The authentic coastal experience
Situated in the Great Rift Valley, Lake Nakuru Lodge is an African safari accommodation in the heart of Lake Nakuru National Park. The park is a wonderland with a high animal density. The park’s saline lake is a designated wetland of global importance under the Ramsar Convention. This unique wildlife protected area is only two hours drive away from Nairobi on highway through some of the most scenic views in in Africa, into the majestic Great Rift Valley, past Lakes Naivasha, Oloidien and Elmentaita and forested uplands all the way to the bustling market town of Nakuru. A chartered flight from Nairobi takes only 25 minutes from Wilson Airport through equally impressive views to Lake Nakuru Airstrip situated at the Rhino Sanctuary Headquarters in Naishi.

Lake Nakuru Lodge is an oasis of comfort and excellent service, with commanding views of Lake Nakuru, a home to the Lesser and Greater flamingo species. The tranquility here makes visitors forget the hustle and bustle of busy cities. The lodge design blends well with natural surroundings. Many wild herbivores often feed peacefully close to the lodge boundary, much to the fascination of the visitors. The lodge accommodates 180 guests in family rooms, deluxe cottages, and suites. The style of service at Lake Nakuru Lodge is unique.

Relaxation Experience at Lake Nakuru Lodge.

Lake Nakuru Lodge has excellent cuisine, which includes outside catering, bush barbecue, African night and Sundowners. After a day of game watching, the spaciously logged Mama Nikki bar, the cool upstairs Rhino Paddock Cocktail Bar overlooking the lake and the enticing blue swimming pool can be particularly inviting. Guests relax while enjoying the views of Baboon Cliff and Honeymoon Hill. Evening entertainment and slide shows for guests is interesting and varied.

Lake Nakuru Lodge’s, Commitment to Environment.

As a member of the Friends of Lake Nakuru/Elementaita Ramsar Site, Lake Nakuru Lodge supports initiatives that aim to achieve the following at the popular tourist destination:

- Reduction of threats to this wetland of international importance.
- Conservation of the ecological character of the park and preservation of maintaining the natural integrity to flora and fauna.
- Environmental education and public awareness.
- Community conservation efforts to curb soil erosion and encourage tree planting.
- Pollution reduction and Ecotourism - nature friendly tourism.
**Ecotourism Kenya’s Magazine Editorial Policy**

The following editorial policy acts as a guideline for publishing Naturals magazine primarily for EK members. Naturals aim is to promote ecotourism knowledge and best practices in support of responsible and sustainable tourism in Kenya. The editor welcomes editorial submissions on interesting and pertinent topics. The articles should not exceed 1,000 words and must clearly show the names and postal contacts of the author/contributor.

Contributors are encouraged to write on issues that interest, inform and empower the target audience. Writers are welcome to consult Ecotourism Kenya at any point during their writing. Appropriate photographs can be included to the accompanying articles, with permissions and photos credits clearly shown. Use of facts, figures, illustrations and examples is greatly encouraged. The language used should be for the average reader; highly technical or academic language, plagiarism and clichés must be avoided.

The Editorial Committee has the right to decline and refuse to publish contributions or advertisements deemed racial, derogatory, defamatory or injurious to any person, known or unknown. The editor also reserves the right to review, edit and/or reject articles for reasons of content, quality, length or post-deadline submission. All editorial contributions will be published in English.

Submissions to the EK Magazine should be sent to the Editor at info@ecotourismkenya.org
Ecotourism Kenya (EK), formerly known as Ecotourism Society of Kenya (ESOK), was established in 1996 as a tourism association to promote ecotourism knowledge and best practices in Kenya. EK is an affiliate member of the Kenya Tourism Federation (KTF), the Federation of Community Tourism Organisations (PECTO) and the Global Travel and Tourism Partnership (GTTP) Kenya.

**Ecotourism Kenya** defines the term ‘ecotourism’ as: “the involvement of travelers, tourism operators and stakeholders in supporting natural and cultural conservation values linked to local communities through equitable sharing of social and economic benefits accrued from tourism activities at local destinations. As a membership organization, EK brings together individuals, Community Based Organizations (CBOs) and tourism businesses in a forum to learn about the ecotourism standard and ways of incorporating the standard into tourism businesses, conservation initiatives, and community development. The Organization has 5 main advisory sub-committees that offer support to the Management Board and technical advice to the Secretariat in conducting the Organization’s mandate. These sub-committees are:

- Community Outreach Program Committee;
- Ecorating Committee;
- PR and Marketing Committee;
- Fundraising Committee, and;
- Advocacy Committee.

Ecotourism Kenya is guided by the following principles:

**VISION:** To be a leader in the knowledge and practice of ecotourism

**MISSION:** To effectively link tourism, communities and conservation for sustainable tourism development in Kenya

**GOAL:** To promote tourism practices that will conserve Kenya’s natural environment and improve livelihoods of associated communities.

**VALUE STATEMENT:** At Ecotourism Kenya, we promote sustainable utilization of resources for sustained livelihoods. Our policy is to ensure incorporation of sound environmental and social practices in new and existing tourism enterprises. We seek to increase recognition of environmental and social issues in the development of tourism in Kenya and in all works that we undertake. We do this by putting emphasis on:

- Respect for the environment
- Respect for local people and their cultures
- Equitable sharing of responsibilities and benefits
This edition of Naturals magazine is dedicated to the 6th Annual Eco-Warriors Awards organized by Ecotourism Kenya.

The Awards testify that Kenya’s tourism sector is an important contributor to the conservation of natural resources, maintenance of biological diversity and propagation of healthy ecological systems.

However, the Awards only tell a small part of the big story. The number of tourism operations in Kenya, including hoteliers, tourism development agencies and tourist destination managers, either initiating or supporting conservation efforts, is growing rapidly countrywide. Each tourism operation has a unique approach, interest and success story to share.

Sooner than later, tourism will become a formidable conservation force in the country. The involvement of travelers, tour operators and tourism accommodation facilities in nature conservation through business policy, corporate social responsibility or supply chain management systems is what defines the essence of ecotourism. The time has now come to develop a comprehensive ecotourism standard for Kenya as part of the national tourism strategy proposed under the new Tourism Act. The ecotourism standard is applicable to all types of tourism.

The recent choice by The International Ecotourism Society (TIES) to hold the 2013 International Ecotourism and Sustainable Tourism Conference (ESTC) in Kenya confirms that Kenya is evidently a global leader in the knowledge and practice of ecotourism. We hope to display ecotourism at its best to the world during the conference.

Lastly, Naturals Issue 3 has a ‘coastal feeling’ for two main reasons. First, the Kenya coast is a popular travel destination for many local and foreign tourists. Therefore, some ecotourism knowledge and interest suffice. Secondly, the coast has many opportunities and is a very high potential region for developing successful ecotourism-based tourism enterprises and investments.

As always, please send us your comments, suggestions and contributions to share experiences and ideas concerning ecotourism in Kenya. On behalf of the editorial team and Ecotourism Kenya, I wish all readers an enjoyable festive season, Merry Christmas and Happy New Year 2013.

Kahindi Lekalhaile, Editor

In the past few months, Ecotourism Kenya has attended and participated in many events, conferences, workshops and colloquiums on tourism and different aspects of the conservation agenda. This has been to promote our organization’s ecotourism philosophy that tourism is an important driver of nature and cultural conservation for sustaining tourism while addressing the socio-economic welfare of local communities at destinations.

The term ‘ecotourism’ is still much misunderstood. Contrary to the beliefs of many, ecotourism is not a type of tourism but a standard applicable to any legitimate type of tourism. Of course, notions usually take a short time to enter and stick in our minds but require long periods to change thereafter. Therefore, Ecotourism Kenya is undertaking creative efforts to change the minds and consequently generate the requisite support for promoting ecotourism in Kenya.

Naturals magazine is our mouth piece for promoting ecotourism principles and practices. This edition continues to highlight issues, give success stories, publish opinions, and display best practices in Kenya. The magazine is a minor but effective means of providing knowledge, sharing your views and experiences, sending messages and advertising opportunities for propagating ecotourism in Kenya.

In addition, Naturals Issue 3 focuses on the Kenyan coast by giving a glimpse or tip of the whole ecotourism story. I am sure the coast will continue to feature in Naturals magazine for a long time. Meanwhile, I encourage you to utilize the magazine in the best way possible by contributing your stories about ecotourism-oriented activities.

As the year closes, I wish you the best in your endeavors during the forthcoming holiday season and a prosperous 2013.

Andrew Mulgai, Chairman
DISCOVERING LAMU

About Lamu
Lamu is a region rich in ecological and cultural diversity, which has allowed it to be recognized as a UNESCO World Heritage Site. Lamu has two national reserves namely Dodori and Kiunga National Reserves. Dodori reserve established in 1976 is a breeding ground for the East Lamu Topi antelope, and consists of a variety of mammals (including lions, elephant shrew, hippo, pelicans, and birdlife). It has the most varied species of mangrove species in Kenya at Dodori Creek. Kiunga Marine Reserve consists of several islands rich with biodiversity including valuable coral reefs, sea grass, extensive mangrove forests, and the endangered sea turtles and dugongs.

The prestigious Lamu has unspoiled beaches, magnificent architecture and a gracious human population. The local traditions are intertwined on the enchanted island where history continues to live making it one of the most important Swahili towns in the world. Lamu life is peaceful, slow-paced and a hotspot for boat building, trade, mangrove exports; Swahili style furniture, woodcarving, Taarab Music, spectacular coastal weddings, and so many rich traditions forming an experience of a lifetime.

Long days spent strolling along the waterfront, exploring the town or relaxing on the beaches offers visitors a great relaxing walk experience. Donkey rides especially in the narrow streets of Lamu town are a common but exciting practice owing to lack of cars in Lamu. Dhow safaris can take one beyond Lamu into the surrounding archipelago, where isolated villages, ancient ruins and a few luxurious and exclusive resorts lie hidden among the islands of Manda, Siyu, Pate and Kiwayu. Wildlife enthusiasts get a chance to explore wildlife at the arid mainland opposite Lamu where there is a surprising abundance of wildlife in the Dodori Reserve, including Buffalo, Lion and Leopard. The mangrove channels offers great site for bird watching and crocodile spotting. Turtle hatching, snorkeling of the reefs and kayaking are other exciting activities to enjoy.

Lamu cultural festival
The Lamu Cultural Festival is an annual event, held in November and dedicated to celebrating, promoting and preserving the unique Swahili culture of the Lamu Archipelago. The Cultural Festival promotes the value of local traditions and customs, strengthens community values and provides an opportunity to celebrate the beauty and heritage of this unique and historical part of the Northern Coast of Kenya. This year’s marks the 12th edition of the festival, which will take place on the 15th - 18th of November, 2012. Organized by the Lamu Cultural Promotion Group, the 3 days event will be a showcase of traditional dances, displays of handicraft and competitions on water and land (Swahili poetry, donkey races and dhow races, henna painting), Swahili bridal ceremony and musical performances.

Maulidi festival
Maulidi is an Islamic festival held during the third month of the Muslim calendar, between February and April, to celebrate the birth of the Prophet Mohammed. The festival fuses culture with religion and in Lamu it is cause for great celebration with music, dance, and traditional sword fights in public squares, processions and Swahili feasts, and colorful performance of dancers and musicians from various ethnic groups.
Subira House, an ecotourism showcase in Lamu

Located in the middle of the historic town of old Lamu, Subira house is an Arab style building with two open courtyards, pretty arches and two beautiful gardens with well-dug water. Derived from the Swahili word ‘subira’ meaning ‘patience’ or ‘to enjoy waiting in peace’, the 200 years old, former LIWALI’s house (governor under the Sultan of Zanzibar) offers an exceptional experience. This house was acquired in a deplorable state in 1991 by Christina and Paul Aarts who slowly restored and extended it until it was licensed as a hotel in 2006. Currently, Subira house has seven elegant bedrooms and many galleries where one can relax in the warm winds.

SH business is an ecotourism model that strives to conserve the environment and the wellbeing of local people while contributing actively to conservation of Lamu’s exceptional nature and culture resource values. As a tourism accommodation facility, SH has a very small environmental footprint due to its rigorous solid and effluent waste management, energy and water conservation practices done with due respect for the historical and strong ecological aspects of the area. Rainwater is harvested for watering garden plants while well-dug water is used for washing and cleaning. The hotel does not have a swimming pool. Waterless toilets such as ECO-SAN Separett save on water whereby the resulting urine is used as a natural fertilizer and the fecal matter is composted. Subira has embarked on selling handmade straw baskets to diminish the use of plastic bags and has a profitable plastic bag-recycling project. Old recycled and local materials are used to make furniture, including use of wood from mango and pine trees to make beds and cup boards rather than seeking hard wood. Walls are painted with self-made egg tempera and self made bees wax for treatment of the lime plastered walls.

In order to conserve energy, 95% of all lamps at Subira are low energy and low watts while sensor and solar lamps are used for lighting. Organic farming is practised grow organic herbs and vegetables. The local community benefits through purchasing of their handicrafts’ and artifacts and also through employment which has helped in raising their livelihoods. In order to promote collaborative resource management with the local community, Subira house is a member of the LAMU SAFI waste management organization and arranges fund raising events to support two small youth groups who work in cleaning of the beach and town. Subira also plants flowering trees in the neighboring fort garden and have paved the small streets and the staircase to the market.

A visit to Subira gives guests an authentic experience of Lamu town. Lamu has a high tourism potential which if responsibly explored and developed can be a major milestone in improving the livelihood of the local people while protecting the environment. Subira house is a classic showcase for responsible and sustainable tourism through incorporating the ecotourism standard in tourism operations.
Big but gentle.  
The Ecotourism model of

Amboseli Serena Lodge

The Amboseli National Park and its environs have lost large areas of tree cover over the years. Amboseli Serena’s tree planting initiative involving guests, staff and surrounding communities, has planted over 200,000 tree seedlings within the park and more than 2 million in the surrounding community lands. Each guest participant gets a certificate after planting a tree.
Visit Amboseli Serena Safari Lodge and yours will be an ecotourism story to tell. The facility has 92 luxury rooms. The travel aspect is awesome; Amboseli National Park is home to a well-known Africa elephant society of more than 1000 individuals monitored daily since 1971. However, talking about ecotourism is what makes Amboseli Serena Safari Lodge different as a showcase for responsible and sustainable tourism.

So what makes Amboseli Serena an Ecotourism Enterprise?

Secret lies in the innovations for responsible tourism and business practices, among them being: reforestation, environmental training, waste management, industrial power generation, water conservation, and corporate social and wildlife responsibility. Amboseli Serena Safari Lodge has an active Corporate Social Responsibility program that ensures a competitive and market advantage for the lodge as a leader in ecotourism standards. The lodge is determined to restore the conservation values of Amboseli National Park and support the conservation of water sources like the Ngong’o Narok swamp and reduce dust-which means less soil erosion and clean air for all!

Amboseli Serena Safari Lodge is not connected to the national electricity grid and therefore has to generate their own electricity mainly done by diesel powered generators. In an effort to reduce fuel usage and noise and air pollution, an inverter system supplements the existing generators. The lodge is fitted with water meters at key points to control water usage. Garbage at the lodge collected and separated at source, is sent to professional garbage disposal companies in Nairobi. Glasses and plastics are recycled while non-recyclable matter is disposed in the most environmentally friendly manner. Organic waste produces compost for the flower gardens. Amboseli Serena Safari Lodge offers environmental training to both staff and the communities around the lodge in a bid to create understanding of the importance of environmental conservation.

In appreciating the support of the local people, Amboseli Serena recruits most of its labor force from the nearby communities, in addition to hiring local dancers and animators. The resident naturalist provides training to all staff members on environmental policies and practices. In promoting the welfare of the local communities, Amboseli Lodge supplies local communities with clean drinking water, free medical consultations, ante-natal services and subsidized medication through an on-site medical clinic.

Guests at Amboseli Serena get an intimate feeling of the local Masai culture during their stay at the facility. The adornments of the Masai people are conspicuous in the interior décor, room outlaying, furniture designs and other wall displays. Apart from the numerous CSR initiatives supporting water, health and education needs, Amboseli Serena shares tourism benefits with local communities through providing local people the first priority in any job and trading opportunities at the lodge. The ecotourism standard strives to conserve exceptional natural and cultural resource values through involvement of travelers and local people at the destination. Amboseli Serena is a classical ecotourism showcase in Kenya.
Conserving the Arabuko-Sokoke Forest

The Arabuko-Sokoke Forest in Kilifi County is the largest indigenous coastal forest in Eastern and Southern Africa, covering about 420 square kilometers. The forest is a designated global Important Bird Area (IBA) by Birdlife International as habitat for several rare and endemic bird species including Amani sunbird, Clarke’s weaver, Sokoke Pipit and the Sokoke Scops Owl.

The forest is a unique habitat comprised of three distinct forest vegetation types, as well as several seasonal water pools, with over 600 plant species, 52 mammal species, over 230 bird species, 250 species of butterflies and 79 amphibian species. About 90% of the world populations of the semi-endemic and endangered rodent Golden-rumped elephant shrew, Sokoke Bushy-tailed Mongoose, and Ader’s duiker, (Africa’s most endangered antelope) thrive in the forest. Four species of butterflies are endemic to Arabuko-Sokoke Forest.

In spite of its global significance as a biodiversity hotspot, the forest faces immense threats from the rapid human population increase, agricultural expansion, charcoal burning, and an increasing demand for wood carving and timber products. Populations of the extremely rare and globally threatened Ader’s duiker antelope and elephant shrew are also being threatened by rampant subsistence bush meat hunting in the forest.

Being a gazetted forest reserve, Kenya Forest Service (KFS) recently joined their counterparts, Kenya Wildlife Service) to establish several intensive forest management initiatives including collaborations with local communities living adjacent to the unique forest under the PFM (participatory Forest Management) Framework. The interventions are meant to halt forest encroachment by squatters and small-scale farms, eliminate charcoal burning and illegal forest logging, control bush meat poaching and reduce human-wildlife conflict caused by elephants, baboons and monkeys.

Arabuko-Sokoke Forest is a very popular bird watching hotspot whereby enthusiasts come to find and see the rare endemics i.e. Clarke’s weaver, Sokoke Pipit and the Sokoke Scops Owl.

Arabuko-Sokoke Forest is a very popular bird watching hotspot whereby enthusiasts come to find and see the rare endemics i.e. Clarke’s weaver, Sokoke Pipit and the Sokoke Scops Owl. Two platforms provide a perfect place to observe birds and other animals. The Forest has a visitor information centre in Gede town and a 4 kilometers nature trail. Apart from hiking, visitors can take bicycle tours and camping in the various sites within the forest. Lastly, visitor experiences are enriched by services of trained guides from the Arabuko-Sokoke Forest Guide Association. In addition, the Arabuko Sokoke Forest Adjacent Dwellers Association, an umbrella association for over 140,000 people living in about 54 villages around the forest, has established community tourism bandas designed in a traditional Mijikenda architecture and a Swahili House. Income generated from the banda lodge is channeled toward social welfare and development projects for communities living adjacent to the forest.
Real learning begins outside the classroom...

Camp Tsavo
Study Field Centre

Activities include:

- Community Service
- Wildlife Conservation
- Research
- Bush Craft Skills
- Team Building
- Outdoor Trekking & Hiking
- Environmental Education

Tailor made programs to fit curriculum based requirements.

Contact us

Contact us for more information about how your school could get involved:

T: + 254 (0)733 604 422
E: info@campkenya.com

Visit us online: www.campsinternational.com
October

23rd, Nairobi. 
**Women In Tourism International Alliance Conference:** Ecotourism Kenya participated in the WITIA Conference as the guest of honor in remembrance of the late Nobel Laurette Professor Wangari Mathai at Karura Forest in Nairobi.

19th, Diani Beach, Ukunda South Coast. 
**Colobus Conservation:** Ecotourism Kenya was the guest of honour at the re-launch of Colobus Conservation, formerly known as the Colobus Trust, an organization promoting the conservation of the threatened Angolon Colobus Monkey in Kenya.

3rd to 5th 2012, Kampala, Uganda. 
**Sustainable Tourism Masterplan for IGAD Region.** Ecotourism Kenya attended the second meeting of experts to validate the draft Sustainable Tourism Masterplan for IGAD region, organized by the United National Economic Commission for Africa (UNIECA). The framework will serve to promote the region under the Inter-Governmental Agreement on Development as a single tourism destination, while promoting national and regional sustainable tourism amongst IGAD member states, including: Uganda, Kenya, Sudan, South Sudan, Djibouti, Ethiopia and Somalia.

9th, Nairobi 
**AMREF Flying Doctors Launch NEW ALS Ground Ambulance.** Ecotourism Kenya attended the launch of AMREF Flying Doctors’ new state of the art Advanced Life Support (ALS) Ambulance. The new state-of-the-art Ground Ambulance is expected to boost its road ambulance and airport/hospital transfer services. AMREF Flying Doctors offer the Maisha Tourist Plans for Individual and Group Tourists.

2nd, Nairobi 
**Kenya’s Natural Capital,** Ecotourism Kenya attended the Natural Capital Breakfast meeting at the Crowne Plaza Hotel to share the findings, challenges and get feedback from key stakeholders on the Natural Capital Project. The project was initiated by the Ministry of Environment and Mineral Resources (MEMR) with support from DANIDA to compile the national capital of Kenya to enhance conservation and sustainable utilization of the country’s wealth of natural resources and contribute to poverty alleviation and human well-being.

Export Coaching Programme. Jan Wigsten, an expert from Centre for the Promotion of Imports from developing countries (CBI) visited Ecotourism Kenya to seek collaboration with EK on promoting its Export Coaching Programme (ECP) as a continuation of Tour Operators Sustainability Training held in May 2011. This collaboration would assist in facilitating a more and better tourism trade from EU/EFTA countries to Kenya.

September

27th, Nairobi 
**Research on impact of fibre optic internet on businesses in Kenya and Rwanda.** EK participated as a respondent on in an ongoing research project looking at the impact of fibre optic internet on businesses in Kenya and Rwanda. The project is funded by ESRC and DFID and is in partnership with the University of Oxford and the National University of Rwanda.

17th, Nairobi 
**LMP Program student internship enrolment.** The fifth intake of students under the auspices of the Leadership and Mentorship Program enrolled 35 college students for industrial attachment between September 2012 and November 2012. The students began their 12-week internship on 17th September 2012 and were placed in various organizations around the country.

15th, Mulot, Bomet 
**Mara Open day:** Ecotourism Kenya attended the Inaugural Mara Day Celebrations in Mulot, Bomet County. Event was graced by Hon. Musa Sirma and the main objective of the celebration was to raise awareness on the threats and investment opportunities at the Mara River Basin ecosystem and further bring together stakeholder to expedite on the opportunities for collaboration in Mara River Basin. Next year’s celebrations will be held in Tanzania.

6th, Nairobi 
**50 Treasures of Kenya 1st Year Anniversary.** Ecotourism Kenya, attended the 50 Treasures of Kenya Trust 1st Anniversary on 6th September 2012, at the Calabash restaurant.
in Karen. The event provided a quick glimpse of the Trust’s one year journey, their successes, challenges and future plans in promoting sustainable tourism in Kenya.

**4th, Nairobi**

**Indigenous and Community Conserved Area (ICCA) Planning Meeting.** Ecotourism Kenya hosted an ICCA meeting on 4th September at the Ecotourism Kenya offices to discuss the strategic plan and activities of the ICCA network in Kenya. The ICCA Kenya network aims to promote the values and welfare of existing sites in Kenya in collaboration with local custodians and relevant governmental and non-governmental organizations.

**2nd, Loitokitok**

**Tourism Operators Consultative Meeting on the Amboseli Crisis:** Ecotourism Kenya held a meeting, on behalf of the Kenya Tourism Federation (KTF), of all tourism operators in Amboseli National Park and the surrounding community group ranches to review the key issues linked to the recent human wildlife flare ups between local people and Kenya Wildlife Service (KWS). EK will continue engaging the tourism stakeholders through the Amboseli Tourism Forum.

**7th August, Nairobi**

**KBC ‘Mazingira’ program:** The Kiswahili radio station (Radio Taifa) of the Kenya Broadcasting Corporation (KBC) featured EK interviews in its ‘Mazingira’ program aired 4 times during the week of 7th August to 11th August 2012. The interviews with EK were about applying ecotourism best practices in promoting harmonious co-existence between local people and wildlife while generating substantial benefits from tourism.

**9th, Nation Television**

**NTV primetime news on Human-Wildlife Conflict.** Ecotourism Kenya was invited by Nation Television to express an expert opinion on the escalation of human-wildlife conflicts situation in the country. Community-initiated Conservancies were highlighted as best ecotourism models to mitigate Human - Wildlife Conflict.

**20th, Nairobi**

**Annual Children’s Camp on Environment.** Ecotourism Kenya attended the Annual Children’s Camp on Environment organized by Juhudi Club Children at Nairobi School. The EK representatives held a discussion session with the participants aged between 10 and 14 years old about the importance of promoting responsible tourism in Kenya.

**22nd to 23rd, Nairobi**

**COMESA sustainable tourism development forum.** EK attended the first COMESA sustainable tourism development forum entitled: ‘Shaping the future of tourism in the region’. During the meeting, EK chaired the session on: ‘Sustainable tourism: prioritizing the tourism industry to ensure corporate and environmental responsibility for community development’. The meeting was attended by delegates from all the 19 COMESA member states, and various experts and tourism professionals from different parts of Africa. The meeting dwelled on the framework which will serve as a basis for developing a regional tourism strategy and policy for the COMESA region.

**23rd, Nairobi**

**National forum on Formation of a National Association for Wildlife Conservancies in Kenya.** EK attended a national forum organized by Kenya Wildlife Service, The Nature Conservancy and World Wide Fund for Nature (Kenya Office) at the Panafric Hotel in Nairobi. The forum was organized to review concepts, frameworks and proposals for the formation of a national association of wildlife conservancies in Kenya.

**21st, 23rd, Nairobi**

**Research Surveys in Tourism.** Ms. Rachel Noble from Tourism Concern (UK) called on EK to gather perceptions and perspectives on human rights issues related to tourism in Kenya. The interviews focused on child labor, gender mainstreaming in the tourism job market, and tourism benefit sharing initiatives with local people. Also, Susan O’Meara from the Aga Khan University visited EK to collect views about the proposed Graduate School of Leisure and Hospitality Management to be inaugurated by the university within the next 24 months. The survey is focused on identifying critical needs and gaps in leisure and hospitality management that the proposed graduate school could address.

**25th to 28th July, Karatina**

**First International Conference on Natural Resources.** EK attended the first international conference on natural resources entitled: ‘Natural resources, conflict and peace’ held at Karatina University College. Ecotourism Kenya gave a keynote presentation entitled: ‘The potential role of ecotourism in resolving conflicts linked to natural resource utilization in Kenya.’
Landmark economic project not appealing to sustainability

“Exotic Lamu” “go back in time in Lamu” and “no cars in Lamu” are some of the slogans pitched in tourism circles to bring visitors to Lamu Island. These pithy phrases are titillating to guests who want to experience authentically centuries-old Swahili culture and at the same time have pristine beaches and the Indian Ocean at their door. Lamu provides a rich and multi-layered history, unique architectural features of houses, mosques and a thriving traditional handicraft scene including boatbuilding, woodcarving, henna painting and unique calligraphy.

The LAPSSET project includes an oil refinery, pipelines from South Sudan, transportation hubs for rail, road and air, and a mega port for oil tankers, plus a number of tourist resort cities along its path and Lamu is the portal of the entire project.

Clearly, there are environmental and social concerns about the LAPSSET project, particularly in light of the global push to initiate sustainable development projects. UNESCO lists Lamu as a World Heritage Site. The medieval stone town is the home of Swahili culture and architecture. Its rich history linked to the Indian Ocean trade-world connecting China, India and the Arab Peninsula from as early as the 9th century. Early stone ruins of Swahili towns dot the area under the care of the National Museums of Kenya. Nearby, a marine reserve protects the islands dotting the Lamu Archipelago teeming with coral and mangrove and home to endangered marine animals like sea turtles and dugongs. Lamu County is home to five indigenous ethnic groups: Sanye, Aweer, Bajun, Swahili and Orma, who utilize natural resources for survival. Traditionally the Orma are pastoralists, Bajun and Swahili are fisher folk and farmers, the Sanye and Aweer are hunters and gatherers. Their livelihoods and cultural existence are at stake with the government’s plan to build a mega port and transport corridor linking Lamu to South Sudan and Ethiopia.

Many locals believe that the port project will obliterate their culture heritage and certainly their livelihoods of fishing, boatbuilding, herding and tourism. At the latest World Heritage Committee Meeting in St Petersburg, in June 2012, Kenya’s LAPSSET project and its effects on Lamu was discussed. The committee recommended that the Kenya government halt the project until an Environmental and Historical Impact Assessment report was provided to UNESCO. This is due to the potential influx of population likely to disrupt the livelihood of the indigenous community and impact on the status of Lamu as a world heritage site. LAPSSET is clearly disregarding the concept of ‘sustainable’ for the more favored ‘development,’ which is a mistake for all.
**About tamarinds**

Tamarind is a soft brown fruit in a brittle pod obtained from the tamarind tree also known as *Tamarindus indica*. This is a multipurpose tropical fruit tree and in Kenya it is widely naturalised and cultivated along the coastal.

Tamarind drink has high nutritional value with a low water content but high protein, carbohydrate and mineral value. It is also rich in fibre and other constituents include ash, calcium, vitamin C and tartaric acid which is a good antioxidant.

**How to make tamarind juice**

**Ingredients**
- 2 cups tamarinds
- 1/4 cup sugar/honey
- 1 cups ice cubes
- 3 glasses water

**Preparation**
- Wash the tamarind fruits to remove dirt
- Remove seed from the pods and keep ready for boiling
- Pour two glasses of water in a pan and let it boil
- Add the tamarinds to the boiling water and let it boil in low heat for 5 to 10 minutes till its soaked and cooked to give a thick dark brown liquid (tangerine pulp)
- Strain the contents with a strainer and let it cool for some time
- Separately boil the sugar in two glass of water
- Add the concentrate and to the cooled pulp, alternatively use honey and add to your taste
- Add the ice cubes and mix for 30 seconds to chill.
- Serve into glasses and enjoy ENJOY!!!!!!!
In the name of posterity
The beginnings of Watamu Marine Association

Watamu village is a world famous tourist destination in Kenya. The relatively small town is located in Kilifi County about 120 kilometers north of Mombasa City and 25 kilometers south of Malindi town along the Kenyan coast. Foreign tourists flock Watamu to bask in the pristine and beautiful white sandy beaches. Watamu has much to offer the visitor who can undertake water sports and diving excursions to marvel at the expansive coral garden on Mida Creek with rich marine life including seven species of dolphin, migratory humpback whales, whale sharks, rays and rare sea turtles. Over 75 excellent tourist accommodation facilities exist in Watamu-Malindi area only.

In 2007, the Watamu community including various marine stakeholders formed the Watamu Marine Association (WMA) as a non-profit making, voluntary membership association to preserve the natural beauty of Watamu and its environs through promoting sound environmental management practices, conservation education and responsible tourism through various empowerment initiatives. WMA currently has 30 registered member groups. WMA’s main strengths include its membership who are proactive in providing community support, including member hotels Hemingways Watamu, and Turtle Bay Beach Club.

To achieve its vision, WMA has developed projects that address particular issues in the environment and community at large. In March 2009 pursuant to a campaign against unsustainable illegal commercial developments, WMA won a case at the National Environment Tribunal that it had filed against a property development company that intended to build 26 holiday apartments and villas on a 1.5-acre headland in the protected Watamu Marine Reserve. This victory has given Watamu and other coastal communities hope and confidence of challenging destructive and unwanted commercial developments.

Support in 2009 from the World Conservation Union (IUCN Netherlands) Ecosystems Grants Programme, enabled the startup of WMA Community Waste Management and Recycling Project which received funding to purchase waste handling equipment and to employ over 40 local youths and women from the WMA community groups’ members to operate as waste collectors and recyclers. WMA’s aim is to collaborate with other coastal waste collection communities along the Kenyan coast and to develop as a central coastal Waste Recycling Centre, which will not only process marine debris and plastic pollution, but will also be a major tourist attraction, with local artists creating crafts and arts.

From an ecotourism perspective, IUCN and the World Tourism Organization (UNWTO) has supported WMA in developing eco-business and sustainable tourism opportunities with ST-EP the Sustainable Tourism for the Elimination of Poverty project that is running for two years. It focuses on Watamu community members and developing of business enterprises such as low impact community tours in the Mida Creek, and Watamu village providing cultural and nature excursions using natural products. As Watamu is a Kenyan hotspot for dolphin and whale populations, WMA is one of the lead partners of the Kenya Marine Mammal Network, which includes Global Vision International’s marine research project in the Kisite-Mpunguti Marine National Park, Kenya Wildlife Service and Kenya Marine and Fisheries Institute. This growing and successful network undertakes research and works closely with the member organisations and fisher groups in ensuring the protection of dolphins and introducing good practices during dolphin watching tours as well as in sensitizing local fishing groups and community based boat operators on the importance and value of dolphins in the marine ecosystem and as an eco-tourism asset. WMA has extended this program to include whales, as Watamu is a main migratory route for the West Indian Ocean Humpback Whale populations.

For more information about Watamu Marine Association Projects, please see http://www.watamu.biz/
In one of the most serene environments of not only in Kenya or in East Africa but the whole world we find Turtle Bay Beach Club. The hotel got its name from being located in an area where sea turtles commonly breed on the beaches of the bay. The adjacent nature of the hotel to the ocean means that the facility is in one of the Marine Protected area in Kenya called Watamu Marine National Park (WMN). The ten-acre piece of land, along Mida Creek Road in Watamu, which the hotel takes up, is therefore an ecologically sensitive area that requires proper and careful management. This reality can be corroborated by the fact that some of the species in the ocean, not to mention the turtle, has been on the decline due to interference with the habitat by human activities.

The tourist attractions in this region are actually the site, the marine life and the people. Decline to these aspects would affect the tourism activity to a major economic detriment of local people. Turtle bay Beach Club being an environmental conscious facility therefore has no choice but to be in the forefront on conservational work. The challenge of getting fully involved and how to bring on board the local community culminated into the setting up of the hotel’s community and conservation office. The office has a mandate to coordinate all the environmental matters in the hotel, management of resources, as well as promoting tourism benefit sharing with the local community.

Like any other hotel, heating, air conditioning, pressure pumps, lighting and office equipment are some of the outlet points for energy consumption. It’s a fact that Turtle bay consumes a significant amount of energy. This translates into huge bill which if not controlled can overrun the operating costs. Being aware of the scenario called for the development of an energy management plan. The plan involves insulation of all the hot water pipes; installation of a solar water heater; airing of the linens in sun; having card key controlled air conditioners; block occupancy. The plan also involves controlling the running time of pumps as well as installing energy saving bulbs in every corner which has tremendously helped in the reduction of total energy consumption by 41% per bed night.

A considerable amount of water is used by turtle bay in areas such as pool and general cleaning. Turtle bay has a Ksh 5 M water recycling plant that tap and recycle water from most areas in the hotel and is used to water the gardens. So far, a total of 3,250 M3 has been recycled between January and October 2012. In laundry, stickers are displayed in all rooms requesting guests to leave used towels on floor or else re-use their towels which cut on laundry water. Solid wastes from all departments are separated into plastic, paper, glass and organics at source. Organic waste ends into the compost pit while Malindi Municipal Council collects the remainder for disposal. However, plastic waste is thereafter supplied to a joint recycling initiative with the Watamu Marine Association. The initiative entails a plastics material shredder for all plastic wastes collected within the hotel complex and the surrounding community area. This project has created employment through collection of materials and in the sale of shredded plastic chips, not to mention the enhanced aesthetic beauty value of Watamu by keeping it free of plastics.

Turtle bay has a scholarship scheme for supporting education expenses for local bright children and is geared towards engaging local people in nature conservation. Recipients are required to maintain high academic credentials as well as participate in conservation tree planting around Arabuko-Sokoke Forest. Parents learn about the importance of environmental conservation. In addition, the hotel organizes educational tours for students who come over to get the real picture of the hotel operation. Turtle Bay further supports the health of the surrounding community by sponsoring Timboni village clinic in Watamu and organizing several medical camps and campaigns in the nearby Kirepwe Island. A visit to Turtle Bay beach club gives guests an authentic experience of the Kenyan coastal environment and the culture. This experience must be kept at all cost and therefore guests are encouraged to abide with ecotourism codes and are invited for regular beach clean ups.

Turtle Bay Beach Club is the first hotel to be awarded “Silver Eco-rating” by Ecotourism Kenya in recognition of their efforts to promote sustainable tourism in Kenya.
Linking Tour Operators and Communities

Tribal Voice Communications first began working with the Maasai communities living around the world-famous Maasai Mara National Reserve in 2006. It was triggered during a cultural tour around a traditional Maasai homestead commonly known as a “manyatta” in Maa language. It was evident that when you looked beyond the smiling faces of the villagers and the tourists and got under the skin of this tour, very little benefit from entry fees - amounting to twenty US dollars per person and paid by the dozens of tourist vehicles parked up in the village - was going to the Maasai. Over several long months of studying this situation, the pieces of the jigsaw gradually joined together and the picture that emerged was disturbing.
Tour operators turned a blind eye whilst their driver guides pocketed the lion’s share of the cash tourists paid to visit manyattas – and not only in the Maasai Mara, but in Amboseli and Samburu too. Over the next 6 months, with financial backing from the UK’s Travel Foundation, the villages in the pilot project area of the Mara Triangle were trained by Tribal Voice to monitor their interactions with tourists. This included keeping daily tourism records – which tour operator vehicles visited, how many clients, how much did they pay the elders, how much was taken back by the drivers and, crucially, how much did the villages retain? No-one could then dispute the facts – a whopping 96% of all visitor tour fees were being pocketed by the driver guides, leaving only a handful of Shillings in the community. Research showed that over $5 million p.a. was leaking out of the 41 manyattas in the Maasai Mara in this way.

When Tribal Voice and the Maasai residents joined hands to tackle this issue it was not plain sailing. Those who had been used to the lion’s share worked hard to disturb the implementation of the new cashless ticketing system that was launched, initially in the Mara Triangle and later on the Narok side of the Mara and Northern Mara. Winding forward 6 years, the responsible tourism landscape in the Maasai Mara has changed beyond the wildest of dreams.

The Mara Triangle Maasai Villages Association has spearheaded this change, with 100% of the fees that lodge-based clients pay to visit the villages now being retained by the Maasai themselves. Leading the responsible tourism agenda forward in this area has been Kichwa Tembo and Bateleur Camps and Mara Serena, all supporting the new fair trade cashless ticketing system for village tours. In Northern Mara, Mara Rianta village has also been trading village tours fairly with Karen Blixen Camp for several years. On the Narok side of the Mara, 27 villages from the Sekanani, Talek, Oloolamu- tia, Olochura and Nkolai areas came together in 2008 to form the Maasai Mara Cultural Villages Tourism Association and to launch the cashless ticketing system with KATO as their ticketing agent. Driver guide intimidation of villagers and a lack of active support from many tour operators and lodges operating in the Maasai Mara saw this association’s membership reduce in its first 6 months from the initial 27 villages to just 13. These 13 villages have stood firm ever since and have grown even stronger over the years, due to the tremendous support they have received from those tour operators and lodges, including Pollmans Safaris, Mara Intrepids and Vintage Safaris. The tireless support of KATO, KWS, SNV, ACC and local Chiefs in backing and promoting this initiative has also been instrumental to its success. The biggest triumph has been the linking together of Pollmans Safaris and the Maasai tourism associations which gave the villages a real confidence boost at a time when it was most needed... Of the 3 million Shillings earned by the Maasai Mara Cultural Villages Tourism Association last year, KSh 2.5 million came from Pollmans guests, making Pollmans Safaris a true pioneer of responsible tourism in Kenya.

Surely, this initiative has stood the test of time and the future looks brighter for the Maasai people living alongside wildlife in the Maasai Mara. This is thanks to the tourism and conservation organisations that have stood alongside the community and given their support to the principles of ‘Fair Trade’ and responsible tourism. The challenge remains to further cement this fair trade initiative with other tour operators and lodges in Kenya, and to expand it to the remaining villages in Northern Mara, Amboseli and Samburu.

Dr Cheryl Mvula is the Founder and Director of Tribal Voice Communications, a UK-based Responsible Tourism Consultancy working to harness the power of tourism for conservation and sustainable local development. www.tribal-voice.co.uk She also runs an African Community Development Charity, the High Five Club. www.highfiveclub.co.uk
Established in 2003, the Kuruwitu Conservation and Welfare Association is a community-based marine conservation area management initiative that brings together artisanal fishermen and private beach residents to protect the fragile reef and the diverse marine life at Kuruwitu. KCWA is the first community-run marine initiative on the Indian Ocean and has become a role model in grassroots conservation and sustainability at the Kenya Coast.

The Kuruwitu-Vipingo marine conservation area, situated on the northern coast of Kenya, 35 kilometers from Mombasa City, is characterized by sandy beaches, coral reefs, lagoons, ancient coastal forests, cliffs, caves and mangrove swamps. The lagoons are important habitats and breeding grounds for myriads of molluscs and crustaceans. The unique mangrove swamp and coastal forests are habitats to many mammals and other wildlife including bush babies, Sykes, blue and vervet monkeys, baboons, sunis, monitor lizards, hedgehogs, owls, genet cats and many other species of birds and animals. The marine waters are an important biodiversity hotspot with a distinct coral reef ecosystem and diverse surrounding area, which is home to many species of endangered ornamental fish and sea turtles.

KCWA promotes marine conservation and protection of the natural resources in the area to ensure sustainable management of marine resources for the benefit of local fishing community and environment. It aims to enhance the understanding and capacity support for the protection and promotion of marine ecosystem for environmental, economic, social and cultural benefits of the local community in the Kuruwitu-Vipingo marine area.

KCWA has more than 250 members. In 2006, the KCWA set up the 2 km Community-managed Marine Conservation Area at the Kinuni landing site where the community imposed an initial 6 months fishing moratorium. This resulted in improvement of fish breeding and marine resources regeneration characterized by an increase of the fish population in the other lading sites of Bureni, Vipingo, Kuruwitu, Kijangwani and Mwanamia. It also led to the return of turtles and rare fish (including beautiful ornamental fish) and generated interest among marine researchers and tourists.

KCWA has held more than 50 sensitization and beach feedback meetings so far. It continues to perform monthly beach cleanup campaigns. About 10 turtle nesting sites are monitored closely by the community and reported to the Kenya Sea Turtle Conservation Committee (KESCOM) and the Watamu Turtle Watch, whose core business is turtle conservation. Partnering with the East African Wildlife Society and the Community Development Trust Fund, the KCWA was awarded a grant to develop a sustainable tourism and fishing enterprise. The highest percentage of the money was used to train project staff, purchase two large fishing dhows, a glass bottom boat, and to build the project’s hallmark, a beachside eco-lodge. In a community with an unemployment rate of more than 75%, the marine conservation stimulates the local economy, creates jobs and reduces poverty. The tourism component has been generating income for the community and as awareness of the project increases over time, the money spent in the community by tourists will trickle down to support other related income generating activities such as entertainment. Through the Kuruwitu Conservation and Welfare Association (KCWA), the local community is involved in decision making of the association on matters concerning marine conservation and environmental protection, tourism activities, distribution of socioeconomic benefits accrued, cultural tourism at of Kuruwitu, Strategic planning and management and ecotourism and sustainable development.

Kuruwitu Marine conservation area is a unique concept along Kenya’s coast and provides a good learning point for other local coastal communities experiencing similar fisheries depletion, and wishing to conserve their seas and improve their livelihood options.
Kaya Kinondo

Sacred Forest of the Digo people

Kaya is a singular word (‘Makaya’ in plural) that means ‘a sacred home dwelling’ by the Mijikenda people found along the East African Coast. The Mijikenda people consist of 9 sub-tribes, namely: Digo, Giriama, Kauma, Chonyi, Jibana, Kambe, Ribe, Rabai and Duruma. A Kaya is a humble abode marked by sacred sites of worship and ritual offerings, and graveyards of the Mijikenda people. The sacred sites are situated in primary forests and governed by strict customary laws. Hence, tree cutting, crop farming, timber or firewood harvesting, hunting and mining is prohibited inside a Kaya. There are over 60 Makaya in Kenya in Kwale, Kilifi and probably Tana River Counties.

The majority of makaya today stand as small isolated patches of forest ranging in size from 2ha to 1000ha. Historically these forest patches sheltered the Kaya villages which were set up by the Mijikenda people. Protection of makaya is still deeply entrenched in traditional Mijikenda culture and their integrity and sanctity are safeguarded by a council of Kaya elders who employ a system of taboos and traditional rules to protect the forests.

Kaya Kinondo is a gazetted National Monument under the National Museums Act and is located in Diani Beach, south coast of Kenya in Msambweni District. The Kaya is owned communally by the local community and is managed through a set of traditional rules and regulations (taboos) enforced by the council of elders. It is the main Kaya for the Digo-Mijikenda community. This indigenous sacred forest has survived pressures from population growth, poverty and tourist development because of the cultural beliefs of the Digo people who have used the forest to communicate with their ancestral spirits through worship and sacrificial offerings.

Kaya Kinondo has been supported by various partners and donors as a strategy of strengthening and enhancing their activities. In 2003, The Ford Foundation through WWF and the National Museums of Kenya granted the group funds to start the Kaya Kinondo Eco-Tourism Project as a platform for creating awareness to the community on the needs of conserving the kayas and to initiate and test the viability of ecotourism as a means of linking conservation to tangible social and economic benefits of local communities. The funds were directed towards awareness creation meetings, capacity building workshops, construction of the project visitor center and office building, and the initial marketing activities. The project was also awarded USD 6,000 through Coastal Forests Conservation Unit by Elisabeth Jihde Memorial Fund –WWF Sweden which was used to purchase an eight seated project van currently used to carry tourists to the site. Papa Musili Safaris Ltd. supports the project by providing well-directed excursions to create awareness to clients on the Digo’s culture, traditions and their sacred forests.

Kaya Kinondo offer daily guided walks to the sacred forest and the traditional villages where one gets to enjoy the spectacular view of trees, corals, lianas, and interact with the community. The project supports education facilities in three village primary schools through buying learning materials and renovating classrooms in addition to digging two water wells in the village. The project also creates awareness on conservation of the forest and selling of handicrafts as well as performing traditional dances to tourists.
The Sustainable Tourism Act 2011

The tourism act bill was assented in September 2011 through an act of parliament. The act provides for the development, management, marketing and regulation of sustainable tourism and tourism-related activities and services in Kenya. The Act clearly indicates the various roles to be played by the various tourism sectors, lead agencies and other stakeholders in order to implement the New National Tourism Policy and help the Nation realize its economic blueprint of Vision 2030.

The act provides for the establishment of the national tourism strategy which will prescribe the principles, objectives, procedure and incentives for development, management and marketing of sustainable tourism. The tourism regulatory authority developed have the mandate of regulating tourism sector, provide guidelines for sustainable tourism and develop and implement code of conduct for tourism. The authority shall also handle matters relating to licensing, regulation and standardization matters.

The Act also provides for the setting up of Tourism Protection Service and Kenya Tourism Board. The Tourism Protection Service will handle the safety and security of both the visitors and the hosts in close consultation with the lead government security agencies and stakeholders. The role of the board is to market Kenya as a tourism destination through development, implementation and coordination of the national tourism marketing strategy.

Kenya International Convention Centre (formerly KICC), a body corporate, will spearhead the promotion of the business of Meetings, Incentives, conferences and Exhibitions (MICE) as a specialized niche tourism segment able to spur great economic development in the country through sustainable tourism. To cater for research needs, tourism research and monitoring mechanisms shall be set. These shall undertake and coordinate research and analysis on tourism products and services, trends, processes and activities likely to improve on sustainable tourism.

Financial bodies set under the Act including the Tourism Fund (formerly CTDLT) and Tourism Finance Corporation (formerly KTDC) will cater for financial needs of sustainable tourism. The tourism fund aims at financing development of tourism products and services, marketing tourism and financing tourists’ protection service. This shall also advocate for resource mobilization to support Tourism Sector activities. The Tourism Finance Corporation will be providing assistance to investors and entrepreneurs in tourism sector, institutions, small and medium tourism enterprises and community based enterprises for the development, expansion and maintenance of tourism activities and services. The policy direction, strategy and overall coordination in the sector is bestowed upon a strengthened Directorate of Tourism in the Ministry of Tourism. The act advocates for involvement of the local communities in tourism matters in order to spread tourism benefits through their active involvement. Training and capacity building for the sector will be spearheaded by Utalii College.

Under the Act, sustainable tourism is defined as tourism development that meets the needs of present visitors and hosts while protecting and enhancing opportunities for the future. However, the Act does not specifically identify ecotourism a driver for sustainable tourism. Ecotourism is a more desired concept that links conservation and tourism to the communities practicing it. Realizing the importance of ecotourism to sustainable tourism growth in Kenya, there is a need to streamline the ecotourism standard with the new Act. Legislation provided in the act stipulates rules and regulations that guide sustainable tourism. The code of conduct outlined creates quality standards to be followed in achieving sustainable tourism. Prohibition and offences measures will cut on pollution further enhancing conservation.
The Eco-Warrior Awards Scheme recognizes the efforts, innovations and exceptional achievements that promote responsible tourism and enhance tourism sustainability directed at environmental conservation linked to local communities through mutually beneficial and equitable partnerships.

Over 70 tourism enterprises and stakeholders applied for nomination and appointment of winners of the 15 awards during the 6th edition of the Awards held in 2012. Each applicant exhibited unique, exceptional and remarkable achievements worthy of the Awards. However, only a handful of applicants were selected using the rigorous nomination criteria.

The following is the full list of nominees for the judges to decide on the eventual winners of the 15 Eco-Warrior Awards for presentation during the Awards Gala ceremony at Nairobi Serena Hotel:

Date: 16th November 2012, 6.30am to 9.30pm
Venue: Nairobi Serena Hotel
Theme: Celebrating innovation and leadership in responsible tourism
Guest of Honor: Professor Geoffrey Wahungu, Director-General, National Environment Management Authority
1. Conservancy of the Year 2012 – Private
   a) Ol Pejeta

2. Conservancy of the Year 2012 – Community
   a) Naboisho
   b) Empaash Olorienito Conservancy
   c) Ol Kinyei

3. Ecotourism Enterprise of the Year 2012 – Lodge
   a) Amboseli Serena Safari Lodge
   b) Serena Mountain Lodge
   c) Turtle Bay

4. Ecotourism Enterprise of the Year 2012 – Tented Camp
   a) Karen Blixen Camps
   b) Cottar’s 1920’s Maasai Mara Camp
   c) Ol Seki Hemingways
   d) Joys Camp (C&P)
   e) Gamewatchers Adventure Safaris Camps

5. Ecotourism Enterprise of the Year 2012 – Villas/ Holiday homes
   a) Forest Dream
   b) Great Rift Valley Lodge, Naivasha

6. Ecotourism Enterprise of the Year 2012 – Community Based
   a) Kaya Kinondo
   b) Shimoni Slave Caves

7. Ecotourism Enterprise of the Year 2012 – Tour operator
   a) Kobo Safaris
   b) Cheli and peacock
   c) Pollman's

8. Ecotourism Enterprise of the Year 2012 – Airline
   a) Safarilink
   b) Air Kenya

9. Eco-Rated Facility of the Year 2012
   a) Sasaab
   b) Sarova Mara Game Camp
   c) Sanctuary Olonana
   d) Serena Mountain Lodge
   e) Amboseli Serena Safari Lodge
   f) Forest Dream
   g) Basecamp Explorer
   h) Turtle Bay
   i) Porini Amboseli Camp
   j) Elephant Pepper Camp

10. Ecotourism Partnership of the Year 2012
    a) Sasaab Lodge Samburu/Donors and Community Groups
    b) Ol Pejeta/ donors/community
    c) Kicheche Camps/Mara North Conservancy/ Obel Foundation and Yann foundation
    d) Basecamp Foundation/ Basecamp Maasai Brand
    e) Turtle Bay/donors/WTM and Community
    f) Cheli & Peacock/North Range Trust (NRT)
    g) Selenkay Conservancy

11. Ecotourism Guide of the Year 2012
    a) Andrew Obaga - Kicheche Camp
    b) Joseph Lekitony Ole Koyie - Olonana Sanctuary
    c) Tilas Lekango – Samburu Intrepids Camp, Samburu
    d) Stephen Lekatoo – Voyager Ziwa Safari Camp, Taveta
    e) Daniel Kilonzo – Great Rift Valley Lodge, Naivasha

12. Ecotourism Journalist of the Year 2012
    a) Carol Gatura - CCTV
    b) Abby Agina - NTV
    c) Mutegi - People Newspaper

13. Ecotourism Student Innovation Award 2012
    a) David Okul – Karen Blixen
    b) Matayo Mwesesi
    c) B. Oyaro – Egerton Students team

14. Ecotourism Training Program of the Year 2012
    a) Kenyatta University
    b) Amboseli Institute

15. Ecotourism Student Host Organization of the Year 2012
    a) Lake Victoria Sunset Birders (LVSB)
    b) Milio Ecotours
Ecotourism has been hailed as a tool for economic development and environmental protection through funding conservation and scientific research, protecting fragile and pristine ecosystems, benefiting rural communities, promoting development in poor countries, enhancing ecological and cultural diversity, instilling environmental awareness and a social conscience in the travel industry.

Join the ecotourism Spirit

How do I join Ecotourism Kenya?
To apply, complete the membership application form herein and send it to Ecotourism Kenya with your payment. Corporate organizations need to complete a detailed Membership Application Form which can be downloaded from the website or collected from our office.

What obligation do members of Ecotourism Kenya have?
All members of Ecotourism Kenya have a responsibility to protect and enhance the natural and cultural environment in the areas where they operate. Joining Ecotourism Kenya implies that one has undertaken to be proactive and innovative in environmental programmes; to minimize waste and pollution of natural resources; to safely dispose of all wastes generated without injury to the environment; to participate in the management of the natural areas where one operates; to comply with relevant environmental legislation; to educate visitors about the natural areas and local cultures; to observe The Kenya Safari Code and The Coast Code; to actively participate in programs developed to promote sustainable tourism, including voluntary certification; to have clear environmental goals and develop programs to achieve these goals; and, to develop effective linkages with local communities.

Membership
Membership is open to all individuals, groups and organizations that promote sustainable tourism in Kenya. This include students, professionals, academic institutions, tourism and conservation organizations, government departments, tour operators, travel agents, hoteliers, etc.
There are three categories of membership:
• Corporate - Ksh.10,000 a year (January to December)
• Community Based Organizations (CBOs) - Ksh.1,000 a year
• Individuals Professionals— Ksh.2,500 a year
• Individuals Students — Ksh.1,000 a year

Ecotourism Kenya Membership Benefits
Joining Ecotourism Kenya provides you with an opportunity to:
• Monthly E-Newsletters
• Listing on EK Website for Corporate & CBOs
• Quarterly Naturals Magazine
• EK Membership Certificate or Card
• Free Access to Teaching and Training Resource
• Free Promotion through EK’s Publications for Corporate & CBOs
• Full voting rights at the AGM
• Members Rate admission to EK Monthly Talks and Lectures
• Discounted Rates at EK Events: Annual Ecotourism Conference & Eco-Warriors Gala Dinner
• Networking Opportunities
• Attachment and Internship Opportunities
• Use of EK Emblem
Welcome Newly Certified Tourist Accommodation Facilities in 2012

Ecotourism Kenya is proud to welcome these new members who recently joined EK. We are proud to be associated with you.

- Selective Safaris/Albatros Travel
- Karibu Kenya Safaris
- Silverbird Travel Plus

Gold ecorated facilities
- Campi ya Kanzi
- Sasaab
- Samburu

Silver ecorated facilities
- Elephant Watch Camp
- Kipungani Explorer Camp
- Kizingo Lodge
- Naivasha Sopa Lodge
- Ol Seki Hemingways Mara Camp
- Porini Rhino Camp
- Rekero Camp
- Sarova Game Lodge
- Saruni Samburu
- Sarova Shaba Game Lodge
- Serena Beach Hotel and Spa
- Serena Mountain Lodge
- Siana Springs
- Sweetwater Tented Camp
- The Great Rift Valley Lodge
- Exploreans Mara Rianta
- Karen Blixen Camp
- Bateleur Camp
- Sarova Lion Hill
- Lake Elmenteita Serena
- Sarova Salt Lick
- Sarova Whitesands Beach Resort & Spa
- Forest Dream Resort
- Rhino River Camp
- Banana House

Bronze ecorated facilities
- Amboseli Sopa
- Samburu Sopa Lodge
- Sunbird Lodge
- Keekorok Lodge
- Ol Moran Tented Camp
- Kichwa Tembo Camp
- Lake Naivasha Country Club
- JK Camp
- Lake Nakuru Lodge
- Ashnil Aruba
- Sarova Taita Hills
- Pinewood Beach Resort & Spa
- Pelican Lodge

Sanctuary Olonana is an award-winning safari camp, the first of Sanctuary’s luxury safari properties. It is sheltered on a private stretch of the Mara River at the foot of the impressive Siria Escarpment overlooking the Masai Mara in Kenya, close to where the famous last scene from “Out of Africa” was filmed. Working closely with the local tribes, who are as much part of the character and culture of the place as the family of noisy hippos who colonise the banks of the river below, Sanctuary Olonana sets a new standard with its light environmental ‘footprint’.

It is also one of those rare places which is all things to all people. For children it is a wonderful playground of discovery with the local Maasai tribes people. For others it’s an idyllic hideaway complete with library, swimming pool, and the freedom to enjoy a four course dinner wherever the whim dictates: deep in the bush, or on the private river-view terrace of one of the 14 luxurious canvas pavilions. For wildlife junkies, the Masai Mara Reserve is legendary for its abundance of wildlife. Fabulous for seeing big cats, their prey and all of the Big Five year-round, the Mara is also the stage for the greatest show on Earth – the wildebeest migration. From around July to October millions of grunting wildebeest and zebra cover the plains, often crossing the Mara river and moving between Tanzania and Kenya, closely followed by crocodile, lion and cheetah.
2013 Ecotourism Partnership and Investment Forum

**Theme:**
“Forging Ecotourism Investment Partnership in Community Areas”

**Date:**
12th to 13th February 2013

**Venue:**
Nairobi

**Who to attend?**
Tourism investment firms, private and community conservancies, tour operators, hoteliers, camp operators, community development agencies, community-based tourism enterprises, government agencies, non-governmental organizations, marketing and consultancy firms, the media and other interested parties.

**Aim:**
to promote ecotourism standards through the development of partnerships and investment opportunities in Kenya and beyond.

**Objective:**
- To promote, develop and integrate ecotourism standards in tourism investments and tourist product/services development in Kenya.
- To scope potential ecotourism-based investment opportunities in public, private and community areas throughout Kenya.
- To create a forum and network for exchanging ideas and information for promoting Kenya as a global ecotourism destination.

**Activities:**
Workshops and exhibitions, presentations, business meetings and plenary sessions

For more details on the conference contact Ecotourism Kenya through email at info@ecotourismkenya.org or on cell 0726 366 080
Advertising rates 2013

<table>
<thead>
<tr>
<th>Size</th>
<th>Placement</th>
<th>Cost in KShs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter Page (80mm x 115mm)</td>
<td>Inside pages</td>
<td>13,000</td>
</tr>
<tr>
<td>Half Page (170mm x 115mm)</td>
<td>Inside pages</td>
<td>22,000</td>
</tr>
<tr>
<td>Full Page (200mm x 270mm)</td>
<td>Inside pages</td>
<td>40,000</td>
</tr>
<tr>
<td>Full Page (200mm x 270mm)</td>
<td>Inside Front Cover</td>
<td>45,000</td>
</tr>
<tr>
<td>Full Page (200mm x 270mm)</td>
<td>Inside Back Cover</td>
<td>45,000</td>
</tr>
<tr>
<td>Half Page (200mm x 133mm)</td>
<td>Back Cover</td>
<td>30,000</td>
</tr>
<tr>
<td>Full Page (200mm x 270mm)</td>
<td>Back Cover</td>
<td>60,000</td>
</tr>
<tr>
<td>Classifieds (52mm x 74mm)</td>
<td>Classifieds</td>
<td>3,000</td>
</tr>
</tbody>
</table>

To place an advert in the upcoming issue, send your artwork in full color on a CD saved as Tiff, EPS or JPEG with a minimum resolution of 300dpi and accompanied by an actual size color proof in order to maintain color quality standards. If your artwork is not supplied with the color proof, EK will not be held responsible for color variation of any kind.

Booking and artwork submission deadline is:
First quarter- 28th February, 2nd quarter- 23rd May, 3rd quarter- 22nd August and 4th- 21st November. Cancellations made after these dates will be subject to 75% cancellation fee.

For further information contact: Grace Kenana on 0721 259637 or send email to resources@ecotourismkenya.org

About EK Publications

Green Directory:
This is a publication that showcases producers or suppliers of green products or services. This includes recycled or 100% natural materials, people or facilities undertaking environmental impact assessments and audits or consultancy services for tourism and environmental related projects. Charges per listing are Ksh 250.

Ecotourism Kenya coast guide and ecotourism Kenya guide:
The guide profiles EK members, eco-rated tourism accommodation facilities and community based organisations. EBook version can be accessed at the EK’s website. EK members are entitled to a free basic listing in the guide.

EK Naturals magazine:
This is a quarterly publication which is the mouthpiece on issues affecting the tourism industry in areas relating to ecotourism and sustainable tourism.

Ecotourism stickers:
EK produces stickers bearing messages on responsible tourism and the community. These can be obtained from EK offices in upper hill at no cost for members and other interested parties.

EK website:
The website is EK’s face to the world. It outlines all EK programs and activities as well as all its members and eco rated facilities. Visit www.ecotourismkenya.org for more details.
Ecotourism and Sustainable Tourism Conference 2013
Kenya won the bid to host the 2013 Ecotourism and Sustainable Tourism Conference organized under the auspices of The TIES (The International Ecotourism Society). TIES termed the forthcoming conference as “returning to the birth place”. This was announced on 19th September 2012 at the 2012 edition of the ESTC in Monterey, California, USA. Ecotourism Kenya will be the organizing secretariat of the 2013 Conference scheduled for September, and which plans to attract 1000 international participants to the meeting. The finer details will be released later.

Ecotourism partnership and investment Forum 2013
Ecotourism Kenya is organizing an Ecotourism Partnership and Investment forum which will be held on 12th to 13th February 2013 in Nairobi, followed by the EK Annual General Meeting on the 13th. Branded under the theme “forging ecotourism investment in communities”, this interactive forum invites all interested parties and stakeholders including: Tourism investment firms, private and community conservancies, tour operators, hoteliers, camp operators, community development agencies, community-based tourism enterprises, government agencies, non-governmental organizations, marketing and consultancy firms, the media among others. The aim of the forum is to promote ecotourism standards through the development of partnerships and investment opportunities in Kenya and beyond. The activities for the forum will range from workshops and exhibitions, presentations, business meetings and plenary sessions. Further information will be provided later. For more details, contact EK through email at info@ecotourismkenya.org or on cell 0726 366 080.

Leadership and mentorship program- January intake
Ecotourism Kenya under the leadership and mentorship program offers students internship opportunities that compliments the students learning experiences and offers mentorship on careers aimed at developing professionals. Under this program, Students gain invaluable experience at host institutions that are derived from EK members and also gain worthy academic credits to fulfill course requirements. Application for the January intake is ongoing. The deadline for application is 30th November. For more details visit our website at www.ecotourismkenya.org or Email: mentorship@ecotourismkenya.org or call 0726 366 080 or 020 257 4059

EK Coast Members Guide
You can now download the EK Coast Members Guide. The guide profiles our Coastal Members, who practice and implement sound environmental practices in their operations that include: properties and destinations they manage; promote and sell to visitors. The profiles listed include: Eco-rated facilities, other accommodation facilities, tours operators and community based organisations (CBOs) and Individual Members. The 2013 edition will be produced and circulated mid-next year.

EK Joins ICTP as Destination Member
Ecotourism Kenya has officially joined the International Council of Tourism Partners (ICTP). The Council is a Global Alliance to support and promote Destinations and Stakeholders in selected destinations with a shared belief in well managed travel and tourism as a driver of community business, jobs, well being and happiness. ICTP is committed to: Quality in all aspects of destination management and marketing and Green Growth that promotes low carbon and environmentally sound development. Ecotourism Kenya looks forward to a cordial relationship with ICTP. For more details about ICTP please visit: www.tourismpartners.org
WE ARE PASSIONATE ABOUT OUR ENVIRONMENT

In 2010 and 2011 Safarilink was recognized as the only carbon neutral airline in Kenya as a result of our involvement in a major tree planting project on the slopes of Mt. Kenya and support of conservation projects such as Lewa Wildlife Conservancy and Colobus Trust.

Operating daily flights to Amboseli, Diani, Kilimanjaro, Kiwayu, Lamu, Lewa Downs, Loisaba, Masai Mara, Naivasha, Nanyuki, Samburu, Shaba, Tsavo West (Finch Hatton, Kilaguni, Ol Donyo Wuas) and charter services all over East Africa, Safarilink is the most reliable, efficient and eco-friendly way to explore Kenya.

By flying Safarilink you support our conservation and environmental projects.

Tel: +254 020 6000 777 / 6000 787
Email: res@flysafarilink.com
www.flysafarilink.com
UNWIND AROUND THE POOL BY GAZING UP AT THE STARS AFTER A WONDERFUL DAY OF UNMATCHED SAFARI AND WILDLIFE EXPERIENCE. AL FRESCO LUNCHES AND EVENING BARBECUES COMPLEMENTED BY ACTIVITIES OF MASAI DANCING, PRESENTATIONS AND TALKS ON THE MARA’S ECOSYSTEM AND MASAI CULTURE CREATE THE TRULY UNIQUE EXPLORERANS SAFARI EXPERIENCE.