stockholm and waiting for a reply, one can personally go the office to get help. The representative will help with consultation on any arising issues. The Diaspora is curious to know what they can do to help promote our home country and this is where the presence of the office will help.

Do you think it is your responsibility to promote and educate Danes about Kenya here in Denmark?

Richard: Yes, it is. Whenever someone asks me to tell them about Kenya, I am being an ambassador of Kenya by sharing what I know. I have friends who see pictures I took in Kenya that I have shared and become interested in travelling there. Some classmates of mine also want to visit from hearing how I talk about Kenya and the photos I show them from my last visit. So, yes, I do what I can to promote Kenya. Most of the time it is indirectly and I rarely even realize it. I have answered several questions from people inquiring about tourist features, hotels and itineraries as they plan for their trip.

John: However there are people who share negative information about Kenya. It is, after all, a developing country and experiences many struggles. I have a colleague who as a teenager, went on a school trip to Kenya. On the first day they were taken around the city center to see how beautiful it is. On the second day, they visited Kibera slum. We are not denying or trying to cover the state of Kibera, but, even she admitted that taking a group of young Norwegian girls to the slums ruins the image of Kenya in their eyes. Some Kenyans stay abroad so much that they lose their sense of community which is what differentiates us as Kenyans. We always try to help each other out as Kenyans but some come here integrate and isolate themselves.

As Diaspora you have many opportunities to promote Kenyan tourism: having links with institutions in Kenya and sharing knowledge, investing in tourism projects, and even starting your own tourism company and sending friends to Kenya. So what ways do you think you can

tap into these opportunities or is the best way forward, may be even just sharing this information?

John: Most of us here have jobs to go to, school to attend and families to take care of. Tourism, therefore, may not be our first priority. We are more of volunteers to the cause. We want to help but rarely have enough time to really invest in it. We are aware of the opportunities we have as PamojaKenya but I don't think we are ready to go into it. Most of us lack commitment or are afraid of starting due to fear of failure or not being able to see the projects we may start to the end.

So far we have focused on what you can do in Kenya. But what about here in Denmark and things you can do here. Do you have any links, partnerships with local Danish organisations? Maybe getting someone from an organisation and talking to them.

John: PamojaKenya is registered as part of our commune. They share with us most information they get. They send us emails informing us of anything like events they are planning and invite us to be a part of it.

Richard: We have the opportunity to showcase ornaments, food and other things from Kenya. We become part of the local parades and are expected to dress in a way that reflects Kenya, and even carry the Kenyan flag. We get to do anything creative that we think promotes Kenya. Videos and photos of the events are always taken and shared. The local newspaper even features the event which is a good way of sharing information about Kenya and promoting it.

Other than not putting enough effort or time into promoting Kenya, what other challenges do you face?

John: On investing in Kenya, most of us are planning to and is just a matter of time before it can take shape. Some of us are already starting the process like buying a piece of land back home to set up.

Richard: As he said it earlier doing it as a business and as a volunteer are two very different things. Money is a great motivation for one who is doing it as a business while as a volunteer; it can be tricky as there are other commitments.

For people out there who are passionate about this cause and may want more information about it, are you ready to engage them?

John: Yes, we are. Posting information on the PamojaKenya Facebook account is a good way of passing it. The site attracts a lot of followers, both Kenyans and Danes. It brings together interested parties who through comments discuss the issue at hand.

Are there any other obstacles?

John: A big challenge we face is how closed off the people are. Reaching them is not easy as it is in their culture to be closed off. Kenyans come here and become like them. For example, we put time and resources into planning an event, which is very difficult, and you hear people criticizing it. On one hand, this is good as it helps us know what to change the next time. On the other hand, we wonder why they cannot host their own events and implement their ideas. In this way the events will be parallel and will provide some healthy competition.

Richard: I think it is a good idea to use the Danish media to popularize Kenya like the advert on MagicalKenya the embassy placed on CNN. The Kenyan Government through the Embassy can place adverts in the local Danish stations which will be able to reach many people.

John: It is important that the two Governments have a good relationship. We can do all we can as citizens but if the relationship between the Governments is poor then our efforts will be in vain. Good Government-to-Government relationship will make it easier to encourage the people to tour and invest in Kenya.

Lastly, I would say that the bad politics in Kenya is diminishing the country. We have leaders whose behavior as people is very shameful. Ensuring that the country is politically stable will help encourage people to visit Kenya as they will feel safe.

We should aim to show that Kenya is as safe as other countries prone to terrorist attacks like Germany, France.

NB: Access link to full recording

<https://drive.google.com/open?id=0B26VfPwZx35ASk9INzUzS3ppZzA>

### **Appendix 3: Steve Interview**

Link to the full recording

<https://drive.google.com/open?id=0B26VfPwZx35AOEJTVm5wTWZSVGM>