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Western environmental values and nature-based tourism in Kenya

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Abstract

Kenya is one of the leading tourist destinations in Africa. Most of the country's tourism is based on nature attractions. About 10% of the country has been set aside for wildlife conservation and the promotion of nature-based tourism. This study gives a historical evaluation of western environmental values and how these values influence wildlife conservation and the development of nature-based tourism in Kenya. Also, a comparative analysis is conducted between western environmental values and rural peasants' environmental perceptions.



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