



# Adoption of Traditional Textile Craft Preservation Programmes in the Swahili Coast Region of Kenya: An Analysis

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## Abstract

The Swahili Coast region of Kenya is renowned for its rich cultural heritage, particularly in traditional textile arts such as beadwork and embroidery. These crafts are not only a significant aspect of local culture but also face challenges due to modernization and globalization. A mixed-methods approach was employed including surveys and semi-structured interviews. Data were collected from 150 respondents representing various ethnic groups across four coastal districts of Kenya. The analysis revealed that while approximately 60% of respondents had heard of preservation programmes, only 30% had actively participated in such initiatives, highlighting a significant gap between awareness and engagement. Despite the increasing interest in preserving traditional crafts, there is room for improvement in programme design to better engage local communities. Programmes should be tailored more closely to meet specific community needs and incorporate interactive elements to increase participation.

**Keywords:** *Kenya, Swahili Coast, Cultural Heritage, Textile Arts, Preservation Programmes, Anthropology, Ethnography*

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