

## Agriculture and Tourism Collide

People travel thousands of miles to see a giraffe or a lion in Kenya. However, to local businesspeople these creatures can be pests. The lions kill goats and sheep making business difficult for farmers trying to maintain their herds and fields.

While hunting these endangered animals has been illegal since 1977, Kenya's wildlife has been disappearing steadily as the country's population increases. With the daily survival of many farmers dependent on their livestock, they must decide between preserving the wildlife or feeding their families. Over the past 20 years, about 40 percent of the range animals have disappeared with another two or three percent reduction each year.

With limited farmland, a growing population, and very poor economic conditions in recent years, the people of Kenya have become desperate. Few agricultural products flourish in this climate and terrain, therefore livestock farming is vital to the survival of many Kenyan citizens. Those living in severe poverty use the endangered animals as an illegal food source.

Kenya sets aside eight percent of its land for national parks. However, these protected areas are not large enough for the migration of the endangered wildlife. As the animals venture outside of the parks, they face the hazard of extinction.

1. Research the influence of business activities on changes in environmental settings, such as cultivating the rain forest or reducing the population of endangered species. How can companies survive financially while also maintaining environmental balance?
2. Research actions global companies have taken to adapt to environmental concerns in various regions of the world.
3. Prepare a short report or presentation about what a global company is doing to address environmental concerns.