Travellers Philanthropy

No contribution is too small – everyone makes a difference!

The philosophy that tourism is the single largest means of transfer of wealth from rich to poor nations has been made real for many rural communities through traveler’s philanthropy.

The concept of traveller’s philanthropy is closely intertwined with concepts of ecotourism and responsible tourism. In simple terms traveller’s philanthropy is about giving by traveler’s. While ecotourism and responsible tourism place the burden of action on businesses, traveller’s philanthropy is a response by traveler’s to needs of destinations where they visit. These needs could be ecological, social or economic.

According to the Centre for Ecotourism and Sustainable Development (CESD), traveler’s philanthropy enables civic minded lodges, tour companies, and traveler’s to give back to host communities. Contributions from individuals (traveler’s) and companies are used to help offset the negative impacts of travel as well as meet needs of the destination like supporting local healthcare, education, conservation and other projects.

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Many lodges and tour companies receive donations from traveler’s in an ad hoc manner, for support of community and conservation projects. Some traveler’s specify where they wish the funds to be invested while many more don’t. Such ad hoc giving has many disadvantages both to the business and the donor. For the traveler it means they cannot remain in touch with projects they have supported or enjoy tax benefits associated with charity. The business on the other hand, having no system for management of such funds, may have its credibility questioned by client should no proper reports be produced. No business wants to take such risks in this age of blogs and bloggers.

To address weaknesses inherent in ad hoc giving, organised traveller giving or traveler’s philanthropy has gained popularity over the last five years. This has led many keen businesses to set up their own Foundations to manage increasing traveller donations while many more are using registered charities with programs to manage traveller’s philanthropy.

Today, there are hundreds of examples of life-changing projects that have been supported by traveller’s philanthropy. Traveler’s are not only sharing money, they are also donating time and talent. Developing countries, with the highest tourism growth rates, have an opportunity to prepare themselves to tap into traveller’s philanthropy and use it to transform rural areas that are tourism destinations.

A unique opportunity has presented itself for East Africa tourism businesses to learn and hear more about this concept. This will be at the forthcoming Travelers Philanthropy Conference scheduled to take place in Arusha, Tanzania from 3rd – 5th December, 2008. This conference is organised by CESD and sponsored by Ecotourism Kenya and Basecamp Foundation among other organisations.

Apart from tourism businesses, this conference is also relevant for CBOs involved in tourism. NGOs working with communities are encouraged to sponsor community members to this conference to enable them learn more about this concept and how to position themselves to benefit from its growth. To register for the conference visit www.travelersphilanthropy.org

Opportunities and Challenges in TRAVELERS’ PHILANTHROPY
the case of Turtle Bay Beach Club in Watamu

Turtle Bay Beach Club (TBBC) has had a traveler’s philanthropy program since mid 1990’s. It all started with a desk where guests could direct enquiries on community visits. The visits led to volunteering and has since grown into a big department that runs numerous projects supporting development in the neighboring communities, thanks to traveler’s philanthropy.

To ensure that travelers who support the program are kept informed TBBC has opened an office and employed qualified personnel on full time basis to help run the busy department. On average travelers philanthropy raises up to US$ 45,000 annually for bursaries among other projects. Lots of other funds are also raised for projects in support of schools, clinics, special homes and children homes. TBBC compliments traveler’s contribution by contributing an amount for every donation made by visitors. All administrative cost related to the programme are met by TBBC.

As travelers philanthropy targets community needs, local people participation is paramount. There is need to include all members of the community including the vulnerable ones like women and children and minority groups as well. Dialogue will also help in early identification of conflicts and other threats which can undermine the success of projects. To this end, TBBC works with local community members, organized groups, schools and key informants in the community to identify genuine needs.

Visits to the community are organised to learn what goes on and in the process identify worthy cases which need support. TBBC has set aside Wednesdays as community visit days. On this day, members of the community visit the TBBC community and conservation office to discuss on-going projects and areas that could benefit from TP.

There have been challenges though, TP is an opportunity for travellers to be part of the destinations they visit. It is not a panacea to local community problems and care should be taken not to mislead communities. The Coast for example has
Ecotourism and Caring for communities – examples from...

Kichwa Tembo

Africa’s wilderness areas and the wildlife they sustain are precious, yet endangered resources. Conservation programmes and responsible ecotourism are preserving them, and playing a vital role in Africa’s future and the prosperity of its people. But for conservation to succeed, the needs of people and animals must both be taken into account so that conservation can be seen to be worthwhile for the rural communities involved.

As Nelson Mandela, former South African president, once said, “Ultimately conservation is about people. If you don’t have sustainable development around these (wildlife) parks, then people will have no interest in them, and the parks will not survive.”

Kichwa Tembo is a property of Conservation Corporation Africa (CCA). Conservation Corporation Africa (CC Africa), together with its social development arm Africa Foundation, empowers communities by forging links with all stakeholders, and ensuring that community voices are not overlooked at destinations. This is achieved by engaging with communities at a grassroots level, to address their social and economic needs.

Located on a private wildlife concession leased from Maasai landlords in Kenya’s Masai Mara National Reserve, the Kichwa land is home to two luxurious safari camps: Bateleur Camp and Kichwa Tembo Tented Camp. Through funding from Africa Foundation, each of the CCA properties initiates projects based on the needs of the communities surrounding the conservation areas. The Kichwa teams have implemented several programmes to help empower the local communities.

• In support of education, two classrooms were built at Olopikindongoe Primary School, four at Olmotonyi Primary School and one at Emurtoto Primary School. Initially, there used to be only one school and children had to walk long distances.
• A medical clinic has been built at Kichwa Tembo. This clinic serves the local communities as well as the camp staff. It provides free medical services, while medication is made available at a cost.
• For women, modern beehives have been installed to increase honey production. In addition, the women received training from a beekeeping expert. Enkutoto Women’s Group, the beneficiaries of the program, harvested 468 bottles of honey in their last two harvests and earned USD 700 from sales. This created some friendly competition among the communities, and the Kichwa team has since installed another ten beehives for the Kawai Women Group and ten for the Kawai Primary School. The harvesting and honey processing is coordinated by the Kichwa Tembo Positive Health team who ensures that hygienic precautions are observed. Kichwa buys much of the honey that is harvested and the Maasai communities use this money to buy food, send their children to school, and meet other basic needs.
• The Kichwa Tembo Positive Health team also conducts regular Positive Health sessions to educate the communities on the need to supplement their traditional diets of milk and meat with fresh vegetables. They have helped the communities to plant vegetable gardens at 25 different homesteads.

These are just some of the initiatives by CC Africa aimed at empowering and improving the lives of CC Africa’s neighboring communities.

Indeed caring for communities is at the core of responsible tourism and there are several ways in which tourism businesses can care for their communities. Its starts with a realization that people and the environment have an impact on the bottom line (profit), of every business. Do you care? ☑
Energy Inefficiency in our camps, lodges and hotels

A lot has been written on energy efficiency and renewable energy, this one included, over the past fifteen years. While reviewing these past articles, in preparation for writing this one, I ended up feeling very uneasy.

It is true that not much has tangibly changed: what was written in 1996 about energy management in Kenyan hotels could easily be re-printed, almost word for word, and still accurately describe the situation in 2008. And to be blunt, there are three things that most energy users, hotels and lodges included, are going to have to face up to. First, the majority are using energy inefficiently, including the ones that think they are using it well. Second, the technologies and expertise to help transform the way we are getting our energy and the way we are using and managing it all exist and are proven. Third, the main problem in achieving this transformation is you. Unfair?

Well, instead of giving ten handy tips for saving electricity or talking about energy audits or how to realise energy investment projects (for these, please see numerous past articles in Ecotourism Kenya newsletters), let me share examples of the wastage exhibited by tourist hotels and lodges.

How efficient is a large lodge in a protected area that provides hot water to rooms and the kitchen by burning wood fuel? Almost a lorry load of wood is required every day, and the lorry has to travel further and further each year to get it, because there are, of course, less and less trees available outside the protected area. What about a coastal hotel in which the air conditioners were placed directly above the mini-bars in the guest rooms. The management mentions that there must be something wrong with the air conditioning systems because effective cooling is not achieved in the rooms. I gently mention that it may have something to do with the heat from the back of the mini-bars cancelling out the cooling effect of the air conditioners.

What excuse does a brand new lodge in a very hot part of the country, with many hours of sunshine give to provide hot water to guest rooms and service areas by running a generator? This is probably the most expensive way you can heat water, unless you’d like to go nuclear! The lodge could retrofit a solar water heating system, but the golden opportunity missed out on by not doing this at the design stage of the project may never be recovered as retrofit is always much more expensive than getting it right in the first place. Improper solar installations can be equally expensive if not frustrating. A tented lodge, disillusioned with solar water heating, confessed that it just doesn’t work. A closer inspection showed that the panels were positioned in such that they only received a few hours of sunshine in the morning while in the afternoon they were completely in the shade.

Then there is the sprawling hotel with acres of grounds. Guests in the furthest rooms have to run water for over twenty minutes until they get warm water out of the taps for their showers. A closer inspection of the hot water system showed hundreds of metres of uninsulated underground pipes heating the surrounding earth and providing warm havens for creatures of the earth, but failing to deliver hot water to guests. Similarly astonishing is a hotel gym running the sauna and steam rooms at full blast when there was absolutely nobody in the gym, and not many people expected until the peak periods over lunch and in the early evening.

The Coast seems to be leaders in inefficiency. What do you make of a coastal resort with floodlights lighting up many beautiful trees and looking very attractive at three thirty in the morning, when even the crabs are asleep? Still at the coast, is a case of a large function room that was being used no matter what size of group booked it, until it was realised that anything under 50 people actually meant a loss for the hotel, when the true energy costs (air conditioning, lighting) were isolated and added to the function costing sheets.

The list is endless. That side, what it is that you find challenging about achieving energy efficiency in your hotel, lodge and camp. In what areas have you had successes? Share with us so that we can garner some fresh examples that can re-ignite and inspire others to embrace energy efficiency. The triple bottom line is not elusive: every shilling saved on energy costs is a shilling added to your profit, and you achieve environmental benefits at the same time. I rather we all got working together as hard as we can on this. What with fuel prices at shocking levels and climate change realities beginning to bite. ☐
Opportunities and challenges in Travelers' Philanthropy... cont. from page 2

Not all projects initiated through travelers philanthropy succeed. Yet it is an opportunity that if carefully nurtured could bring the much needed tourism benefits to communities and destinations. However, this will not be realized without the good will of the tourism facilities, operators, communities and the government.

Details of TBBC Traveler Philanthropy projects can be found at www.turtlebay.co.ke

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a high poverty index despite being the leading tourism destination in Kenya. Therefore any program to address poverty cannot fail to raise expectations. Noting that resources provided by TP may be limited and sometimes irregular, only programmes that can be managed by local people should be explored. Care should be taken to discourage handouts as these only make local people more dependent instead of being empowered. Dealing with government bureaucracies can also be a challenge as is lack of capacity among communities.

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Students from SDA school & Students supported by Arabuko-sokoke Schools and Eco-tourism scheme respectively

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Eco Talk - Debating Responsible Tourism

Tourism investors, professionals, developmentalists, conservationists and host communities are constantly debating responsible tourism. Debates range over its ability to save destinations, transform rural economies into market economies, bring benefits to local people or even support host communities to engage in tourism. Regrettably, much of these debates are theoretical with little reference to practice.

Ecotourism Kenya’s monthly eco-talks offer a new approach to debating responsible tourism. The Eco-talks offer an opportunity to review practices that are being promoted as responsible/best. Mainly led by operators, the talks also encourage knowledge sharing and networking among responsible tourism operators.

Over the last two months the talks have explored several issues/practices among them how to find a balance between market forces in tourism and conservation perceptions, examples of ‘investor in people’ programs by responsible tourism operators by reviewing examples from South Africa and Kenya and challenges of harnessing e-business for Community Based Tourism. These talks happen every second Thursday of the month at Ecotourism Kenya offices. Look for dates of upcoming talks from our website www.ecotourismkenya.org or e-mail info@ecotourismkenya.org for updates.

Ecotourism Kenya - Coast Working Group

Ecotourism Kenya has been growing and so has been the demand of services by members. In 2007, it became apparent that regional expansion was necessary if Ecotourism Kenya was going to sustain the growing interest by operators in responsible tourism. This need is the basis of the Regional Working Groups. It is envisaged that through the working groups, region specific projects can be planned and members from these regions can benefit more from programs of the organisation. The working groups are volunteers who will champion the ideals and programs of Ecotourism Kenya in the regions. The Coast Region is the first to constitute a regional working group. The members of the coast region working group include

- Shafique Ebrahimjjee - Team leader
- Sally Mullens - Member
- Abdulaziz Abdalla - Member
- Yusuf Adan - member
- Taher Adamji - Member

For information on the Coast group and how to participate contact Shafique by e-mail shafique@turtlebay.co.ke NB. If you wish to constitute a group in your region send an e-mail to judy@ecotourismkenya.org

Turtle Bay wins Energy Award 3 years in a row!

Turtle Bay Beach Club has won, for the 3rd year in a row the National Energy Management Award in the Tourism Sector. Since first participating in the award in 2005, TBBC has continually made improvements towards efficient energy management which has resulted in considerable savings. Among the efforts that have contributed to energy saving includes:

- Daily monitoring of energy/gas consumption
- Using energy saving light bulbs (88% saving achieved)
- Installation of timers for hot water
- Introducing central key switches for Air Conditioners
- Using solar for heating water in the kitchen
- Improving hanging areas for the laundry (avoid tumble drying as much as possible)
- Introduction of bio-charcoal in the kitchen.

For more information on the Annual Energy Awards contact Kenya Association of Manufacturers on tel 3753204

Conferences & Seminars

Eco Storm Masai Mara

17th – 20th November 2008

Masai Mara is at a crossroads. Whatever action is taken to sustain the destination must seek to find a balance between local peoples need, business need and conservation need. Eco Storm Masai Mara will provide opportunity to explore tools and practices that could be employed to ensure that in tapping the economic prowess of the Mara; the ecological balance, local livelihoods and product quality are not left without proper attention. Indeed, the approach applied by Eco Storm is sustainable tourism destination development with equal attention given to People, Planet and Profit issues. There are very limited spaces available for participants. Keynote speakers include Professor Murray an expert on Tourism and Climate Change and Justin Francis of Responsible Tourism. Please register before September 30th 2008 at www.eco-storm.net

Travelers’ Philanthropy Conference

3rd – 5th December 2008

The 2008 Traveler’s Philanthropy conference will be held in Arusha Tanzania. Online registration is ongoing at www.travelersphilanthropyconference.org. Send your enquiries via e-mail to wcooper@ecotourismcsed.org.
National Waste Management Regulations

The National Waste Management Regulations – formally referred to as the Environmental Management and Coordination (Waste Management) Regulations (or Legal Notice No. 121), were issued in September 2006. While most of our members are aware of the existence of these Regulations, many are not clear how they apply to their operations, particularly lodges and camps. After discussions and telephone conversations with NEMA’s Waste Management Unit, our understanding of the requirements of the Waste Management Regulations as applicable to hotels, lodges and camps is summarised below.

The Regulations stipulate that anyone who transports waste requires a waste transportation licence. This applies to all waste that is generated by a facility, and includes both non-hazardous and hazardous waste. Vehicles that are used for waste transportation must be registered with NEMA. NEMA does not have specifications for the types of vehicles that can be used, but indicated that the vehicle(s) should be enclosed, or the waste has to be covered or contained. Trucks delivering supplies to the camps and lodges cannot be used to transport waste.

A camp or lodge that buries or disposes waste in a pit (lined or unlined), requires a licence to operate the pit or landfill. Facilities that compost their biodegradable waste require a separate composting licence, and facilities that recycle their waste also need a recycling licence – since composting and recycling are considered to be “treatment of waste”.

For the transportation of waste, the procedure is as follows:

i. Identify the vehicle(s) that will transport the waste from the camp/lodge to the approved dumpsite.

ii. Fill in an application/renewal form for a licence for transportation of waste (First Schedule, Form I). The form requires details on the number and types of vehicles to be registered, their registration numbers, quantity of waste to be transported, site to which waste will be transported, collection schedule.

iii. NEMA also requires photographs of the vehicles that will be used for transportation of waste to be submitted together with the application form.

iv. The application fee is KShs 3,000/=. Once the application is approved, a licence will be issued on payment of KShs 5,000/= per year. The licence is valid for one year, and another application has to be made every year. The fees have been stipulated in the Second Schedule of the Regulations.

v. The applicant must attach a blank tracking document with their company letterhead for NEMA’s records (Form III) to the application form. Tracking documents must be used whenever a vehicle is transporting waste.

vi. NEMA may also request for a copy of the vehicle log book(s).

vii. All application forms and an example of a tracking document are contained in the Schedules of the Regulations and can be downloaded from the NEMA website: www.nema.go.ke

The procedure for the application/renewal for a licence to operate a waste treatment or disposal site is similar to that described above:

i. Fill in an application/renewal form for a licence to operate a waste treatment or disposal site (First Schedule, Form IV). The form requires details of the types and quantity of waste to be treated/disposed of, and details of the types of treatment or disposal site.

ii. The application fee is KShs 3,000/-. Once the application is approved, a licence will be issued on payment of KShs 75,000/- for a dumpsite or landfill, KShs 40,000/- for composting, and KShs 75,000/- for an incinerator. The licence requires renewal on an annual basis. The fees have been stipulated in the Second Schedule of the Regulations.

iii. Again, application forms are contained in the Schedules of the Regulations and can be downloaded from the NEMA website: www.nema.go.ke

Given the above, members may consider:

- hiring a NEMA registered waste management contractor to carry away all waste generated at their facilities, in which case the facility need only pay the waste contractor his rates;
- designating a vehicle for transportation of waste, and ensuring that vehicle takes all waste off the site;
- applying for the various licences as described above.

While the intentions of the Regulations are sound, we understand that they may not be conducive to the principals of reduce, reuse, recover and recycle, and in addition may be impractical, given that there are few waste transporters located close to camps and lodges outside the major towns, and that the nearest NEMA “approved” dumpsites are perhaps environmentally highly hazardous or non-existent. Moreover, in some cases it appears that those who are actually doing good in terms of waste management are being penalised.

Ecotourism Kenya therefore intends to request a representative from NEMA to give an EcoTalk on the Waste Management Regulations in the very near future, so that our members’ concerns and difficulties can be discussed at this forum.

The writer Anu Willetts is an Environmental Consultant. Email: willetts@connect.co.ke

Legal Register for Hotels, camps and lodges

We have available for sale to members a compilation of legislation relevant for all those operating camps, lodges or hotels. This user friendly register lists legislation related to emissions, noise, water resources, wastewater, solid waste management, storage, handling and disposal of hazardous materials, contaminated land, biodiversity and natural resource conservation, energy conservation, occupational health and safety, emergency preparedness and response, and indigenous peoples and cultural property rights among others. This register is a must for all responsible tourism businesses. Order a copy from the secretariat at Ksh 1500 a copy.
Koiyaki Guiding School
BUILDING CAPACITY OF LOCAL MAASAI TO PARTICIPATE IN TOURISM

Koiyaki Guiding School, a community based capacity building centre committed to improve Safari Guide standards in Kenya and particularly in the Masai Mara Game Reserve and its environs.

Started in 2004, the school aims to build the capacity of the Maasai community, to manage their own conservancies and benefit from tourism. It is funded by the Koiyaki/Lemek Community, the European Union and donors. The donors are primarily made up of tourists and small up-market Safari Operators and their overseas agents.

Since inception, Koiyaki Guiding School has graduated 76 Bronze badge holders. The one year training course cover a wide range of topics including First Aid, Driving Skills, Ecology, Entomology, Wildlife Management, Communication Skills, Management Skills, Basic Mechanics, Computer Studies, Eco-Technology, Ecotourism, Cultural Interpretation, Conservation, Natural history and Land Use. Graduates of Koiyaki Guiding School are employed in the safari industry in various parts of Kenya and as far as Tanzania.

The first of its kind in Kenya, the school has two resident instructors; Moriaso Nabaala who has a degree in Wildlife Management from the University of Kent UK and Michael Kihiga a former KWS park warden and instructor at the KWS Training School Naivasha. They have both completed their Professional Guide Training course with Eco Training in Kruger National Park, South Africa. Simon Nkoitoi, the Administrator, has a diploma in Community development.

This year, 54 applicants with the minimum standards of a D Plus (D+) in their Kenya Certificate of Secondary School exam and a compulsory D plus in English have applied for interviews. Only 25 will be admitted for this year’s intake on the 1st July 2008, graduating at the end of May 2009. This is how competitive the school has become.

Graduates of Koiyaki Guiding School have a challenge. Upon graduation, they sit the Kenya Professional Safari Guides Association (KPSGA), Bronze examinations for purposes of being accredited. The KPSGA accredits Safari Guides at three levels; Bronze, Silver and Gold. Koiyaki School graduates have to continuously upgrade themselves to achieve the highest level of certification of guides in Kenya. In this regard, the first group of graduates who qualified in their Bronze examination in 2005 are preparing themselves to sit the Silver Badge KPSGA exam in November 2008 at the school after an intensive week-long course. A Silver KPSGA badge is almost a guarantee for employment so competition is high for the 24 slots on offer.

In a first growing tourism industry like Kenya’s, finding a qualified guide can be a challenge to many responsible tourism businesses. Koiyaki Guiding School is bridging the gap by providing well trained responsible safari guides. Graduates of Koiyaki are more than guides; they are trained to be sustainable destination managers.

For more information on this school visit the school’s website www.koiyaki.com.

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For more information, contact Grace on tel. +254-20-2724403 or email info@ecotourismkenya.org.
Nomad Tanzania

In June 2008, Ecotourism Kenya awarded Bronze Eco-rating to three Tanzanian facilities: Sand Rivers Selous (in Selous Game Reserve), Greystoke Mahale (in Mahale Mountains National Park) and Chada Katavi (in Katavi National Park).

The three are the property of Nomad Tanzania, a safari company based outside Arusha in northern Tanzania. The facilities were evaluated for responsible practices in resource use, environmental conservation and social responsibility (benefits to local people). Exemplary practices that contributed towards the certification of Sand Rivers Selous, Greystoke Mahale and Chada Katavi include:

Sustainable use of resources
- Reliance on solar as the primary source of energy
- Well drafted sustainable tourism policies with practical implementation plans
- Extending sustainable resource-use measures beyond the camps to the offices.
- Responsiveness to emerging issues in sustainable tourism including carbon offsetting. Nomad Tanzania has had an independent audit carried out on its entire carbon footprint, providing data that will enable them to set targets to reduce emissions

Environmental conservation
- Efforts to minimize the facilities’ environmental impact including constructing entirely tented camps with no permanent infrastructure
- Non use of chemical pesticides and fertilizers in all the three facilities
- Monitoring key wildlife species within their environments to support their conservation
- Supporting Nomad Trust through a $3.00 bednight fee per Nomad camp. Nomad Trust in turn supports other initiatives including Selous Rhino Trust, an NGO committed to protecting the Black Rhino.

Local people investment programmes
- By contributing to Nomad Trust, the three facilities support fundraising for community projects in Mpimbwe, Tongwe, Ololosokwan and Piyaya areas. The community in Piyaya received $1 million Tz shillings from Nomad Tanzania last year.

“We’re driven by our love of the bush, our desire for adventure, our imagination and creativity, our strong conservation ethics, and a serious passion to turn safari fantasies into safari reality. We have some of the most unique and exciting small safari camps in northern, southern, and western Tanzania.”

— Nomad Tanzania.

Did you know that the Eco-rating Scheme has gone regional!

Would you like to be featured?
The Featured Eco-rated Facility is a new column of the Ek Newsletter. It is available for eco-rated lodges/camps only.
If you would like to be featured in the next newsletter, email info@ecotourismkenya.org
Tourism has been singled out as one of the six pillars for economic growth and wealth creation under vision 2030.

The strategy seeks to make Kenya one of the long haul tourist destinations, offering diverse, niche products and high end experiences by 2012 to a target 5 million tourists. This calls for incorporation of carefully thought sustainable tourism investments in upcoming and existing destinations. Group ranches around Amboseli National Park, totalling 6000sq km, offers a great opportunity for sustainable tourism investments.

Introduction to Amboseli
Amboseli is among the top tourist destinations in Kenya. Composed of Amboseli National Park and the adjacent Group Ranches of Mbirikani, Kuku, Kimana, Rombo, Olgulului-Olarashi, and Selenkei, the destination is famous for its big game and for having the highest single concentration elephants in the world.

In addition, Amboseli has spectacular sceneries and the landscape is enhanced by Mt. Kilimanjaro in the background. Tourism activities in the destination include games drives with opportunities for night game drives in the group ranches, photography, walking safaris, balloon safaris and locals cultural heritage experiences.

Tourism and conservation is not new to the group ranches in Amboseli. So far the group ranches have set a side about 45,000 hectares of land for wildlife conservancies and sanctuaries. Currently there are three functional sanctuaries, and three concession areas with four eco-lodges and two campsites. This generates about Ksh. 100 million annually. In addition to revenues generated by the enterprises, some 300 members of the Group Ranches have been employed by the enterprises. On average, 1,400 households are drawing their livelihoods from tourism and conservation. The group ranches also have an education bursary scheme for members from a revenue sharing programme with Kenya Wildlife Service (KWS). Currently this amounts to Ksh. 11 million per annum.

Tourism investment opportunities
Tourist arrivals in Amboseli have been growing and so are threats and impacts associated with tourism growth. To sustain the destination as a preferred tourism destination, future developments must be ecologically, economically and socially sustainable. Towards this end, an investments mapping exercise was undertaken by Amboseli Tourism Association under the umbrella body of Amboseli and Tsavo Group Ranches Association (ATGRA) in collaboration with Netherlands Development Organisation (SNV). ATGRA is an association that brings together all group ranches in Amboseli region while SNV...
is an international NGO that is committed to building the capacity of local organisations so that they can pursue their own sustainable development. SNV supports the communities through advisory services in commercialization of Small, Medium Enterprises (SMEs), stimulation of tourism investments in targeted tourist destinations, creation of national and regional tourism platforms and enhancing of employment of locals in tourism.

The mapping exercise identified investment opportunities in four group ranches (Mbirikani, Eselenkei, Kuku and Rombo) which in total have set aside approximately 41,000 hectares for the establishment of conservation sanctuaries. The preferred investment model is joint ventures between local communities and investors. The communities have already reserved areas for conservancies and investors are expected to develop low impact tourist amenities that include eco-lodges/camps, access roads and game drive tracks. The selection of investors will be through competitive bidding.

For more information and site familiarization trips contact,
Amboseli & Tsavo Group Ranches Conservation Association,
P.O BOX 119-00209,
Loitokitok,
Tel: +254 4562228, 0202358665.
jlekanayia@yahoo.com

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Chada Katavi Camp www.nomad-tanzania.com
Greystoke Mahale www.nomad-tanzania.com
Sand Rivers Selous www.nomad-tanzania.com

*Eco-rated facilities as at July 2008