



Inclusion of Community Based Tourism Organizations into the Kenya Tourism Supply Chain through an Export Coaching Programme

2018 – 2021

Call for Applications

GREENTOUR Kenya is a European Commission funded project under the 2nd Phase of Switch Africa Green. The project is implemented in Kenya jointly by European Centre for Eco and Agro Tourism (ECEAT), Ecotourism Kenya (EK) and Kenya Association of Tour Operators (KATO). Other partners include Collaborating Centre for Sustainable Production and Consumption (CSCP) and ABTA - The Travel Association.

The main objective of this 4 year project is to: **“Replicate tourism industry sustainability best practices into the Kenyan and wider African tourism supply chain through an integrated business led approach”**

Among the many activities to be implemented is an Export Coaching Program which is aimed at developing the capacity of tourism businesses in Kenya by providing technical advisory services on sustainable business operations, including financial management to tour operators and community based tourism organizations. The Export Coaching program is one of the few integrated business led approaches being administered by the project implementers to enable Community Based Tourism Organizations improve their products and get closely linked to the identified market access activities. Ultimately, the programme intends to expose the CBTOs to the international markets to scale up their opportunities for growth.

A) Who are we looking for?

Are you an active Community Based Tourism Organization (CBTO) within Kenya? Does your organization promote sustainable tourism best practices? Do you offer ecotourism products and services? Are your products consumed both locally and internationally? GreenTour Kenya has an opportunity to include you in the coaching program.

B) Why are we looking for you?

Community Tourism Organizations will be trained on relevant business management skills in the frame of a 3-year **Export Coaching Programme (ECP)**. The MSMEs would be coached on how to use sustainable business approaches in their operations to maximize their contribution to sustainable development. The participating organizations will further be

supported to incorporate Sustainable Consumption and Production (SCP) approaches in their practices as part of their role in the Kenyan tourism supply chain.

C) How will the CBTO benefit?

1. This Export Coaching Programme will develop and provide practical advisory services to CBTOs on business management, including financial management.
2. For each selected organization, a detailed **Export audit** will be conducted by an international business coach and based on a SWOT analysis in relation to product, internal organisation, markets and marketing.
3. A 3-year specific **Export Marketing Plan (EMP)** and Action Plan with existing and measurable business objectives will be developed to improve the business capacity of the CBTO.
4. The organizations will obtain personal coaching including at least 8 personal half day meetings in their office and permanent Distance Guidance by the international coach.
5. The **capacity building and coaching** will support sustainable business development and marketing and is closely linked to the market access activities.
6. Support in relation to product development and marketing: Internet and e-marketing training, advice on how to obtain more business through the use of social media.
7. Training on Human Resource management especially on how to motivate your staff.
8. Training on the environmental and social sustainability of your organization.

D) What criteria should you fulfil?

The Community Based Tourism Organizations should:

1. Have been in operation for more than 2 years.
2. Have more than 2 permanent staff members.
3. Have a record of their income and expenditure for at least 2 years.
4. Be owned or managed by the community.
5. Have proof of the local community owning or managing the enterprise.
6. Demonstrate the involvement of women and youth in the organization.
7. Demonstrate community involvement in production of the organization's tourism products and services.
8. Provide a profile of their tourism business in not more than two pages.



The representative of the CBTO participating in the Export Coaching Programme should:

1. Have the ability to communicate in English
2. Be a Kenyan national;
3. Commit to be available to participate in all the training and coaching activities.

Note! Women owned businesses are strongly encouraged to apply.

If interested please drop an email to programs@ecotourismkenya.org with a copy to standards@ecotourismkenya.org and in response we will send you the application form.

Thank you!