Dunga identity and image – a pre-study
Introduction

This report focuses on the identity and image of Dunga and is meant to function as a starting point for further discussions and development of Dunga as an ecotourism site. The material is gathered from field studies conducted by PhD students Eva Maria Jernsand and Helena Kraff during three weeks in Dunga and Kisumu in November 2012. It should be noted that it is a pre-study and not a set document that cannot be changed. Since the report is written by two Swedish PhD students it will have somewhat of an outsider perspective. Hence, it is important that stakeholders from Dunga are highly involved in the continuous work of developing the destination brand of Dunga.

First, we want to state the view from us as authors on what destination branding is about. A fundamental part is to explore the identity of the place and relate it to what image the place has for an external audience, in comparison to its competitors. Culture plays an important role for place identity. Equally important is the role of communication, meaning that in a consistent way expressing the part of the identity that is accepted and committed by residents, as well as considered as authentic by tourists and investors. All this should be done with participation with stakeholders and be seen as a long-term and on-going process. Managing the destination brand could be seen as the initiating, facilitating and stimulating the construction of the destination development process.

Stakeholders from Dunga community have participated in meetings and workshops with the aim to find out the identity and image of Dunga. Two workshops for residents were held in cooperation with other PhD students and the Dunga community - a stakeholder mapping workshop and a workshop about identity. The two of us also interviewed tourists at Dunga beach, handed out questionnaires to residents and interviewed Ecofinder Kenya as well as tourist offices and hotels in Kisumu. One day we acted tourists in Dunga and another day we made comparative studies in Kisumu with other PhD students. To some extent we have also read guide books on Kenya and other literature about Africa and Kenya.

We encourage the community of Dunga to feel free to use the report and its contents for further discussions when developing Dunga, as well as to come back to us with comments and reflections on its content.

Gothenburg, April 2013

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If you are travelling to Kisumu from Sweden you are most likely to try and get hold of a guide book or search the internet, in order to get some information about Kenya and Kisumu. It will soon become evident that Lake Victoria is the city’s most important asset as well as its biggest problem. For a destination, a guide book is also a good indication of how the destination is portrayed to the outside world.

A beautiful part of western Kenya

Kisumu is situated by Lake Victoria and has a wonderful wildlife with birds, hippos, sitatungas and crocodiles but also vegetation with papyrus, mangrove, grasses and trees. The mountains in the background frame the lake beautifully. In the Lonely Planet guide book for Kenya (2012) you can read that Lake Victoria is East Africa’s most important geographical feature with its shores being some of the most beautiful and rewarding parts of western Kenya.

Turning its back to the lake

However compared to other places in Kenya, Lake Victoria is less visited by tourists. The national parks and reserves with Maasai Mara in front take the lead. Other places are Lamu Island and the cities of Nairobi and Mombasa with surroundings. One of the internet sites doesn’t even mention Lake Victoria under the headline “lakes” in Kenya. Instead you find Lake Nakuru and Lake Tarkana (http://www.doitinafrica.com/kenya/attractions/).

When it comes to Kisumu, the Lonely planet guidebook tells that the city sits with its back to the water, hiding the beautiful shores. Maybe due to this, the city has seen a surprisingly small number of visitors. Our own experience is that the city really does turn its back to the water, just as the guide book says. When walking on Odinga Oginga road, just a stone’s throw away from the beach, you are not aware of the lake if you don’t know it’s there. But if you make your way to a rooftop, for example at Sooper Guest House, you will get a good view of the lake.

Huge problems with water hyacinths, mosquitoes and bilharzias

But up there on the rooftop, what you rather get is a view of the water hyacinths. In September and November of 2012, when we visited Kisumu, what you could see from this viewpoint was a green bed of hyacinths completely covering the parts of the lake you can see. You might think it is a green field that spreads out just by the city centre. This is also what you see when you fly in to Kisumu by plane, a large green “mat” that spreads out underneath you.
First reported in 1986, the water hyacinth had no natural enemies and quickly reached plague proportions. Millions of dollars have been ploughed into removing the hyacinth, for example, mechanical removal and plantation of weed-eating weevils (Kenya, Lonely Planet, 2012).

In the Lonely Planet book there is a feature of “Lake Victoria’s unwelcome guests” and a section devoted to the environment where Lake Victoria and its wetlands are mentioned. The authors state that the water is a haven for unwelcome mosquitoes and snails, making malaria and bilharzias all too common. There is also information about the Nile perch, introduced 50 years ago to combat the mosquitoes, although something went wrong and the Nile perch thrived and has demolished over 300 species of fish in Lake Victoria. Another issue is that a fast growing population around the gulfs shoreline has caused massive environmental problems such as siltation, sedimentation and pollution (Kenya, Lonely Planet, 2012).

People are concerned
The water hyacinths are something that most people in Kisumu seem to be concerned about, but sometimes they seem to have given up hope on how the problem can be solved. When engaging in conversation with residents of Kisumu, many of them mention the problem about the hyacinths, even when we have not mentioned it. On our first day in Kenya we met a PhD colleague from Kisumu. The conversation started by him mentioning that Lake Victoria is one of the largest freshwater lakes in the world, that it is Kisumu’s largest potential and many people rely their income upon it, however it is in a bad state. When we visited Lakeside Guesthouse on Minoki Lane (close to Odinga Oginga Road), there is a great view over the lake if you climb the stairs. But a man in the reception mentioned that the lake is disappearing – “it is not there anymore” because of the water hyacinths. It almost seems as though the lake is no longer seen as the resource it can be.
Cultural heritage

There is a rich culture heritage in Kisumu and its environs, though you need to dig a little deeper to find it as a foreigner.

The Maasai tribe is the symbol for Kenya
The tribes of Kenya are still an important part of the Kenyan identity. The Maasai tribe is the definitive symbol of Kenya for many people, even though only 2% of the Kenyan people belong to the tribe. They have a reputation of being warriors and still have a distinctive style. The main reason, according to the Nobel Peace Prize winner Wangari Maathai, is that the Maasai were stubborn in their unwillingness to cooperate with the colonial authorities, which were mainly interested in acquiring land for commercial farming. The Maasai were moved from their land and restricted to reservations that other Africans needed special permission to enter. As their interaction with the colonial authorities and missionaries was limited, the Maasai were able to keep their culture more intact. Ironically, it is the Maasai who are proud symbols of Kenya to tourists, precisely because they didn’t surrender their culture and accept the vision presented to them, according to the book “The challenge for Africa” by Wangari Maathai.

Luo people on the shores of Lake Victoria
In the Lonely Planet book we read about the Luo people. The book states that the Luo tribe makes 12% of the population of Kenya, lives on the shores of Lake Victoria and is Kenya’s third largest tribal group. Originally they were cattle herding people but the rind pest outbreak in the 1980’s made them switch to fishing and subsistence agriculture. During the struggle for independence many of the country’s leading politicians were Luo.

Language
Before coming to Kenya, we tried to learn some basic phrases and words. In the Lonely Planet book there is a short Swahili dictionary. However, being in Kisumu we soon realized that it is the Luo language most people use. We found that lots of people speak both English and Swahili, but when having the workshops in Dunga, most people spoke Luo with each other. As foreigners, we realized we should rather learn Luo than Swahili if we want to interact with local people.

The Luo homestead
According to Luo tradition polygamy is permitted. In Kisumu museum there is a Luo homestead with its characteristic setting of huts, where the wives and sons huts are located in relation to the husbands/fathers. In Kisumu city today, it is rare to find the traditional homesteads and most new buildings are modern and made of concrete.

One day we visited Kit-Mikayi, a well-known stone formation about an hour’s drive from Kisumu. The reception at Kit-Mikayi was a traditional hut and they had just built a new hut where they planned to sell drinks and refreshments. The new hut was nice, though not made of the traditional cow dung but with concrete. We believe that if you know the values of the place, like in this case authenticity, then you also know the importance of using material that corresponds to the value.
Football and music
The Luo have two major recreational passions, according to Lonely planet: football and music. During our visits to Kisumu we found obvious examples of these passions. There were always teams playing football on Jomo Kenyatta Sportsground. On the KLIP launch days in November, the whole event was formed around the football matches on Jomo Kenyatta Sportsground. In Dunga, we saw TV screens in a small community hall. The signs outside told the schedule for coming English league football games. Some people we talked to also knew about the Swedish football player Zlatan Ibrahimovic.

Figure 4 A community hall in Dunga with the schedule for English league football outside

About music, people in Kisumu often mentioned that Kisumu is famous for its musical traditions and it was recommended to visit a club, and enjoy the local music and dance. Also the old Luo music seems to be popular. When our Swedish PhD colleague bought a Nyatiti, people approached her, wanting to teach her how to play and tell stories about the culture. When we interviewed people at the beach, many indicated that the traditional instruments, songs and music were typical for Dunga.

1 Mistra Urban Future is an international center working with sustainable urban development with the aim to develop fair, green and dense cities. One main focus of MUF is to work in collaboration with the local society where both public and private sectors are included in the process and where all stakeholders are seen as important knowledge bearers. MUF has established five Local Interaction Platforms (LIPs) around the world, where knowledge is developed in close cooperation between practitioners and researchers. One of the LIPs is in Kisumu, Kenya (KLIP), with headquarters in Milimani. With KLIP as base, senior researchers and PhD-students from Bondo University College, Maseno University and Gothenburg University cooperate in building knowledge networks with stakeholders.
Tourist attractions in Kisumu

There are not too many places of interest for tourists in Kisumu if you ask local tourism offices or read guide books. They rather tell you about places some hour’s drive from the city.

Places far from Kisumu
At first we had some trouble locating a tourism office in Kisumu, but later found one at Mega City. We went there to ask what we should see in Kisumu. The official mentioned Impala Sanctuary, Kakamega forest and the Crying stone. The last two are situated some hour’s drive from Kisumu. The tour operators at a tourism expo in Jomo Kenyatta Sportsground also commonly recommended places far away from Kisumu. One of the most visited places according to a tour operator situated at the Kisumu airport is the village where Barack Obama’s father was raised and where his step-grandmother lives. There they have good accommodation and restaurants, according to the tour operator.

Discovering the lake?
In the tourism office at Mega City we asked how we could experience Lake Victoria in Kisumu. We got the reply that it is not possible since the lake at the moment is full of water hyacinths. You can’t go on boat tours and the view is blocked because of the weeds. We were directed to one single tour operator if we wanted to find ways to venture onto the lake, for example Hippo point. When we asked about Dunga beach, we were directed to turn to the same tour operator who would take us to Hippo point or elsewhere. We later found out that a bike tour operator arranged day tours to Dunga beach.

Lonely Planet gives a few tips on what to do in Kisumu. Amongst them is the “pilgrimage” to Hippo Point, something everyone seems to do according to the book. But it also says that there is actually nothing to see at Hippo Point - you are extremely unlikely to see any hippos. If you want guaranteed hippo sighting you will have to venture onto the lake. Many people offer such a boat trip, it says. Apart from Hippo point they can be organized at Railway beach at the end of Oginga Odinga Road in Kisumu city center, according to the book.

We inquired at the tourism office if there was a place where someone could have lunch by the lake. The option given was Luagni Beach. They did not mention Tilapia beach, which to us as tourists seemed quieter and cleaner, nor did they mention Dunga.

Museum, arts and crafts
In guide books and in the tourism offices, Kisumu museum was recommended as a place to visit. We visited the museum on a hot September day and the most interesting places for us were the Luo homestead and the artifacts gallery displaying local biodiversity such as birds, butterflies, and traditional artifacts like pots and fishing gears. You could understand that there is a rich culture, but we had

Figure 5 Pots from the Luo culture
not seen much of it in the city.

The museum is spread over a large area, like a garden. However, it was quite untidy to us. There were supposed to be local crops, but the area was overgrown with weeds. Since we are very interested in handicraft we inquired where we could see more of it when we visited the tourism office. We were told that we could visit the Maasai market in Nairobi. In Kisumu, we could visit Kisumu art center. The latter we hadn’t heard of before. We visited the centre later that day and had a chat with the owner, and found it really worth visiting.

On our first visit to Kisumu, we had heard in advance of an art and craft market called Moko Mach which was held in Kiboko Bay during a weekend in September. We were interested in it and planned our trip so that we could attend. At Moko Mach we met many talented craftsmen, for example Michael Otieno, who works for an organization that uses the water hyacinth to make paper products. He supplies the paper to artists who use it to make, for example, gift cards. There was also a man who made beautiful jewelry from cow bones, bones which would otherwise have been thrown away. He shared with us his ideas of also starting to make jewelry out of left-over fish bones. Apart from craft, the visitors could also enjoy an exhibition with local artists. As with the crafts products, recycling of left over material was common. We could see large sculptural pieces made out of soda cans. There were also many paintings, for example by two Kisumu artists, Edward Orato and Jairo. From Orato we could see paintings that depict the everyday life of the people in Kisumu.

At Kiboko Bay there was also a small shop where recycled materials were used for making animal figures like hippos and elephants. Such materials included flip flops. Except for a few items, most products were imported from Nairobi.

When we were at Moko Mach, Orato and Jairo recommended that we visit the Maasai market in Kisumu city if we were interested in crafts. We visited the market, which had nice crafts. However, as opposed to Moko Mach, where one vendor sold jewelry made out of bones, another of silver and yet another sold gift cards, at the Maasai market all vendors sold the same types of products. This meant that there was no point in visiting the last stalls on the road, since they sold the same things as the ones before. The result was that the stalls at the end of the road would have lower sales. When many vendors sell similar products they lose the value of uniqueness.

Helena ended up buying one of Orato’s paintings. The reason for this was partly that the painting is unique, but also it depicted a typical scene from Kisumu – boda boda drivers giving ride to people and carrying tilapia on their bikes.
Dunga environment

A big part of the Dunga identity and image is definitely the lake and its environs. Dunga’s proximity to the lake is a great strength and can make a boat ride one of the best memories of Kisumu for a tourist.

The beautiful, calm and cool lake
Kisumu’s connection to the lake is strong, and as stated before it seems that the locals of Kisumu have lost the pride that comes with it. However, according to our observations, workshops and interviews, this is not the situation at Dunga. It appears that this has to do with the closeness to the water, and its history as a fishing community. We were told that the word Dunga means “a place of deep waters”.

In our identity workshop the participants were asked to draw typical things for Dunga. Eight participants drew pictures of a boat and seven drew the tilapia fish. From the image interviews on the beach (see appendix 2) it was also obvious that the visitors enjoyed the environment with the wetland, the beach, the breeze, the lake view and hippos, birds and fish. These are the things they anticipated to see on a visit to the beach. They saw the visit as an opportunity to mix recreation and education. To many of them, the most important thing was to just enjoy the lake and the beach. A boat ride was an exciting activity and some seized the opportunity to plunge into the lake for a swim.

For us as foreigners, one of the most treasured memories of Kisumu was going out on boat trips on the lake. When you are on the lake you are struck by the calmness and cool breeze which is hard to experience elsewhere in Kisumu, and you no longer feel rushed by the scorching temperatures. We have taken two boat trips within Dunga wetlands, experiences that got enriched when we passed by fishermen on their way back from fishing or looking for catfish close to the shore. This gave a feeling of authenticity, especially when the tour guides stopped to have a chat with the fishermen, which gave a feeling of a close, knit community where everybody knows each other.

Fish – preparing, cooking and eating
We were lucky to get back from one of our boat rides just in time to see fishmongers preparing fish on the beach. The fishmongers were hard at work cutting the head of a live lungfish or scaling, slicing and frying tilapia. This live activity at the beach made the experience authentic. It created a feel of hustle and bustle which was a nice change of event from the calmness of the lake.

After seeing tilapia lying exposed to the dust at the market in town we had been reluctant to eat it, but here we didn’t hesitate. Since we had seen it being scaled and fried we knew it was fresh. On our tourist day we had lunch at Casablanca in Dunga. We weren’t provided with cutlery so we ate with our hands. The waiter showed us how to go ahead with it, explaining upon preparation so you can rip it apart more easily with your hands. This was interesting information that we would not have known if we had been provided with cutlery. Of course this was also the freshest and tastiest tilapia we had ever tasted in Kisumu. Availability of fresh fish at Dunga is a great
strength for the beach and the fact that it comes directly from the fishermen adds value to the experience. It becomes an even greater strength since at other beaches in Kisumu, for example at Tilapia beach, much of the fish comes from Uganda.

Too much water hyacinth, neither fish nor sandy beaches

Two days were spent at the beach in Dunga interviewing tourists about the place, why they were there and what their experiences of Dunga were. Upon inquiring if they had seen anything bad, 48% of the respondents mentioned the hyacinths as a problem. They said they were hard to maneuver with their boats which made the tour experience not very pleasant. They make swimming impossible and change the aesthetic beauty of the lake.

When we met Nicholas, one of the tour guides at Dunga beach, we got a closer look at the water hyacinth problem. Nicholas talked about how the water hyacinth can make it difficult to get out with the boats. Sometimes the fishermen get stranded behind heavily stacked hyacinth weeds obliging them to wait until the hyacinths move. Sometimes the only way out to the shore has been to use alternative beaches. The hyacinths are dangerous for the hippos since they can’t go up and breathe when the water is covered above them. This is one of the reasons why there are not so many hippos at Hippo point anymore – they have to seek new places. Another reason, it was told us, is that the construction of a new yacht club close to Hippo point has scared the hippos away. Different methods have been tried in order to get rid of the hyacinths. Community members can get paid for bringing in hyacinths from the lake, according to a tour guide. During our visits we didn’t see any person taking them up except at Luagni beach. There they were piled up on the shore or in the shallow water to make room for car washing.

When talking to residents in Dunga during our visits - in the identity workshop, our interviews with tourists (see appendix 2) as well as in a questionnaire among residents (see appendix 1) the hyacinths were mentioned as a problem that needs to be managed. The fish stock is declining, partly because of the hyacinths but also because of water pollution, climate change, overfishing, water level decrease and erosion. Other species are taking over, such as mangrove and snakes. The wetland is diminishing. Some people were afraid that the hyacinths would develop to cover the whole lake. When taking a tour in Dunga village, two fishermen were mending their nets from water hyacinths, a problem which forced them to spend a lot of time mending instead of fishing. In the identity questionnaire 29% (16 people) of the respondents (all residents of Dunga) answered that they sell fish to earn a living. Two thirds of them (10 people) wanted to change jobs since there are not enough fish in the lake. The decrease of fish stock has been a trouble for
quite some time but it seems to have worsened during the last couple of months (November 2012). One of the signs of this was that fish banda hadn’t been used much.

Something that concerns people is that the accessible beaches are gone. Not long ago the shoreline of Dunga were sandy beaches where you could sunbathe, walk along the shore and swim from the beach. This is now an overgrown area and seen as a problem that needs to be tackled. Other issues that came up are water borne diseases like malaria and bilharzias. Other challenges include floods, and muddy shores. A cause of the muddy shores as well as for the hyacinths is said to be a waterbridge connecting the islands to the mainland. This blocks the hyacinths and mud in the bay and needs to be removed.

Water hyacinths - an opportunity?
November is when the annual boat race in Kisumu takes place. This year (2012) it was supposed to take place at Impala Park, however the area and most of Kisumu had been heavily blocked by hyacinths. This was an opportunity for Dunga since it is less affected by water hyacinth. It led to that most of the race was held at Dunga beach, except for the final.

![Figure 8 Boat race at Dunga beach](image)

Our tour guide informed us that only a small fraction of the hyacinth weed is used in craft making and other uses. There however exists many uses of the weed. Some craftsmen have taken the opportunity to make things out of dried water hyacinths, which could be a future income source for more people in Dunga. In Kiboko Bay resort they used the beautiful flowers from the plants for table decorations in the restaurant. The weeds can also be used for educational purposes and be included in ecotourism.

Untidyness
In our digital world today, tourists often use Facebook to share their experiences – both good and bad. When images of unseemly sights are shared on Facebook, it plays down on the destination attractiveness. While at Dunga, one student complained to us of the unseemly sight of litter at the beach. Ironically, the same student a few minutes later was spotted throwing a biscuit wrapper on the ground. Such a sight is not what one would expect at an ecotourism destination.
Here we found a good example at Impala Park, where large trash cans had been painted dark green with the writing; keep the environment clean. These trash cans were placed all over the park and were supplied by Kenya Wildlife Service.

**Education on ecology**

There is a pedagogical center at Dunga beach, where the NGO Ecofinder Kenya offers education on ecology and related topics. Every school bus coming to the portal pays an entrance fee and gets the proposal of taking classes. In our interviews this opportunity was only taken advantage of by a few teachers. A reason could be that the students had a tight schedule visiting other attractions like the museum, the port, and Impala sanctuary around the city.

In the identity workshop it was shared with us that there are small scale farming activities at Dunga – yams, sweet potatoes and local vegetables. However it is much less of it now than it was in the past and the workshop participants mentioned that this needs to be recovered and developed. They wanted a recovery of local vegetables like Osuga, Dek and Susa. In the mapping workshop there was a suggestion that organic farming could be started and connected to the restaurants in Dunga, giving the opportunity to sell local vegetable delicacies.

**Safety**

On one of our boat rides we didn’t wear life jackets and observed, on another occasion, students do the same. This is an important safety issue. If something were to happen it could be very bad for future business. The same attention should be given to the fact that the students go into the water to swim. No matter how sweet the experience is, they should always be aware that accidents can happen. One group in the identity workshop discussed that they want a safe and clean place for swimming in the lake. Today the lake is polluted and there are dangers such as crocodiles and hippos. We spotted a smaller crocodile by the roadside just outside Dunga after taking a boat tour.
Culture and people in Dunga

By showing the cultural heritage of Dunga it can provide visitors with a feeling of authenticity which connects them to the place.

The culture and people

Another important aspect for tourism is that Dunga village, where people live, is close to the beach. The people working at Dunga beach such as tour guides, hotel owners, fishermen and fishmongers are often people from the village, an aspect that again adds to the authenticity.

We got the opportunity to go for a walk in the village with one of the tour guides, an experience which gave us some of the nicest memories from Kisumu. The houses might have been more traditional at the museum, but this gave a much more authentic feeling. It is a real village as opposed to a staged one. Kisumu city is now developing into a city of mostly identical square concrete houses and lots of traffic. As a contrast, the village of Dunga has many mud or stone houses and no cars. The calm village is also a contrast to the busier Dunga beach. Moreover, there are a couple of places in the village that have the nicest views over the lake we have seen.

The tour guide lives in the village and he knew everybody we passed. We talked to fishermen mending their nets and saw people drying maize on big sheets. A craftsman sat under some trees making fishing baskets by hand. He showed a tremendous craft skill. Just imagine if you could sit there for a couple of hours and be taught by him. This could be a touristic service that would give an enriched experienced since the tourist learns about the culture by engaging in it. We were told stories by our tour guide of how the Luo build their houses in regard to their family structure. Sitting by these houses, whilst being told the stories, make it much more real and authentic than if you visit the museum to see the traditional Luo homesteads. Of course it got even more authentic when our guide invited us into his own home which his father had built.

Songs, stories and music

A highlight when going out on a boat trip is if you are able to spot a hippo in the lake. But even though we only saw the heads of some hippos quite far away it was still an exciting experience, partly because the tour guides sang a song to attract the hippos. They also told stories, for exam-
ple about the fights between the hippo father and his son. Stories and tales of the lake are enrichments to the experience. There is something about stories - they make a place come to life, and you feel like a kid again sitting by the campfire being told stories by elders. There is a sense of excitement about it and you feel that you become a part of the place. When you know the stories you get connected to the place. The sense of storytelling is something that could be explored further in future developments.

On the identity workshop, one group got the task to produce a song about Dunga. Three young men succeeded in writing a song and performing it to the audience. When people joined the song, a completely new atmosphere rose among the people in the room. You could feel the strong connection people have to music in Dunga. It also shows the pride that the people in Dunga feel of the place, something that if mediated to tourists can help promote a good image. There is a video recording of the performance that will be made available for the Dunga community.

Poverty and unemployment

There are many positive things about culture and people in Dunga, but there are also many problems. On the identity workshop it was evident that poverty is a big problem. There is a lack of enough food and sometimes children don’t complete their educations because they need to help supporting the family. Women prostitute themselves to be able to bring home food for their children. The education level is low in older generations.

A majority of the respondents (61%) in our identity questionnaire wrote that they would like to change jobs if there was an opportunity. This represents more than two thirds of the respondents whom answered the question (34 out of 50 respondents, i.e. 68%). The reasons for wanting to change jobs were lack of fish (29%) or lack of income/profit (26%) in most cases. Some respondents mentioned that they would like to change if there was capital (9%). Others referred to the seasonality of the business (6%), no customers (6%), a possibility to open or expand business (6%) the lack of charcoal (3%) or employment opportunities (3%).

When we asked our respondents which jobs they would prefer to the ones they now have, only 23 of 34 people had a clear vision of what kind of job they would like to have. 26% of the respondents didn’t answer the question, while 6% (2 people) wanted to change into anything that would make an income. Those who preferred something seemed to have preferred what others were currently engaged in for a living. Such included shop keeping clothes selling, and fish or charcoal selling.

When asked for suggestion for improvements in the identity questionnaire, a large part of the respondents wanted investments from outside (28%) like health facilities (hospitals etc), improved fish business by building fish market, better roads, big hotels for tourists or bigger supermarkets, even though we in the question had stated that the improvement should be by using available resources. Some of the respondents needed money or an ability to invest by themselves (10%), e.g. in salon equipments, fishing gears and selling buildings. Others were vaguer, wanting a better life or living standard (10%). Education and training were also important as a way to improve skills or learn new things (10%). Some mentioned collaboration and team work as a source to improve life (9%). Better governance (3%) and activities like boat races (3%) were also mentioned as ways to improve Dunga. 19% of the people asked did not answer the question.
Infrastructure

One aspect that many have pointed out is the poor road connections between Kisumu city and Dunga beach. An improved road could have many benefits.

The road
What becomes obvious when you go to Dunga from Kisumu city is the bad condition of the road. It's a bumpy ride, good neither for the tuk tuks or cars, nor for the drivers and passengers. In a mapping workshop with Dunga community as well as in the identity workshop this came up as a weakness as well as the bad connections to the city for locals. There is a need for a matatu line to go between Dunga and the city. In the identity workshop it was discussed that if the road were to be improved more tourists would come to Dunga. In the mapping workshop a biking lane connecting Dunga to the city was suggested and during a meeting with BMU and Ecofinder it was mentioned that there is a need for a tarmac road to increase accessibility.

Parking
Today buses, cars, tuk tuks and motorcycles coming to Dunga park directly at the beach. This has been mentioned before in a report by Chalmers students. They suggested a car park outside the premises of the beach. The suggestion could be difficult to meet since the land outside the beach is private; however it is an issue that needs to be addressed. This was also mentioned in the identity workshop - parking right at the beach needs to be held away.

Figure 12 School buses parked at the beach

Entrance
When you arrive by tuk tuk or a school bus to Dunga you don’t always stop at the entrance but drive directly down to the beach where buses and cars park. By doing so the visitor misses the entrance. One problem with this is that it can make it difficult to keep track of how many visitors there are. Another problem is that the tourists don’t get an overview of the place, which can be important. When you are dropped off you are most likely to be greeted by tour guides leading you directly to the waterfront giving you the option of a boat trip. This is good, however the tourist will miss the ”strolling around” part, familiarizing him-/herself with the place, seeing that there are restaurants and craft stalls etc.
Tourism in Dunga

We found information about the tourism in Dunga from interviewing visitors on Dunga beach, from acting tourists ourselves, from interviews with Ecofinder Kenya and other people as well as from a comparative study with other PhD students.

Coming from far distance
The tourists coming to Dunga today are mostly schoolchildren or students. We have heard people mentioning that there are 30 buses a day coming to Dunga on the small, bumpy road. Many of the buses come from places far from Kisumu. We interviewed people on the beach an ordinary Thursday in November. 76% of them were students or teachers. Only one fifth (20%) of all interviewees this day were from Nyanza. The others were from Rift Valley, Western, Central, Nairobi and even Eastern Kenya. We didn’t have the question in our interview guide but some told us they were in the region for one or a couple of days, seeing things by the lake as the Impala Park and the port or visiting Kisumu museum. On our comparative study with other PhD students we noticed that there were lots of schoolchildren and students visiting the port of Kisumu. The lake seems to be the main reason for going to Kisumu and here Dunga is an important stop since you can take a boat ride and see what happens in a fishing village.

For recreation and education
The reasons for coming to Dunga are mainly recreation or education, according to our interviews at the beach. We also interviewed people on a Saturday when there was a boat race. Then people also came for the race (27%). The expectations before coming to Dunga, if not the boat race, were to see the lake, the beach and the beach life (26%) or to enjoy and relax (11%). Some said they expected to see birds, hippos or fish/fishing (8%) or to get knowledge about the environment and nature, as the cause of water hyacinths (8%). They liked the atmosphere of the place, for example the breeze, the scenery and the beach life (26%). They also enjoyed the boat ride and the good people (16%).

Figure 13 Activities at Dunga beach
**Good reception – offer boat trips**
People seem to be welcomed in a good way when they come to Dunga. All the people we interviewed had a positive attitude towards the tour guides who met them (if they were met or if applicable). One interviewee was a little confused about who was who and if he could trust the tour guides. The reason could be that they usually don’t wear similar shirts or other identifications.

The tour guides want to get people on boat trips. The reason is of course that this is an opportunity to sell the service. What we noticed is that it is hard to know what else there is to do or see when you are at Dunga beach. Some of our interviewees wanted signs or other ways to better understand the place and what there is to do there.

**Activities**
Eating or drinking snacks (like biscuits or peanuts), fish or soda is a quite common activity for visitors (27%), though since Dunga is situated quite far from the city maybe it is possible to expand this business. Some tourist we talked to had brought their own snacks.

Visitors also go on boat tours or walk around the beach to look at the activities going on. None of our interviewees bought souvenirs, though there is a shop in the Pedagogical center and a handicraft stand by the beach.

**Would recommend to friends**
All our respondents who answered the question if they would recommend Dunga to a friend gave a positive answer (90%). The reason is the environment with the wetland, the beach, the breeze, the view, the hippos and the village (36%). Another reason is to enjoy, relax or have fun (21%) or to learn things (15%).

![Figure 14 Birds at Dunga beach](image-url)
Business in Dunga – showing what there is

Dunga beach is developing as a tourism site with eco profile. The site is providing visitors with nice memories from the lake, beach and village. It is important to, in a structured as well as creative way, show all the services and products Dunga has to offer.

Signage
As mentioned some of the interviewed tourists requested signage on what there is to do in Dunga. When we arrived to Dunga (as tourists) by tuk tuk, tour guides approached us and offered a boat ride immediately.

At the entrance to the Pedagogical center there is a sign for Dunga eco-tourism and environmental youth group. The sign lists activities such as environmental evaluation, bird watching, tree planting, boat riding, environmental clean ups, educational talks, wetland conservation programme, disaster response, first aid and safari walk. There are also some signs on the trees where the trees names are written. This is a good starting point, however it can be further developed. One idea is to list what types of boat rides are offered and that walks through the village are available. This goes hand in hand with pricing and packaging.

Pricing and packaging
Prior to the boat ride, on our day of acting tourists, we were offered a price by the tour guides, which we accepted. As a customer you feel good when you know the price of a service before you consume it. When we later went on a tour around the village we were not offered a price in beforehand. Afterwards we asked how much the price was and got the answer that you can pay what you feel you have. This can be confusing, since it might be a service you have never taken before and you might have no idea on how much you should pay.

A possible suggestion is to list prices on all kinds of tours that are offered. In that way the customer feels they have a choice, even if most end up only taking a regular boat trip. It also makes you feel that it is an established and serious business. However we understand that pricing is hard in Kenya, when you have customers from abroad, who should pay more, as well as domestic tourists and students. At Impala Park and other places they have solved this by having two price lists, which could be a solution.

There could also be offers for package deals, in the style of “a day at Dunga”. One suggestion is a package with a boat ride, lunch, a walk through the village and perhaps an item of handicraft. In a meeting with Ecofinder Kenya they told us about the idea of offering tourists to go on a sailboat, fish their own fish and then go to a local home and cook it. This is another good idea for a package deal.
A good thing in Dunga and the wetlands is its wildlife, such as the many species of birds that you can see when you are out on a boat trip. On one of our boat trips the tour guide had a pair of binoculars. Here a possibility would be to offer tourists to rent binoculars.

**Need for structured marketplace**

In both workshops it was discussed that there is a need to improve the current market activities in Dunga. There is a need of a more formalized and structured marketplace on the beach, which aims to serve both local and international tourists as well as locals. This can to a large extent be made by setting up a structured physical marketplace.

Another and more attainable way to start up with this is to make all sales persons visible. On the day of the annual boat race some business women and fishmongers wore checkered aprons. In terms of branding, this is a very good initiative. It makes the sales person visible and it gives a feel of structure and coordination of the marketplace as well as it looks professional. This good initiative with the aprons could be developed further to include others involved in sales on the beach, such as business women selling nuts, mangos and chapatis.

The annual boat race 2012 was swiftly moved to Dunga beach, an opportunity which could have been taken greater advantage of by vendors. Maybe this shows that there is a need for all vendors at Dunga to organize in order to be able to mobilize faster and get their products out when such an opportunity as the boat race occurs.

**Products to buy**

In the identity workshop it was mentioned that there are tourists today in Dunga, but they are few. None of the tourists who were asked what they did at Dunga responded that they bought products like crafts. How come?

There is a craft stall on the beach as well as a small shop in the Pedagogical Center. In the shop we found “paintings” made out of eggshells. We found hats and bags made out of recycled plastic and stoves which need less charcoal for cooking than open fires. There were small solar lamps which residents could rent for the night. There were also postcards and t-shirts with images of Kisumu and different birds from the wetlands. Questions that popped up in our heads when we saw the woven bags was; who made them, how are they made and are they made here in Dunga? Those questions could have been answered by for example attaching small explanatory tags on the products. If tourists buy such a product and are provided with such information, then they also have a story to tell to their friends “this bag is made by…”. Of course the shop also needs to be manned at all times so that tourists can purchase. This is an aspect that could be made easier if there was an organized group of vendors who could take turns to man the shop when Ecofinder Kenya hasn’t got the opportunity to be present.
Collaborations
Ecofinder Kenya collaborates with Bike Ventures which has its base at Jomo Kenyatta Sports-ground. Bike Ventures arrange bicycle daytrips, where you stop at various locations in Kisumu, of which Dunga is one stop. Included in the package is a boat ride from Dunga beach. It could be interesting to have a look at what other collaborations could be possible, for example with local tourism offices or hotels in the city.

The organization Osienala is also present in Dunga. It has been mentioned that there is competition regarding visitors between Ecofinder and Osienala. This is something to keep in mind. Since Osienala is situated in Dunga, the visitor will view them and their services as being a part of Dunga. Maybe there can be a discussion on a possible collaboration.

Illegal fishing and brewing
In an introductory meeting with key stakeholders at Dunga it was mentioned that we should not photograph the small fishes on the beach since the fishing is illegal. The same goes with Busaa, the local brew. During our tour in Dunga village we stopped by a woman who showed us how to brew Busaa, a really nice experience but it is illegal. This should be considered when developing Dunga. If tourists come to Dunga they will not know this and might take photos. Many people today post holiday photos online which could damage Dunga’s reputation as a quality ecotourism site. Regarding social media see also above on untidyness.

Coal selling on the beach
Right on the beach in Dunga there is coal selling. Coal is vital for cooking, but if Dunga is to be seen as a genuine ecotourism destination this will become problematic. In the mapping workshop one participant saw a need for kerosene depot in Dunga since charcoal destroys forests; however another participant objected that this was not an environmentally friendly option. A better option would be biogas, according to this person.

Accommodation
When we visited Dunga in September it was mentioned that there is a need for accommodation. With accommodation on site tourists can stay longer and won’t have to leave in the evening. In November we got a preview of the new accommodation which is being built in Dunga. It is a good initiative; however it is important to have in mind that if Dunga is to develop as a cohesive and strong eco tourism destination, all business need to be incorporated into the process.
Characteristic features of Dunga

When working with the identity of a destination, a good thing to start with is to ask what characterizes the place.

The feelings of Dunga

When people in our interviews of visitors were asked to describe Dunga in three words, 80% of them answered with words for feelings. The positive feelings (55% of total) were relaxed or comfortable (17%), organized/orientated (16%), exotic, unique, fascinating or amazing (6%), good, nice, fun, friendly (6%), tidy (5%) or beautiful (5%).

Negative feelings were busy, rowdy and noisy (13% of total, where busy also can be positive), messy and untidy (8%) or disorganized (5%).

Another question in our interviews was about how they felt during the visit. If they didn’t come up with words themselves, they were given options such as safe/unsafe or happy/unhappy.

Thirty three percent answered that it feels safe at Dunga. As international tourists like ourselves we also felt very safe in Dunga. The interviewees also felt happy (26%) or good, nice and fine (10%). Only 6% (2 people) had negative feelings.

Words that come in to our own minds when thinking about Dunga are authenticity and calmness.

Symbols and colours

In the identity workshop one group of participants were asked if there is a symbol that could represent Dunga and the suggestion of papyrus we were given. The same question was asked in terms of colours which one participant thought should be green, especially dark green because of the papyrus and trees growing in Dunga. It was also mentioned that in the past a typical colour for Dunga was yellow because it was the colour of the flower as well as on a butterfly.

The yellow colour came up again when the discussion was focused on typical plants in Dunga. Here Chamamo, Osangla and Nyabondo came up. It was also mentioned that in the past there was so many wild animals and birds. They are attracted by colours like yellow which is on the trees. Many other trees were also mentioned in the workshop, such as fruit trees like Chwaa and Zambavo, medicine trees like Yago and a magic tree called Mrembe.

To get a sense of how visitors view Dunga, we asked tourists to mention animals, birds or fish they think represents Dunga. The most frequent answer was fish (44%), especially Tilapia (29% of total, 65% of fish). Among birds (31% of answers) there were different species represented. Flamingo was mentioned by 3 respondents (7% of total, 21% of birds)

Figure 19 Green and yellow boat at Dunga beach
and thereby the most common. The animal (24% mentioned an animal) most mentioned was hippo (11% of total, 45% of animals), followed by crocodile. To sum up, tilapia and hippo as species seemed to represent Dunga the most. Fish was the biggest group (44%), followed by birds (31%) and animals (24%).

It is quite natural that fish is the biggest group. People told us - "the origin of Dunga is fish". In a meeting with Ecofinder Kenya it was mentioned that there is an idea of a concept with the big five, but to make it into “Dunga’s Big Five”, including birds, hippo, Sitatunga antelope, fish and utter.

The question about what material is representative for Dunga didn’t get so specific answers so that we can tell that a single material is special for the place. The most mentioned word was stones, by 3 of the respondents (12%).

The water hyacinth was the plant that most of the respondents (44%) mentioned as typical for Dunga. There was also papyrus (7%), mangrove (7%) and mango tree (7%). People also brought up for example grasses, weeds and trees. Only half of the persons asked (16 people) could say a crop that represented Dunga. Two of the respondents thought they didn’t grow any crops in Dunga. 11 people (61% of the respondents who answered the question) pointed out maize.

**Cultural attributes**

When we asked tourists what music is representative for Dunga, it was strongly connected with the Luo people and language. 37% of the respondents gave answers like Luo traditional (23%) or Luo local (14%). 18% (4 people) said Rumba. There were also several other types of music among the answers. Instruments that were representative for Dunga were guitar (21%), ohangla (a type of drum, 14%), drums (14%) and nyatiti (a type of guitar, 11%). There are a lot of traditional instruments in the list. Two of the respondents (7%) just mentioned traditional Luo as instruments. In the identity workshop participants mentioned that in the past there were a lot of traditional music and songs performed at different ceremonies, and that this is something that they want to keep and develop in the future.

There is no question about what food Dunga is. 72% of the respondents mentioned fish (36% of total) or a typical kind of fish, mostly tilapia (22% of total). Ugali (22%) and chapati (6%) also got some votes. Soda (47%) is the most representative drink of Dunga. If we add Coca-cola (11%) and Fanta (5%) to soda we get 63% of the respondents. Other drinks from single respondents are the local brew buzaa, juice, Leeka (whiskey), Guinness beer and water.

One idea that came up during the identity workshop was to establish a cultural center in Dunga. This could both be a museum that showcases the Luo and Dunga cultural heritage as well as a contemporary place with performances, food and a marketplace.
SWOT analysis

Our summary takes the form of a SWOT analysis, showing the internal strengths and weaknesses, as well as the external opportunities and threats. As this report started with the external view, we begin with opportunities and threats. The purpose of the SWOT is also to show that current threats and weaknesses can, if you work with them, be turned into opportunities and strengths.

Opportunities (external)

- Lake Victoria is East Africa’s most important geographical feature
- Kisumu turns its back to the water – Dunga turns its front to the water
- There is a lack of interesting sites in and near Kisumu – Dunga can meet this interest
- Hippo point is declining (no hippos) – Dunga meet this by offering hippo tours
- Kisumu museum is in a bad condition – Dunga can meet this by offering better/other
- People engage in the water hyacinth problem
- There are fewer hyacinths in Dunga than in the rest of Kisumu
- Water hyacinths can be used as a resource (products, education etc)
- There is an interest in the Luo culture
- The climate by Lake Victoria is warm, stable and nice
- The wetland offers species of animals, birds and fish which you can’t find elsewhere
- The wetland offers species of plants, grasses and trees which is hard to find elsewhere
- Solar and biogas energy can be a future opportunity for Dunga

Threats (external)

- There is a sometimes negative image of Lake Victoria and Kisumu in guidebooks
- Lake Victoria is not much used as a resource for tourism.
- Tourism offices/operators recommend places and activities far outside Kisumu
- The Maasai tribe culture has taken over the image of Kenya
- The species of animals, fish, birds and wetland vegetation is declining
- Other species are taking over, such as snakes, snails, mangrove, and water hyacinths
- Wetland is diminishing
- HIV/AIDS and waterborne diseases such as malaria and bilharzias are common
- Floods, water pollution, overfishing, water level decrease, soil erosion
- Poverty
- Climate change

Strengths (internal)

- There are existent ecotourism and education facilities in Dunga
- The beach offers an authentic experience from fishing and fishmonging
- Dunga has a strong identity with fish (tilapia) and hippos
- Dunga is close to the wetlands with its wildlife and nature
- People have lots of nice feelings about Dunga and would recommend it to friends
• Schools are coming from far distance to visit Dunga today, but also other tourists
• Dunga is a busy place but also calm, beautiful and cool (breeze)
• A good example of Luo culture can be experienced in the village
• Songs and stories are told on boat tours
• People think it is safe in Dunga
• The people in Dunga are friendly
• Dunga has a rich culture.
• There is good business in Dunga – fish, coal, food, fruit etc

Weaknesses (internal)
• Poor fishing methods
• Illegal fishing and brewing
• Coal selling on the beach
• Unemployment and poverty lead to prostitution and low education level
• Poor infrastructure (signs, parking, roads)
• Collaborations are limited
• The sandy beaches are gone
• Pricing and packaging
• Safety (lifejackets, swimming)
• Accommodation
• No structured marketplace

Future

Dunga beach is developing as a tourism site with an eco-profile, offering services that provide visitors with nice memories from the lake, beach and village. If we look towards the future, we believe there are great development opportunities.

With this ground breaking report, our hope is that a group of people will join the project of developing the village and beach to a sustainable place to live, work and visit. It is about working with the destination brand in a participatory and transdisciplinary way. Our aim is to be a partner when packaging and making Dunga visible. Dunga has a lot of strengths and opportunities which can be used as a base for telling the story of Dunga.
References

The material in this report is gathered from the following references and activities:

Lonely Planet Kenya, 2012

The Challenge for Africa by Wangari Maathai

Visit to Moko Mach in Kiboko Bay, September 15th 2012
Meeting with Dunga stakeholders, November 15th 2012
Visit to tourism office in Kisumu, November 16th 2012
Observation studies “acting tourists”, November 17th 2012
Meeting with Ecofinder Kenya, November 20th 2012
Mapping workshop with residents in Dunga, November 21st 2012
Questionnaires to residents in Dunga, November 21st 2012
Interviews with tourists at Dunga beach, November 22nd and 24th 2012
Comparative studies, November 23rd 2012
Visit to tourism expo at Jomo Kenyatta Sportsground, November 24th 2012
Identity workshops with residents in Dunga, November 26th 2012

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