 

**INTERNATIONAL FEDERATION FOR INFORMATION TECHNOLOGY AND TRAVEL AND TOURISM (IFITT) CONFERENCE - 8TH NOVEMBER, 2018**

**MT. KENYA UNIVERSITY, MAIN CAMPUS, THIKA**

**Capacity building workshop: IFITTtalk@Nairobi 2018**

After a very successful event in 2017, this year’s Kenyan chapter of IFITTtalk on ***Application of GIS in Tourism*** will take place in Mount Kenya University, Main Campus Thika, on 8th November, 2018 (<https://www.ifitt.org/ifitttalknairobi/>). The event is being organized in collaboration with IFITT, Mount Kenya University, Kenyatta University and Karatina University.

The first IFITTtalk in Nairobi took place in Kenyatta University on 9th November 2017 (<https://www.ifitt.org/ifitt-talk/>). IFITTtalk@Nairobi 2017 received the best IFITTtalk Award (<http://www.ifitt.org/ifitt-awards-2018/>) during the ENTER 2018 conference held in Sweden in January 2018 (<https://enter2018.org/>).

**About the IFITTtalk**

The International Federation for Information Technologies and Travel and Tourism (**IFITT**) is a global community for the discussion, exchange and development of knowledge about the use and impact of new Information and Communication Technologies (ICT) in the travel and tourism industry and experience.

Every year, in addition to its main eTourism annual conference, **IFITT** encourages the organization of local workshops in chapters around the world where its members are represented. These workshops are called IFITTtalk.

**Theme: Application of GIS in Tourism**

The role of tourism in Kenya’s economy cannot be overemphasized. This value of Kenya’s tourism destination to its visitors emanates from what destination management organizations have put in place to make their areas attractive. Tourism in Kenya is well spread all over the country, with most parts mainly offering nature-based tourism experiences. In order to successfully manage and market the products, there is need to undertake mapping of tourism resources within the Country.

**IFITTtalk@Nairobi** ***2018*** is a capacity building workshop that will present ways of identifying and visualizing market trends, patterns, opportunities and threats which otherwise may not be possible with data on paper and in tabular formats, for sustainable planning, marketing and management. GIS technology is considered as the appropriate platform for such a system because it can integrate both qualitative and quantitative information, and can provide a visual display of results thus permitting an easy and efficient appraisal of results, and help to communicate information to all interested parties including customers from all over the world.

**Objectives**

The objectives of **IFITTtalk@Nairobi** are to:

1. Spark conversations around GIS and the travel and tourism industry
2. Introduce and stay informed on new approaches in the implementation of GIS in the travel and tourism industry
3. Transfer knowledge between academia and the industry.

**The sub-themes are:**

* Application of GIS in Tourism Development and Research
* Application of GIS in Tourism Planning
* Application of GIS in Tourism Marketing
* Application of GIS in Wildlife Management
* Application of GIS in Hospitality Management
* Application of GIS in Tours and Travel

**IFITTtalk@Nairobi** ***2018*** is being organized in collaboration with the following organisations from industry and academia:

* The Ministry of Tourism
* Kenya Tourism Board (KTB)
* Kenyatta International Conference Centre (KICC)
* Kenya Association of Hotel Keepers and Caterers (KAHC)
* Kenya Association of Tour Operators (KATO)
* Esriea
* RCMRD
* KWS
* Women in GIS

**Learning outcomes**

At the end of the workshop, participants will be able to:

1. Explain fundamental concepts related to GIS

2. Produce and interpret basic thematic maps using GIS,  
3. Understand and apply fundamental principles of map design,  
4. Apply a spatial perspective on tourism development and tourism analysis,   
5. Use GIS as a tool in reports of spatial analyses concerning tourism-related issues.

**Workshop Output**

Participants will be guided to develop the following for their areas of specialization:

* A digital map base for printed maps
* Digital files for Internet mapping
* Digital files for mobile mapping
* Attractions map
* Website with interactive mapping

**Registration fees**

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| **CATEGORY** | **AMOUNT** |
| International Delegates (with complete conference package) | USD50 |
| East African Delegates (with complete conference package) | Ksh.3,500 |
| Collaborating Institutions p.p | Ksh.1000 |
| Students (with complete conference package) | Ksh. 500 |
| Students (without conference package, with certificate only) | Ksh.200 |
| Exhibition per table | Ksh.2000 |

\*Kindly note that students will be required to produce their students’ ID.

**Online registration deadline:** 15th October, 2018.

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