Promoting Green Tourism in Urban Areas

Applying the practices of ecotourism to an urban environment is a relatively new concept but a concept that merits development in multiple cities including Nairobi, Mombasa and Kisumu in Kenya.

The concept of urban green tourism (urban ecotourism), as pioneered by Toronto’s Green Tourism Association, is a working example that demonstrates how a city can promote itself, individual businesses and attractions to provide a unique tourism experience and generate demand for sustainability. Tourism in the developed world has historically taken place in urban settings, and large capital cities have long been recognized as major tourism destinations. Although its growth has been exponential in the past few decades since the mid-1960s, tourism has only become recognized as a vital industrial sector for urban economies in the last 10 to 15 years. The urban development strategies adopted have had three main thrusts and have involved: (a) infrastructure: the development of large scale facilities, convention centres, waterfront...
Promoting Green Tourism in Urban Areas

Developments, aquaria and festival marketplaces being particularly popular; (b) events: the hosting of mega-events and festivals, focusing especially on the arts and sports; (c) marketing images: the marketing and selling of an image that denotes the city as exciting, by focusing on the entertainment and spectacles it has to offer. Along with the growth of tourism has come an increasing set of concerns about its environmental, cultural and social impacts. Tourists are consumptive beings and tourism suppliers are waste and energy intensive. Too few steps are being undertaken towards keeping the urban tourism industry sustainable.

While there is generally an increased awareness of environmental issues, the trend towards convenience leads to the adoption of disposable goods (such as disposable cameras, brochures, etc) and ‘surface travelling’ at a destination city (by seeing and being seen at the key tourist sites and doing the most activities in the shortest amount of time). All too often, local culture and heritage activities are overlooked. In addition, supporting the local economy through the purchase of local products and acting in an environmentally responsible way are often forgotten in the rush to consume the urban tourist experience. To date there has been little marketing and education directed at urban tourists that supports a sustainable environment. It makes sense to use the fact that green sells for marketing purposes, but only when the product labelling conforms with both consumer expectations and industry standards.

The green concept allows the tourism industry to improve its image and practices while continuing a commercial profit strategy. If greening is used solely for image purposes, rather than an approach adopted in practice, the very landscape, culture and heritage that provides the initial attractions will disappear. Six key strategies are therefore recommended when marketing ecotourism products:

1. **Broad distribution** – your product must be accessible to your market through as many key locations as possible.
2. **Partnership development** – Contact anyone who may be linked to the tourism/environmental industry and show them your game plan, many will have contacts to share or facilities already set up that can be adopted in exchange for marketing or media attention.
3. **Show the bottom line** – Marketing initiatives have to focus on exposure for all avenues of this niche market and how the product or campaign will ultimately bring more visitors through their doors.
4. **Ownership** – Doing a good deed such as recycling, promoting local culture or heritage, buying locally made products etc will go a long way. Encourage your customers and business associates to buy-in and get ownership of the ‘green’ idea so that they in turn will market themselves and ultimately you in a positive light.
5. **User friendly products** – ‘eco’ marketing can be a case of converting the converted (those who already undertake green activities or support your mission). To convert the ‘other’ customers, make sure you provide products that give your customer easy options and alternatives that require little effort on their part to adapt or undertake.
6. **Practice what you preach** – the organization should be seen to be environmentally and culturally sensitive, not just promote this to others. All promotional materials should be made to the highest environmental standards possible, e.g. 100% post consumer recycling content, recycled and/or vegetable ink, etc. In addition, staff should be knowledgeable in environmental as well as tourism matters.

**References**


Support our Programmes by Advertising in the Ecotourism Kenya Newsletter - 2009 Rates

- Quarter Page (90mm x 133mm) inside pages – Kshs. 15,000
- Half Page (180mm x 133mm) inside pages – Kshs. 25,000
- Full page (180mm x 267mm) inside pages – Kshs. 40,000
- Outside Back Cover (180mm x 267mm) – Kshs. 50,000

Discounted rates: - Members: Less 10% - One year contract for the 4 issues: Less 10% - Community Based Organization: Less 35%

To place an advert in the next issue, send your full colour artwork in a CD saved as Tiff or EPS to Ecotourism Kenya offices by **February 28th, May 31st, August 31st and October 31st 2009**.

For more information, contact Grace on tel. +254-20-2724403 or email info@ecotourismkenya.org.
Is carbon off-setting the solution?

A recent WWF report on climate change impacts in East Africa paints a worrying picture about food security, health, extreme weather events, sea level rise and altered biodiversity. The crucial point is that these negative impacts are already happening. And they are affecting tourism.

Climate change is deeply complex, this is obvious enough. What is less obvious is that the potential responses are equally complex and possibly controversial. They need to be thought through carefully.

For example, buying into the carbon offset argument for long haul air travel may well end up causing a non-tariff trade barrier against tourism in Kenya. The analogy here is the now defunct “food miles” labelling for Kenyan produce. Research found that more carbon emissions were produced for vegetables grown in Dutch greenhouses and sold in UK supermarkets than it did for growing and transporting produce from Kenya. There were also arguments that such labelling would create a trade barrier for Kenyan produce in the European markets which flouts World Trade Organisation rules. The result is that produce from developing countries does not have to bear such labels and the current thinking is geared more towards the development benefits that the trade brings. Could we be falling into a trap that we will find much harder to get out of than the horticulture industry, simply because we’ve already voluntarily embraced the “label” of carbon off-sets?

Similarly, if a business is working on the carbon footprint of its operations, then it might want to consider the conflicting signals it is giving out to its customers. Consider this: Government buildings alone in the UK pump out more carbon emissions per annum than Kenya’s entire emissions. A two week safari inclusive of long-haul flights is likely to emit less than two weeks of just living in London where the carbon footprint of daily life is many times more than that in Kenya. The customer’s impression, by buying the offset is likely to be the opposite of this.

There is yet more controversy about carbon off-setting: if someone can off-set their flight, then the likelihood is that they will continue to fly as often as before, rather than changing their travel habits. www.cheatneutral.com is a tongue-in-cheek parody where one can continue to cheat on one’s partner and off-set that cheating by paying someone else to remain faithful or celibate! The serious point being made is that off-setting doesn’t really encourage a deep-rooted change in behaviour. But such a change would mean less air travel, so is that good or bad and how would the industries involved deal with it?

And what about all those carbon markets that no-one understands yet which look so enticing? It is actually not that easy for us in Kenya to access carbon credits: it’s as rigorous a process as applying for a loan from a bank; the transaction times take much longer; and the credits themselves will only tip the balance in favour of a company investing in an otherwise too expensive renewable technology, rather than lining pockets with carbon cash. These projects are possible, but building economies of scale will create the more attractive prospects. Such as if the tourism industry was to come together to invest in solar water heating on a more widespread scale than currently exists at the Kenya coast; or if there was an industry wide effort to replace all incandescent lighting with far more efficient compact fluorescent and LED lights.

Adapting to climate change is an area which the tourism industry has not really considered, yet it should be getting its urgent attention. Consider this: starving cattle, destroyed livelihoods, dying wildlife and the continued extraction of water for supply to a lodge swimming pool - all in the same ecosystem. What’s the response? Tourists to choose not to travel? Cattle insurance schemes for the pastoralists? Developing better water infrastructure to cope with drought extremes? Protecting catchments? The industry needs to get together to think through these scenarios and to initiate some forward planning on what to do and what it will cost. This could be in terms of better disaster response or investment in physical buffers: erosion control, tree planting, water storage and flood protection. It could be through better off-setting strategies and international marketing campaigns that educate our customers. It could be in visioning and innovating what the future tourism industry will look like in the face of these hugely complex challenges.

Whilst individual action is commendable and well intentioned, it makes more sense if the industry as a whole can define a collective strategy and framework to deal with climate change responses. Each business can then take meaningful action within this framework, whilst the industry as a whole ensures that the requisite planning and investment is carried out to safeguard its assets and deal with the threats to business arising from climate change. Most of all, it needs responsible leadership and action. Any takers?

anjali.saini@yahoo.co.uk
Community based tourism is a niche tourism product where local residents (often rural, poor and economically marginalised) invite tourists to visit their communities with the provision of overnight accommodation and other tourist services. The residents earn income as land owners, entrepreneurs, service and supplies providers, and employees. A substantial part of the tourist income is set aside for projects which provide benefits to the community as a whole such as construction of schools to provide basic education and sinking boreholes to provide clean drinking water. In return the tourists explore local habitat and wildlife and celebrate and respect traditional cultures, rituals and wisdom.

This project is the second phase of a UNWTO/ST-EP (Sustainable Tourism – Eliminating Poverty) Programme that aims to lift 520 households above the poverty line by supporting approximately 20 tourism enterprises within three years (2008 – 2010). The first phase of the project involved construction of a foot bridge that links Olmakaun Cultural Village and Nairobi National Park.

The communities that participated in this exhibition were drawn from four tourist hotspots: Amboseli, Magadi, Kitengela and Mid Rift. The enterprises included: Olmakau Cultural Village (Kitengela), Sampa Camp (Magadi), Olgulului Camp and Kili Climbing & Safaris Association (Amboseli), Equator Self Help Group, Netbon Ecotourism Centre and Ilchamus Morans (Mid-Rift). The groups made a number of sales and developed contacts with operators who were willing to re-sale their products. During the three-day exhibition, the Community Tourism Portfolio stand was visited by approximately 900 visitors who showed interest in community tourism and took brochures depicting the services offered by SMEs. Linkages were brokered with 14 tourism industry resellers (travel agents and tour operators) who showed their commitment in incorporating the SMEs in their tour packages.

In the second round the project will select the remaining 13 SMEs to benefit from the funding. In excess of this the project will embark on other project activities such as development of a marketing strategy, facilitating the creation of a vocational school in Amboseli, and enhancing equitable distribution of revenue earned from community owned establishments. Once successful the project will be replicated to other tourism ‘hot spots in the country.
Elsamere Conservation Day

Every year, Elsamere Conservation Centre and Elsamere Field Study Centre organize a conservation day with the objective of showcasing the work of the Elsa Conservation Trust and bringing together organizations, corporate bodies, families and individuals to have a chance to interact and also educate themselves through the various Environmental exhibitions.

Elsamere is the former home of the late George and Joy Adamson who were world famous for their involvement in the conservation work and in particular wildlife conservation. The Elsamere Conservation Centre, which has been described as a bird watcher’s paradise due to the rich variety of birds found amongst its indigenous vegetation, is a ‘home stay’ establishment strongly committed to “Green Tourism”. Visitors have an opportunity to enjoy the sight of grazing Hippos at night from the comfort of the self contained cottages and wake up to the cries of Fish Eagles in the morning. After enjoying a buffet lunch or the popular high tea, all guests are treated to a show of the Adamson’s documentary which outlines the great conservation work that they achieved during their lifetime. All proceeds realized from the activities of the Conservation Centre go the Elsamere Field Study Centre (EFSC), the charitable wing of Elsamere which was established in 1989 with a mission to make environmental awareness and development education available to all East African people.

The Field Study Centre education department had a total of 15 exhibitions. During the Conservation Day various schools that have been the main beneficiary of the charitable education programs displayed their exhibitions that ranged from water harvesting practices and usage, recycling, re-uses, economical solar heating systems, methods of composting and recycling, soil conservation methods as well as paintings depicting students’ understanding of environmental conservation.

The Field study centre has been actively involved with the various conservation groups within the Lake Naivasha basin and its catchment areas. The exhibits by the Dabibi Conservation Education Centre, Friends of Kinangop Plateau, and NAWACOM depicted the important role played by community based conservation organizations. Other exhibitors included The Lake Naivasha Riparian Association; Wildlife Clubs of Kenya, Lake Naivasha Green Growers Group, and the Kenya Wildlife Service who had very educative and informative exhibits detailing the various roles that each organization plays in the concerted efforts to save and conserve the environment.

The popularity of the event was evident from the high numbers that turned up as over three hundred people purchased tickets for this year’s event. Certificates were awarded to the three best exhibition stands namely Wildlife clubs of Kenya (WCK), Friends of Kinangop Plateau and Elsamere Field Study Centre. For further information contact

Samuel Gachoka: elseaefsc@africaonline.co.ke
or Johnson Kianda: elsaf@hotmail.com

As part of its ongoing corporate social responsibility programme, SafariLink, Kenya’s premier safari airline launched their 2009 ‘Going Green’ Project. The aviation company has taken the decision for their flights to be ‘carbon–neutral’ from 2009 through a major involvement in an indigenous tree planting exercise on the foothills of Mount Kenya.

This environmental project will be undertaken in conjunction with the Bill Woodley Mount Kenya Trust and aims to compensate for the carbon-dioxide emissions from their aircraft and hence minimize the company’s operational impact on the environment.

Over the past two decades there has been increased world-wide concern over the effect of global warming and it is believed that a significant contributory factor to this is an increase in carbon-dioxide in the atmosphere arising from our modern life-style. SafariLink, as a socially responsible company, is therefore leading the airline industry in Kenya by aiming to compensate their carbon emissions in order to help safeguard the environment for future generations.

Planting trees is one way to offset the ‘carbon footprint’ of a company or individual and become carbon neutral, because trees absorb carbon dioxide from the atmosphere and ‘lock it up’. The amount of carbon-dioxide produced by SafariLink’s aircraft is linked to the hours flown and there are guidelines as to the amount of carbon-dioxide absorbed by a tree during its lifetime. Accordingly it is relatively easy to calculate the approximate number of trees that are required to be planted each year to achieve a carbon-neutral status.

SafariLink aims to plant approximately 3,500 seedlings in 2009 and also intends later in the year to offer tourists the opportunity to be carbon-neutral for their flight to and from Kenya by making a donation to fund the planting of additional trees. Apart from the carbon-neutral aspect it will help re-forestation of the Mount Kenya region which is not only an area of unique beauty but is a vital water catchment area feeding the Ewaso Nigiro and Tana Rivers with hydro-electric stations on the latter providing almost half of Kenya’s electricity. In addition, the trust assists community based organisations in the Mt. Kenya region by employing women groups from the Embu area to nurture and plant the seedlings in the forest as well as helping them grow their own indigenous and exotic tree species with the aim to lessen pressure on the forests in the long term.

Other eco-friendly projects under consideration by SafariLink are a tree planting exercise in the Lamu area and the introduction of energy saving jikos to communities in the Masai Mara, Samburu and Amboseli regions, where firewood is scarce.

For further information contact Anu Vohora: marketing@safarilink.co.ke

Elsamere Kenya: Jan-Mar 2009 Issue No. 23
Green Directory 2009 now available

The Green Directory has become a regular feature at the Kenyan stand in international trade fairs and exhibition if the response from the WTM (London) FITUR (Spain) fairs is anything to go by. Courtesy of the Kenya Tourist Board, the booklet will be distributed at all the scheduled major exhibitions this year including BIT and ITB and other regional events. This directory which contains increasingly popular information on eco-friendly products and services as well as a list of Ecotourism Kenya members can be obtained at our Upper Hill offices Monday – Friday during normal working hours. To be listed in the next edition, advertise or purchase a copy (Kshs. 250 only), contact Grace on 2724403 or email info@ecotourismkenya.org

NB: Members of Ecotourism Kenya are listed for free

Upcoming Events:

- Africa Green Business Summit (AGBS)
  Dates: 27th – 28th April 2009
  Venue: KICC, Nairobi

  Theme: Green Business for Sustainable Development
  This event will bring in global industry experts engaged in designing and implementing Green Best Practices to share their experience with the Kenyan Business Community. To register contact Lilian Mwihaki, The Environment Press, 020-2180375, 020-3592916, 0722-893644, Email: lilian@environmentpress.com

- Suppliers in Tourism Expo
  Dates: 5th – 6th June 2009
  Venue: Nairobi Museum Grounds
  This event targets tourism businesses with intentions of improving their sales and looking to expand their supplier base and will also provide an opportunity for suppliers to unveil special offers and showcase new offerings to the market. For further details call the KTF Secretariat on Tel: 020 2035954 / 601343 or email sales@wananchi.com

- 2009 National Ecotourism Conference
  Dates: Wednesday 28th – Friday 30th October 2009
  Venue: To be confirmed
  Theme: Tourism Business in a Changing Climate
  Ecotourism Kenya would like to invite you to this year’s conference on the theme ‘Tourism Business in a changing climate’. Further information on registration of participants, list of invited speakers and other details will be posted on our website www.ecotourismkenya.org

Responsible Guiding Competition at the Mara Triangle

In an effort to further improve and reward good guiding behavior in Kenya’s Mara Triangle, the Mara Conservancy created the annual Responsible Safari Guide Award. This Award has helped to change the attitude of guides/drivers in the Masai Mara, which had become somewhat notorious for vehicles crowding around wildlife sightings and for off-road tracks that damage the landscape. Combined with stricter monitoring of driver behavior as well as better guiding workshops, this award has seen a marked improvement inside the Mara Triangle in just a few months. This competition was open to all safari guides resident in lodges and camps that conduct game drives in the Mara.

James Massek Kipiko from Batelour Camp beat out the competition and earned this prestigious award. James is one of the andBEYOND guides who are renowned for their sensitivity to the environment as well as the guest experience. He completed his training at andBEYOND’s Mwewe Ranger Training School in Tanzania and has been guiding at andBEYOND for 18 months. Having won the title of Most Responsible Safari Guide, James will be treated to an all-expenses paid safari to South Luangwa National Park in Zambia. Congratulations James!

The award has really helped to change the attitudes of the guides and will help ensure the sustainability of the Mara ecosystem for future generations. For further information contact Kichwa Tembo General Manager - Niall Anderson

niall.anderson@andbeyond.com

Ol Donyo Wuas - Finalist for 2009

Tourism for Tomorrow Awards

The World Travel & Tourism Council (WTTC) has announced the 12 finalists for the 2009 Tourism for Tomorrow Awards and Ol Donyo Wuas, an Ecotourism Kenya member has been shortlisted under the Community Benefit category. The finalists were selected for having successfully demonstrated sustainable tourism practices, including the protection of natural and cultural heritage, social and economic benefits to local people, and environmentally-friendly operations.

The Tourism for Tomorrow Awards judging process goes beyond just what a company says it is doing in sustainable tourism. The next phase of judging involves an on-site expert evaluation of each finalist to assess what they are doing in practice, leading up to the selection of one winner in each category. We wish Ol Donyo Wuas the best of success in the next phase. The prestigious Awards recognize best practices in sustainable tourism in four different categories - Destination Stewardship, Conservation, Community Benefit and Global Tourism Business. In 2008, another Kenyan facility and Ecotourism Kenya member - Serena Hotels, emerged as finalist in the same category.

Ol Donyo Wuas - Finalist for 2009
**Certification for tour operators**

Ecotourism Kenya is expanding the current certification programme to cover tour operators. The new programme aims to promote the highest levels of environmental, economic and social-cultural practices among Kenyan tour operators, all in an effort to make the country’s tourism more sustainable. We would like to give members and partners of Ecotourism Kenya this earliest opportunity to give their ideas, comments and suggestions on the upcoming programme including on the possible issues that should be covered when evaluating tour operators, minimum standards, etc. All ideas are welcome and should be sent to: info@ecotourismkenya.org

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**Rebranding Rabai**

Rabai Cultural Resource Centre has changed their name to **Rabai Kaya Conservation Association** to reflect their current task at implementing a Kaya conservation project generously funded by the French Embassy. The group is currently engaged in various Ecotourism activities such as bee-keeping, herbal production and woodlot preparation.

For more information on the group contact William Mutta at wtsaka@yahoo.com

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**Porini - Making a positive contribution to the protection of endangered animals**

**African Wild Dogs** *(Lycaon pictus)* are one of the most endangered large carnivores in the world. *Lycaon pictus* means “painted wolf,” which aptly describes the colorful coat of dark brown, black and yellow patches. They are under serious threat throughout sub-Saharan Africa as their numbers decline due to human encroachment, disease and snaring and poisoning by communities and farmers.

**Gamewatchers Safaris & Porini Camps** are delighted to report that a pack of African Wild Dogs has been spotted periodically by their rangers since January 2008 with the recent being sighting of 22 wild dogs at a waterhole not far from the Porini Camp located inside the Selenkay Conservancy in Amboseli.

Clients staying at Amboseli Porini Camp ([www.Porini.com](http://www.porini.com)) can know that they are making a significant difference in helping to provide income to the community which directly helps to protect African Wild Dogs as well as numerous other animals and birds in the area.

Gamewatchers Safaris & Porini Camps were announced the **Best in conservation of endangered species in protected area** during the Responsible Tourism Awards at the World Travel Market (WTM – 2008) sponsored by Virgin Holidays. Amboseli Porini Camp was also recently recognized as one of the top 50 eco-lodges in the world by National Geographic Adventure, November 2008. For further details contact Jake Grieves-Cook, Managing Director, jake@gamewatchers.co.ke

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**Now available online – Film on responsible tourism in Kenya**

**Second Episode**

**Kenya: Cultural Video Foundation (CVF) has produced Tourists for Development (T4D), an edutainment TV series to promote responsible tourism experiences and projects taking place in East Africa.**

The aim is to promote a new way of travelling by showing people how to contribute to the development of local economies through tourism. The first episode focused on Burundi and is being distributed mostly on-line using social networking platforms. Part of the video has been bought by Lonely Planet and will be broadcast on their website and television channels. The second episode Kenya was released on the World Responsible Tourism Day at WTM in London in November 2008. The production was made in collaboration with Eco-tourism Kenya and other partners: Laikipia Wildlife Forum, Il Ngwesi Community Lodge, Kitengela Glass, Maasai Centre for Field Studies, Amboseli Maasai Cultural Village, Amboseli Maasai Community Campsite, SNV South Rift Portfolio, Turtle Bay Beach Club, Kipepeo Project, Local Ocean Trust, Wa-tamu Turtle Watch, and Apocalypse Productions. For further details visit [www.wtmwritd.com](http://www.wtmwritd.com)

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**Have Your Say!**

We encourage members and non-members to have their ‘Eco-say’ in our publications (both the print and e-version). Please submit an article or news-bite on an issue relevant to ecotourism, advertise your goods and services or let us know what you would like to see more or less of this year. Your input is valuable and as Ecotourism Kenya is a membership organization, you play a key role in protecting our environment for future generations. For information on methods and dates of submissions email Grace on info@ecotourismkenya.org
Re-launching the Kasigau Bandas

Kasigau Conservation Trust which is located in Kasigau location, Voi Division in Taita Taveta District was established in 2003 when 5 villages - Kiteghe, Rukanga, Jora, Bungule and Makwasinyi - all surrounding the Kasigau Mountain (hill) and operating a community ecotourism initiative, came together to form an alliance. Each village has a Banda (an eco-lodge) that can host 4 visitors.

The re-launch of the Kasigau Bandas is expected to bring business back into the area. Previously, the community relied on an investor to arrange bookings and divide the revenue. After this arrangement was unsuccessful, the number of visitors has been on the decline. This was mainly due to the fact that the community was not dealing directly with the guests and therefore lacked the knowledge and skills necessary to market and attract visitors to their facility. Marketing and advertising are the greatest hurdles which the community will have to overcome with the support of a partnering organization (tour operator).

Products/Services/Activities in Kasigau:
1. Accommodation – a total of 5 bandas which can each accommodate 4 students/guests are equipped with two bedrooms, study and kitchen area with and external bathroom and toilet;
2. Mountain hiking;
3. Cultural tourism in the form of Taita dances, participatory basket weaving and traditional foods;
4. Guided nature walk, bird-watching by and spot the endemic Taita white-eyed bird and forest walks;
5. Research and naming of plants and animals ecology;
6. Tour of historical sites such as war dykes, caves, folk tales history etc.

Other useful information:
- **Rates**: Ksh.1,000 per person per day
- **Revenue Distribution**: 30% conservation, 20% renovation and 50% community.
- **Catering**: The community can provide: Break Fast Ksh.200, Lunch Ksh.200, and Dinner Ksh.200 per person per day.
- **Packages available**: 3 days, 10 days, one month, one year etc. Information on their pricing is available on request.
- **Internet Connectivity**: The Bandas are far from internet services about 68km. The easiest way of communication is through mobile phone.
- **Location**: signage at Maungu which is 30 minutes past Voi from Nairobi.

For Bookings Contact:
**Newton Kizaka** - Reservations Manager
Kasigau Conservation Trust
PO Box 18, Maungu
Email: newtonkizaka2005@yahoo.com
Phone no: +254 710 755225

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Reborn Women Group

Reborn Women Group is a community based organisation [CBO] located in Ndhiwa, Homa Bay District. It was established in 1999 to support, initiate and strengthen the income of its members who are composed of widows and orphans with the view of making themselves reliant. The group is also interested in the preservation of the Luo culture and therefore have embraced sustainable tourism projects.

Products/Services/Activities of the Group
a) Farming, agro-forestry [tree nursery]
b) Sales of cereal produce.
c) Small micro-enterprise.

Karibuni Eco-cottages are one of the group’s enterprises. The cottages are located along the Rodi- Sori road in Ndhiwa, Homa Bay District. The enterprise is strategically located near most attraction sites in the area such as Ruma National Park, Thimlich Ohinga and the yet to be explored Nyamgondho near Sori beach.

Currently, the group offers accommodation, food and beverages, sale of curios and other crafts and provide conference/meeting facilities. There are three cottages in place at the moment with a bed capacity of 5, a pagoda and a dining room-cum-kitchen which is sometimes used for meetings.

The group is looking for training opportunities to equip the members with practical skills in the hospitality industry enabling them to be able to provide quality products and services to their target clientele.

For Bookings and Reservations contact:
**Mercy Mwagona**
Social Enterprise Officer
Karibuni Eco-Cottages
Email: rebornwg2000@gmail.com
Mobile No: +254 725 798 502 or 738 622 999
Some of the excellent practices found in the resort include:

**Sustainable use of resources**
1. Use of bio-degradable soaps and shampoos to minimize the effect of wastewater on the environment
2. Presence of energy conservation measures including the use of solar for heating water and not providing hairdryers and air conditioning in the guestrooms
3. Collaboration with visitors and staff in promotion of sustainable resource use, mainly by providing both written and oral instructions on how visitors can support the resorts’ sustainable resource use efforts.

**Environmental conservation**
1. Maintenance of the environment’s original natural character by ensuring minimal clearing of vegetation around structures and not introducing alien plant species
2. Organizing for local school children to visit the resort once every two months for lessons on environmental conservation;
3. Collaborating with local environment conservation groups to run a reef watch project, conduct regular beach clean ups and
4. Contributing more than $ 2,000 every month to the local conservation authority to support community education, patrolling and data collection.

**Social-economic investment**
1. Evidence of local community participation in decision making where matters of the community are concerned. The management regularly meet village leaders, elders and religious leaders to discuss ways of co-operation and co-existence;
2. Initiating community projects including sinking two boreholes and equipping one of the boreholes with a pump and piping to minimize manual transportation; constructing a school for 300 children; promoting the culture of the community by offering sponsorship to attend an international music festival; supporting 12 children with congenital illness obtain corrective surgery in Dar es Salaam among others;
3. Empowering the community by bringing in agricultural experts to train villagers on improved farming methods. This increases food security for the locals and improves on the supplies to the resort.
4. Improving the skills of the local community by exposing local artisans to high quality products from Dar es Salaam and Zanzibar;
5. Giving priority to locals during employment to improve their livelihoods;
6. Paying employees above the government’s guidelines;
7. Partnership with local community where the resort offers locals transport to the market and they in return support its environmental conservation efforts;

Fundu Lagoon’s Environmental Policy and Mission Statement: “A light footprint....a helping hand”

**Fundu Lagoon Resort**

Fundu Lagoon Resort is a permanent tented camp that was established in 2000 in an Island Forest and Beach area on the South-West Coast of Pemba Island in Zanzibar. In September 2008, it received Bronze certification and became one of the four eco-rated facilities in Tanzania. The resort has 18 tents and is open 10 months in a year. To attain this level of certification, the resort has been evaluated for practices that demonstrate excellence in responsible tourism in the areas of sustainable resource use, environmental conservation and social responsibility (benefits to local people).
Explore
the Beauty Beyond the Beach

Community groups in the Watamu area are using ecotourism as a way of encouraging tourists to support conservation efforts

Arabuko-Sokoke Forest and Mida Creek are not as well known as their north coast neighbours of Malindi or Watamu, but they are proving to be important for both ecotourism and other community-based conservation efforts. Considering the unique cultural and natural history of the area, it’s not surprising that community ecotourism projects and innovative conservation activities have taken hold, and produced results!

Arabuko-Sokoke Forest and Mida Creek are actually part of a much larger cultural and environmental ecosystem encompassing nearby Gede Ruins, Watamu and the offshore Marine Park. The whole ecosystem has actually been internationally recognized for its biodiversity and environmental significance and named a UNESCO Biosphere Reserve. The area is a virtual hotspot of conservation activity with government agencies, non-governmental organisations (NGOs) and community-based organisations (CBOs) all working together to engage local communities in education and awareness as well as income-generating conservation activities, most notably ecotourism initiatives. This has resulted in the development of innovative ecotourism projects at different sites all over the area.

Arabuko-Sokoke Forest is the largest remaining section of a dry coastal forest once stretching from Somalia to Mozambique. Arabuko-Sokoke is a treasure trove of biodiversity – home to over 230 species of birds, 264 butterfly species, reptiles and mammals, it also hosts ten animal species that are globally threatened, endangered or endemic to the forest. In Arabuko-Sokoke, several governmental institutions work in partnership with Nature Kenya, a conservation NGO, and two local CBOs, Arabuko-Sokoke Forest Guides Association and Friends of Arabuko-Sokoke Forest, to promote ecotourism and conservation. The forest is famous for its unique birdlife and other indigenous fauna so local tour guides have become renown bird and wildlife guides and been professionally trained to take tourists, researchers and school groups through the forest. The two groups also hire bicycles and camping equipment to visitors as well as sell guidebooks and maps to help fund conservation efforts.

Mida Creek is actually a diverse and extensive mangrove forest and tidal inlet that ecologically connects Arabuko-Sokoke Forest to the Indian Ocean at Watamu. It is a unique ecosystem characterized by mangrove forest as well as the constant inflow and exit of ocean waters, Mida is also famous for its animal and plant biodiversity, especially migratory birds. In efforts to protect and share Mida Creek with visitors, A Rocha Kenya, a conservation NGO, has built a suspended boardwalk and enclosed hut called a birdhide for visitors. All of the income made from entrance to the boardwalk is channeled to Arabuko-Sokoke Schools and Eco-Tourism Scheme (ASSETS), a secondary school bursary programme for local children. A Rocha Kenya and Nature Kenya have also partnered with a local CBO, Mida Creek Conservation & Awareness Group, to train community members as professional tour guides well versed in the flora and fauna, especially the birdlife, of the Creek. This CBO along with another, Mida Creek Conservation Community, also engages community members in a variety of other cultural and environmental ecotourism ventures such as creek tours in traditional dugout canoes; village tours, locally-made picnic lunches and camping on the nearby islands; traditional Giriama dance performances; and an impressive and educational community snake park.

Historically connected to these natural sights is the Gede Ruins National Monument, remnants of a large, ancient Swahili town. Surrounding the central area of excavated ruins lies a network of lesser ruins and nature trails through a 45 acre forest that took over the site when it was finally abandoned in the 17th century. A Rocha Kenya, also under ASSETS, has built a tree platform in the middle of the excavated ruins that gives a birds-eye view, and a unique perspective of the area. Gede Ruins is also home to the Kipepeo Project & Butterfly House. Kipepeo is a project that works with local farmers to breed Arabuko-Sokoke butterflies as well as bees for honey production. Kipepeo sells the butterfly pupae and
BASECAMP WILDERNESS

DESCRIPTION
An eco camp, perched atop a ridge, and nestled among the indigenous Euclea and Croton bushes, sits Basecamp Wilderness. Stunning views of this undeveloped and pristine area of the Mara ecosystem is a feature of every room, whilst clever use of eco-friendly technology provides for your every comfort, including hot water and mains AC power. Each hut/cottage has large double or twin beds under suspended mosquito nets, ensuite bathrooms and its own airy veranda complete with a sofa and sunbed to enable you to relax and soak up the atmosphere. Due to the camp being unfenced, wildlife has unfettered access to all areas within, therefore there is an age restriction of 5 years and above

ACCOMODATION
5 en-suite Cabins, either twins or Doubles, triples or singles.
2 Cabins are disabled-friendly.

FACILITIES AND ACTIVITIES
Gift Cabinet, Safari Information, Laundry Service (washing only), Game Drives in 4 Wheel Drive Vehicles, Night Game Drives, Walking Safaris, Bush Camping (at our own private fly camp; see ‘Dorobo Bush Camp factfile’), Bush Meals and Sundowners, Cultural Talks, Visits to Koiyaki Guiding School, Hot Air Balloon Safari Bookings, Fishing Trips to Lake Victoria.

CONTACTS
Post Address: Basecamp Wilderness, Po Box 43369 00100, Nairobi.
Physical address: Koiyaki Conservancy, MASAI MARA
Telephone: +254 20 3877490
E-mail address: info@basecampexplorer.co.ke
Location & access: Within the Koiyaki Conservancy, Masai Mara. Turn right, off the Main Narok-Sekenani road, at Nkoilale village. 10 Kms from the turn off. Sign post.
By air to Siana airstrip (Approx. 20 minutes to Camp).
For more info please look at: www.basecampexplorer.com or contact us on: info@basecampexplorer.co.ke

THE DHOW
Swalihina is a historical 18 metre long boat, traditionally used to transport trade goods along the east coast of Africa, and has been reconstructed from a skeleton found in the Lamu archipelago. A fully equipped galley serves freshly caught seafood meals on deck. She carries up to 30 passengers on half day or full day trips, and sleeps up to 12 on overnight cruises. On full size mattresses, the deck becomes your bedroom as you gently rock on the waves of the Indian Ocean.

FACILITIES
A deck where meals are served. Two bio-chemical marine toilets below deck. Towels, Traditional Swahili tea / coffee/ Halva, Snorkelling equipment, Radio/ mobile phone and navigational equipment. Life jackets, Speed boat 9 crew members, Safety Equipment on board, Open air showers on the stern, Diesel Engine - Isuzu marine Turbo, Blankets, Basic First Aid Kit.

ACTIVITIES
Sea safari Cruises, including snorkelling and sea fishing with optional excursions for Deep Sea fishing, Sundowner cruises, Cultural cruises within the Lamu archipelago, with island excursions, Guided tours of Basecamps Dhow, Building School, Extended cruises along the East African coast are available on request.

CONTACTS
Post Address: Swalihina Dhow, Po Box 43369 00100, Nairobi.
Physical Address: Lamu
Telephone: +254 20 3877490
E-mail: info@basecampexplorer.co.ke
Location & Access: By air to Manda airstrip followed by a 15 minute boat ride to Lamu.

For more info please look at: www.basecampexplorer.com or contact us on: info@basecampexplorer.co.ke

Explore the Beauty Beyond the Beach” cont. from opposite page

honey to national and international markets and also stocks their Butterfly House with live butterflies hatched from excess un-marketed pupae to educate and engage visitors in their community conservation efforts. Another CBO based just outside Gede Ruins is Randu Giriama Dancers, a lively group doing entertaining traditional dances for guests as a means of maintaining and sharing their unique culture.

The biggest challenge for these ecotourism and conservation initiatives has been promoting them, together with their value to the community, to the wider tourism industry. In this area the beach is the main attraction for visitors and most seem reluctant to venture beyond this. To address this challenge, Nature Kenya and other local actors have been encouraging local ecotourism actors to work together in marketing themselves by establishing a circuit of activities that is more user-friendly to tourists and easier to advertise. Community groups are engaging with the local tourism industry to work together and this public-private partnership is proving critical for effective ecotourism promotion. Conservation initiatives come in many different forms, but ecotourism is one of the most beneficial and it ultimately needs effort from all of us.

Join Ecotourism Kenya now & invest in the future!

There are three categories of Membership as follows:

1. Corporate - 10,000
2. CBO - 1,000
3. Individuals - 2,500

To join send your cheque or Money Order to:
Ecotourism Kenya, P. O. Box 10146 00100 - GPO, Nairobi.

Include the following details:
Name, Name of Organisation (Corporate & CBOs), P. O. Box, Postal Code, Town/City, Telephone, Fax and Email address.
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Mara Porini Camp www.porini.com
Ol Seki Mara Camp www.olseki.com
Olonana Camp www.sanctuarylodges.com
Porini Lion Camp www.porini.com
Turtle Bay Beach Club www.turtlebay.co.ke

Bronze Eco-rated facilities
Kenya Camps/ Lodges
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Elephant Pepper Camp www.chelipeacock.com
Elsa’s Kopje www.chelipeacock.com
Il Ngwesi Lodge www.lingwesi.com
Joy’s Camp www.chelipeacock.com
Keekorok Lodge www.discoverwilderness.com
Kicheche Mara Camp www.kicheche.com
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Kizingo Lodge www.kizingo.com
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Oltukai Lodge www.oltukailodge.com
Sarova Shaba Game Lodge www.sarovahotels.com
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Siana Springs www.heritage-eastafrica.com
Tassia Lodge www.tassiasafaris.com
Tortilis Camp www.chelipeacock.com

Tanzania Lodges/ Camps
Chada Katavi Camp www.nomad-tanzania.com
Fundu Lagoon Resort www.fundulagoon.com
Greystoke Mahale www.nomad-tanzania.com
Sand Rivers Selous www.nomad-tanzania.com

*Eco-rated facilities as at February 2009