

WHV – Development of Masai Mara cultural heritage tourism in Kenya

The African Great Rift Valley - The Maasai Mara, Kenya

PROJECT DATES

Mixed property inscribed on the Tentative list (2010)

01 July - 15 July 2024

THE SITE - The National Reserve is Kenya's most-visited protected area, world famous for its high density of herbivores and predators, and the annual migrations of Wildebeest, *Connochaetes taurinus*. The Maasai community living adjacent to the reserve has for many years lived in peace with the wildlife, their land use practice has until recently been strictly pastoralism that congers with wildlife conservation. The annual wildebeest and plains zebra migration from the Serengeti to the Maasai Mara National Reserve is the only migration of its kind in the world.

OBJECTIVES - The project aims to diversify tourist experiences and improve sustainability at the Masai Mara cultural heritage site by involving local and international volunteers in conservation activities, raising awareness, and facilitating cross-border exchanges. It seeks to empower young people through education and skill development, promote World Heritage preservation, and strengthen cooperation among non-profits, site management, and authorities while ensuring gender equality and geographical diversity.

ACTIVITIES - The volunteers will engage in community discussions, learn about the traditional crafts, music and sporting events, and will then support the local community in the organisation of festivals and traditional entertainment activities for the visitors of the reserve in order to propose different and more sustainable forms of tourism integrated in the local culture.

PARTNERS - Masai Mara university, Masai mara management, Ministry of Tourism, Ministry of Local Government, Kenya wild life services, Masai mara Base camp, Buffalo dancers Group, Enaitoti women Group, Talek health centre and Talek primary school, Masai Mara conservancy.

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