Brazil hosts the carnival celebration annually, which marks the beginning of Lent, the forty-day period before Easter. Kenya with its diverse cultural backgrounds couldn't possibly host just one event. With song and dance; folk tales among other norms, Kenya boasts in the numerous options presented to anyone interested in having the time of their life.

The community being the custodians of the various cultural resources have many ways to express the norms rooted in them from childhood even with globalization taking over. From the time a child is born, rituals are performed to mark and acknowledge new beginnings. Once again this is done differently and usually in colorful and celebratory events that attracts attendance from people of all walks of life. This and other rites of passage like circumcision, marriage and just like Halloween and the day of the dead celebrated in Mexico, we find solace in celebrating the final send off -death.

The birth of a child was significant to the parents and the entire community at large. Therefore, it was treated with utmost respect since it signified continuity of the household. Even up to date it is seen as respect to customs and traditions of a people, hence attracting a significant number of well-wishers. These moments also present spectacles for the onlookers. Among the Kikuyu, a mother undergoes a period of seclusion after which a child naming ceremony is held to introduce the child to the community.

The next cultural event that would be tantalizing to watch would be the welcoming ceremony of the young men of the community after circumcision. Among the Luhya, the ceremony is observed by song and dance as the young men are ushered back into the community as priced possession. Among the Maasai several celebrations are held to mark the transition of the male members into men. These event are very organized and supported by the entire community.

Marriage is usually the next rite of passage for most Africans/Kenyans. Before the introduction of religion, the Kenyan communities would organize ceremonies to join two members of the community for marriage purposes. The community celebrated with a feast and merry making. Even at a funeral Kenyans choose to celebrate life as opposed to making it a show of misery.

That’s why the famous festivals like the Lamu festival makes sure to host Swahili wedding for the sake of the tourist who visit to experience our way of life. The Turkana Festival for instance brings together communities from the around Lake of Turkana. During this time any disagreements are left behind for the sake an intrinsic cultural event. The Rusinga cultural festival comes on board to also
celebrate the ways of a small group of people. The Abasuba, whose language is threatened for extinction can still address ills of the society during the festival. These and many more other events aim at attracting the masses into experiencing Kenya for what it is other than the usual beach and savannah tourism. Additionally, the events serve as instrumental platforms in cementing the beliefs upon which the national goal to unite all Kenyans is rooted.

The unrefined experience requires concerted effort from the various stakeholders like accommodation facilities, tour operators and other tourism supply chains. It is also these stakeholders that should ensure the authenticity and dignity of the communities is upheld. Thus the need to appreciate these events even more by incorporating them in the travel packages. Consequently, the proceeds should go into their continuity, marketing and branding.