

Cruzeiro Safaris Kenya Redefines African Tourism and Safaris in Kenya

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EINPresswire.com/ -- Tourism in Africa is sometimes misunderstood to be just the wildlife; some people even think they are coming into a bush. African tourism is on the rise with lavish and luxurious destinations offered with added value in Customer service.

It was all adventure, pomp and color at the Maralal Carmel Derby 2013 where winners earned cash prizes. Cruzeiro Safaris group, a top rated tour operator company in [Kenya](#), emerged the best winner scooping position 2, 3, 4, 5, 11, and 12.



Vehicles used mostly on safari are the 4WD.

Cruzeiro Safaris ventures into sports tourism in Kenya. An adventure taken is worthwhile it's the only experience one can have at that particular time. All positions at the Carmel derby 2013 were taken by British nationals showing their interest in getting out of the norm to venture into the unknown. All were in the amateurs' category and positions 2 and 3 took cash prizes home.

There are many upcoming sports based events around the country. This has raised due to the constitutional boundary changes where instead of centralized governance they have move to devolutionalised governance. Every county government wants to shine and thus will embark on efforts to bring visitors and investors into their county. Kenya is known for its wide range of sports including racings, athletics, golf, rallying, javelin, swimming, lawn tennis, table tennis, football, volley ball and net ball. The fact that there is peace and stability in Kenya more and more opportunities will arise for tour operators to come up with exciting packages for locals and tourist. This will increase revenues and growth to an economy that is fast growing.

Currently, some of the [safari](#) packages created by cruzeiro safaris have combined an activity with safari. Some examples are the much awaited solar eclipse 30Oct -07 Nov, 2013 and the Kenya Airways Sponsored Maasai Mara Marathon 04Oct - 06Oct, 2013 all taking place in October and of course one could still plan for the Maralal Carmel Derby 2014. If one is willing to take the cash prize then you need to take action and take the challenge! - Since some carmel will have made a 6day trip from Turkana to Samburu, It's also possible to take a 6 day trip on Carmel Safari back to Turkana after the Derby. Other luxury safari that are on the rise include the Serena hotels and

lodges circuit for 17 days adventure in the bush and [Fairmont](#) Mara Safari Club for those with a short time in Kenya which is also easy to book even for a single traveler.

Mr. Munga the Director says, "Sports tourism is fun but combining it with a safari package gives more value in time and money, so we encourage our customers not only to think of Mombasa and Maasai Mara but be ready to know their country better!"

How does one define tourism?

Definition of Tourism

Tourism is an economic activity where people travel to visit places of interest either for leisure or for enjoyment. These people are known as tourists. Tourists are charged some fees as they visit the places of interest. The Tourist may also visit a place to spend their holiday, honeymoon, a business trip, a study tour or to attend a conference.

Definition of Eco-Tourism

The word Eco-Tourism is derived from the word of Ecology and Tourism. Ecology is the study of relationships between living things and their environment. Eco-Tourism is therefore an environment, friendly tourism whereby a tourist enjoys watching what nature has provided for enjoyment, while at the same time protects what nature has provided. Eco-tourism is an alternative tourism that aims at correcting and avoiding most of the negative activities of traditional tourism. An eco-tourist does not pollute the air or litter the parks and beaches.

Characteristics of Eco-tourism

In most of the tourist sites in East Africa, eco-tourism is being encouraged as the tour guides lead the tourists to drive along marked trails instead of driving to the areas where there are animals for them to watch at close range. Uncontrolled driving may destroy vegetation thus encouraging soil erosion. Driving too close to the animals frightens them and interferes with their habits. So the next time one takes a safari its important to be an eco tourist.

About About cruzeiro-safaris.com

Cruzeiro-safaris.com was established in Kenya, incorporated in 2004. Its core business is safari packages and day tours complemented by air travel. It has a well established wealth of experience in arranging memorable tours and safaris and has established a client base that provides us with repeat business year after year. Comment on our blogspot; follow us on facebook, twitter or YouTube. Safaris in Kenya may be tailored to the tourist's taste and can extend to Tanzania and Uganda.

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