naturlals

Linking tourism, conservation and communities

A PUBLICATION OF
ECOTOURISM KENYA

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The EAC Integration Journey

The East African Community treaty specifies four pillars of integration that are integral in driving the process to a successful conclusion. These are:

- **Customs Union:** It became fully fledged in January 2010, with on-going development towards the EAC Single Customs Territory. This allows free movement of goods, elimination of internal tariffs, application of Common External tariffs and harmonization of standards and quality marks.

- **The Common Market:** Came into force in July 2010, providing for free movement of goods, persons, workers, services and capital as well as the right of residence and the right of establishment.

- **Monetary Union:** Will involve a single monetary policy and single currency for the region.

- **Political Federation:** The ultimate step of the EAC integration process. Partner States are consulting on the draft model of the structure of the East African Political Federation.

Achievements of the EAC – at a glance.

**Education:** EAC Partner States are harmonizing the East African education system and training curricula to have a comparable quality system. Thus far, the Inter University Council of East Africa (IUCEA), an institution of the EAC in collaboration with the regional higher education institutions has adopted an East African Quality Assurance Framework, which seeks to:

- Standardize university fees;
- Facilitate student and lecturers exchange programmes; and
- Standardize degree classification criteria.

**Training:** With the aim of providing academic excellence through promoting research, practical and contextual training, the EAC has established centers of excellence around the region, key being in the science, technology and health sectors.

**Culture and Sports**
- The East African anthem is in place;
- The East African Kiswahili Commission established.

The East African Arts and Culture Festival & Sports Tournaments: provide a platform to bring people of rich and diverse cultural heritage together.

**Labor & Human Resource**

Mutual Recognition Agreements (MRA’s) which allow professional and academic bodies in the region to recognize qualifications and standards of all member states have been signed.

**Health:**

The East African Public Health Laboratory Networking Project (EAPHLNP): aims to enhance access to diagnostic services for vulnerable groups to contain the spread of diseases in the border areas as well as improve capacity for disease surveillance and emergency preparedness.

- The East African Integrated Disease Surveillance Network (EAIIDSNet) to harmonize disease surveillance systems in the region while strengthening capacity for implementation.
- The Open Health Initiative – The overall goal is to contribute to the improvement of maternal and child health and ultimately the achievement of the Millennium Development Goals (MDGs 4 and 5) within the region.

**Trade:**
- Capital markets being developed and cross-listing of stocks
- Harmonization of standards for goods produced in East Africa
- Reduction of national trade barriers
- Implementation of preferential tariff discount
- Harmonizing operations of Ministries of Finance and Central Banks during national budget preparation and presentation

**Transport**

- Completed Arusha-Namanga-Athi River roads
- Harmonization of Gross vehicle weights to 56 tonnes on seven axles.
- Construction of One Stop Border Posts (OSBPs) to hasten border clearance procedures.
- Once fully operational; they will reduce clearance procedure time by 30-40%.
- AfDB funding Voi-Mwatate/Holili – Arusha.

**Tourism:**

Marketing East Africa as a single destination – by participating in tourism fairs like:

- World Travel Market (WTM) in the UK (since 2006) and;
- The Internationale Tourismusbörse (ITB) in Germany (since 2007) and;
- CASA Africa Investour 2012.

**Regional Defence and Security**

The EAC Partner States pursue a Memorandum of Understanding for Co-operation in Defence Matters, especially on; military training, joint operations, technical assistance, visits, information exchange, sports, cultural activities, and regular meetings of defence chiefs and other cadre of the defence forces.

**Cross Border movement** of persons and goods has been eased through introduction of:

- The East African passport;
- Special immigration desks for East African citizens at international airports;
- Interstate passes;
- Harmonization of vehicle transit procedures;
- Free convertibility of regional currencies.

Republic Of Kenya

Ministry of East African Affairs, Commerce and Tourism
Disclaimer
The opinions and views expressed in articles published in Naturals magazine are the respective author’s own and do not necessarily reflect those of Ecotourism Kenya, which seeks to publish a diverse range of perspectives on given issues. Authors are fully responsible for their own work. Ecotourism Kenya assumes no responsibility or legal liability, express or implied, for the content of any work by authors. Every effort has been made to ensure the accuracy of all the information contained in this magazine.

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.
Message from the Editor

Ecotourism celebrates local people’s contribution towards promoting safeguarding environmental integrity where they are operating while benefiting from tourism profitably. In this edition of Natural’s Magazine, we have focused on conservancies as an ideal model for showcasing Ecotourism Best Practices and also the 7th Edition of the Eco-Warriors Awards organized by Ecotourism Kenya.

In this issue, the Kenya Forest Service ecotourism investment opportunities in forests are highlighted; Serena’s contribution and successes in promoting environmental sustainability through their green initiatives across all Serena Hotels is further showcased. Also the Northern Rangelands Trust existing partnerships are highlighted depicting best practices to adopt in the Laikipia region. Our destination feature in this issue is the Mara Naboisho that brings out how the local community is benefiting from ecotourism by setting up a community conservancy. Kaya Kinondo is featured under our community conserved areas section and showcases the different ecotourism products offered by the community group.

A pictorial of the colour, glamour, flavor and taste of the Eco-Warriors Awards and the Ecotourism and Sustainable Tourism Conference are highlighted. Engage your taste buds to this enticing Western Kenya delicacy Kumbekumbe and catch Zarek Cockar’s two part series on the Kenyan Safari Guide’s Purpose, Ethics and Etiquette, that highlights a guide’s role and responsibilities during the tenure of a safari. Proper laws, policies and legislation are needed for ecotourism to operate effectively; in this section, we focus on the need for a conservancy’s policy.

We appreciate your continued support and cooperation; please send us your comments, suggestions and contributions concerning ecotourism to share with other readers. On behalf of the Ecotourism Kenya Secretariat and editorial team, I wish all readers a fruitful 2014.

Phoebe Munyoro
Programs Manager

Message from the Chair

It is often said that life gives all of us an opportunity to improve and make ourselves better than we were. As the curtains drew to a close after the Ecotourism and Sustainable Tourism Conference (ESTC13), the greatest challenged posed to Kenya was the need to improve, develop and nurture Ecotourism products in Kenya.

During the conference, different speakers echoed and reaffirmed Destination Kenya as the home of Ecotourism and hence there is dire need to maintain and improve on this. We must come to realize that ecotourism is a global phenomenon and that we have a distinct interest in growing our share of this phenomenon. If the growth of ecotourism enterprises is to be sustained, Kenya will become the foremost global ecotourism destination.

Naturals magazine offers fresh, insightful stories and best practices on ecotourism and sustainable tourism in Kenya. This edition of Naturals features several examples of commendable practices that promote ecotourism within conservancies. Conservancies have benefited wildlife by providing a unique way for communities to get involved in wildlife conservation, providing dispersal spaces for free movement of wildlife outside protected areas and new opportunities for businesses thereby benefiting the community directly and indirectly.

As EK marks 17 years of existence this year, I wish you the very best in your endeavors.

Andrew Muigai
Chairman
Basecamp Explorer Kenya Nominated as 'Best for the Local Economy' in the World Responsible Tourism Awards, 2013

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NAIROBI SERENA HOTEL

RWANDA’S LEADING HOTEL
KIGALI SERENA HOTEL

UGANDA’S LEADING HOTEL
KAMPALA SERENA HOTEL

TANZANIA’S LEADING HOTEL
DAR ES SALAAM SERENA HOTEL

THANK YOU!

To all those travel and tourism professionals across the world, who voted for the Serena Group in the World Travel Awards 2013 – thank you.
To our esteemed guests, please accept our sincere gratitude.
And to our staff – our most valuable asset, without your commitment and unwavering loyalty… we would not have won these prestigious awards.

THANK YOU ALL FOR VALUING US...
AS HIGHLY AS WE VALUE YOU

SERENA HOTELS
SAFARI LODGES AND CAMPS
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African Solar Designs Ltd. is a leading Kenya-based renewable energy company that provides a range of project management and consulting services in the renewable energy sector, with a focus on technical support for planning of commercial off-grid and rural energy access solutions. Our expertise includes:

- Technical and commercial project feasibility
- Design and evaluation
- Capacity building on renewable energy access
- Policy and governance
- Rural energy financing
- Project management
- Strategic planning
- System design Installation and after-service arrangements

ASD is uniquely positioned as both a donor-community service provider and a private sector agent. With over 25 years of pioneering work in the East African energy sector, we are a recognized leader in the development of renewable energy and have a wide network of private, community-based and government partners and clients.

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Ecotourism Kenya’s Leadership & Mentorship Program: Linking Theory to Practice

Every year, thousands of young men and women graduate from colleges and universities all over the country, behind their ears, and the long journey of job seeking starts. The lucky ones, land jobs in various organizations while the rest take up self-employment or resign to joblessness. Those that land jobs have been the subject of complaints by Human resource managers that they lack the technical expertise to carry out the tasks assigned to them. To address this need Ecotourism Kenya, a champion in promoting sustainability and ecotourism in the tourism sector launched the Leadership and Mentorship Program.

Ecotourism Kenya established the Leadership and Mentorship Program (LMP) to provide its members with an opportunity to gain experience, skills and get enlightened about the fundamentals and practices of ecotourism. The program blends the academic and professional, theoretical and practical aspects, while addressing the interests of participants. The induction/orientation training creates a platform for the students to share experiences and exchange ideas for promoting ecotourism in Kenya as they also prepare for their placements.

All the applicants are required to attend this training which forms an important part of their attachment.

Through the Program, I can attest to the importance in blending the theoretical and practical aspects of my tertiary training. My story starts at Kenyatta University where I was admitted to undertake a B. Sc. in Coastal and Marine Resource Management back in 2010. After a whole academic year of theoretical training, I felt the need to get a touch of the practical aspects of my degree program; transit into the hallways of nature. I stumbled upon information on Ecotourism Kenya’s website about LMP and was successfully enrolled for the May 2012 intake. I attended a three day induction training that brought together students from various universities in Kenya and thereafter participants were posted to various Ecotourism Kenya member organizations. The placement exercise considers the academic background of the participant and his or her area of interest.

I was posted to Msambweni Turtle and Marine Conservation Group, a local Community Based Organization in south coast. My main task was working on a Turtle and Marine conservation project the group was undertaking. This provided me with the opportunity to interact with the local communities whose livelihoods is significantly Dependant on marine resources and get to understand how they exploit these resources.

Under the Turtle Conservation Project, I was required to obtain some formal training in terms of turtle tagging and release, turtle nest monitoring, and turtle nest relocation and also reporting on turtle natality and mortality events that also included poaching incidences. These skills were imparted to me by my supervisor, Mr. Hussein Ali Mwabori, who actively involved me in the project. On the other hand, in the Marine Conservation Project, I was involved in beach cleaning activities and awareness creation programs. I was also fortunate to undergo training and acquire basic sea survival and snorkeling skills.

By the end of my 3 month stay at Msambweni working with the community; I had come to appreciate conservation more and understand the role these communities have in managing these resources in a sustainable manner. In a way this evoked a deep passion within me to engage in the conservation of coastal and marine resources under the tenets of sustainable development for coastal communities. As Edward O. Wilson put it, “Destroying nature for economic gain is like burning a Renaissance painting to cook a meal.”

Maxwell Azali  | B. Sc. Coastal & Marine Res. Management, Kenyatta University  | Email: azali@scientist.com  
Blog: http://azaliconservation.blogspot.com
The environment and nature is a huge nest to the survival of humanity, and should be protected at all costs. This is why Serena Hotels has over the years embarked on a vigorous environmental sustainability venture across all areas of its operations. It’s of interest to note that Serena Hotels’ developments and operations are guided by an eco-policy that is aimed at conserving the environment.

Olive Ridley Turtle: 19) as were reported and secured with the help of the local fishermen, beach operators and Kenya Wildlife Service Rangers. During this period 33,491 eggs have been secured at the Hotel hatcheries of which 26,647 hatchlings (80%) have been released into the Indian Ocean.

Kenya boasts some 870 species of butterfly, 35% of which are to be found in the Coastal forests. However, due to the radical shrinkage of these forests, most of the butterflies had largely disappeared from Kenya’s coast and this necessitated the launch of the project in 2002 where we breed and re-introduce indigenous butterfly species to the coastal landscape. The Hotel has succeeded in breeding 65 species to date. In year 2012, SBHS had 21,161 hatched butterflies that were released and during the 10 year period (year 2003 to year 2012), 202,302 hatched butterflies were released.

Overall, our policy is to ensure that all aspects of the business have the least harmful effect on the environment by implementing an environmental management system that will conserve and improve the usage of energy and raw materials; improve the working environment; discuss environmental issues regularly at the highest levels of the company; train and regularly consult employees on good environmental practices and encourage our suppliers and subcontractors to act in accordance with our environmental standards.

we use the majority of our seedlings to plant around our own properties, but we are also committed to meeting the needs of the local community. At Lake Manyara Serena Lodge, for instance our nursery supplies seedlings to the neighboring communities and this has not only contributed towards a greener environment, but has also received resounding support from the local birdlife, whose variety of species has already more than doubled. It is encouraging to note that over 11 million trees have been planted over the last 13 years through the Companies various re-afforestation programs. Our major success stories have been in the Hombe Forest in the Mount Kenya National Park that suffered from the adverse effects of deforestation and to date over 5 million trees have been planted.

In conserving biodiversity, we have been engaging in butterfly and turtle conservation projects at Serena Beach Hotel & Spa since 1993. The overall objective of the programme is turtle conservation by providing a safe haven to eggs laid in doomed nests, facilitating transfer of eggs to safe havens and providing incentives to local fishermen to protect turtles and turtle eggs.

Our turtle conservation project which protects the nesting sites of Green, Olive Ridley and Hawksbill Turtles continues to grow significantly benefiting not just the turtles but also the local fishermen. The fishermen are encouraged to participate with a financial incentive scheme, for reporting any threatened turtle nests and eggs. Since inception of the project by SBHS over two decades ago, 267 turtle nests have been protected (Green Turtle: 226; Hawksbill Turtle: 22; and Olive Ridley Turtle: 19) as were reported and secured with the help of the local fishermen, beach operators and Kenya Wildlife Service Rangers. During this period 33,491 eggs have been secured at the Hotel hatcheries of which 26,647 hatchlings (80%) have been released into the Indian Ocean.

Serena’s green initiatives go a long way to ensure long term environment sustainability and these too are practised across all Serena Hotels in East Africa and Mozambique. Among them is the use of solar energy, inverter, and the 3Rs-reduce, re-use and recycle. Serena Hotels is also committed to finding sustainable solutions for waste management despite operating in countries where recycling and other waste facilities are limited.

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Besides these, we have the tree planting activities which is our biggest venture so far. The benefits to the natural environment are immense and our lodges work with thousands of guests, school children and visiting dignitaries to ‘plant a tree for Africa’ initiative. Serena Hotels have established tree and shrub nurseries at all its properties. Naturally,
Ecotourism Kenya Eco-rating Certified Tourist Accommodation Facilities as at 28th February 2014*

**Gold Eco-rated facilities**
1. Amboseli Porini Camp
2. Basecamp Masai Mara
3. Campi ya Kanzi
4. Elephant Pepper Camp
5. Joy's Camp
6. Olonana Sanctuary
7. Porini Mara Camp
8. Sasaab Samburu
9. Sweetwaters Tented Camp
10. Turtle Bay Beach Club

**Silver Eco-rated facilities**
1. Amboseli Serena Safari Lodge
2. Banana House
3. Baobab Beach Resort
4. Bateleur Camp
5. Cottars 1920's Camp
6. Eagle View Mara Naboisho Camp
7. Elsa's Kopje
8. Encounter Mara Camp
9. Exploreans Mara Rianta
10. Forest Dream Resort
11. Governor's Camp
12. Il Moran Governor's Camp
13. Il Ngwesi Lodge
14. Karen Blixen Camp
15. Kicheche Bush Camp
16. Kicheche Laikipia Camp
17. Kicheche Mara camp
18. Kicheche Valley Camp
19. Kilaguni Serena Safari Lodge
20. Kipungani Explorer Camp
21. Kitich Camp
22. Lake Elementeita Serena
23. Lewa Safari Camp
24. Little Governor's Camp
25. Mara Bushtops Camp
26. Mara Explorer Camp
27. Mara Intrepids Camp
28. Mara Serena Safari Lodge
29. Mara Sopa Lodge
30. Medina Palms
31. Ol Seki Hemingways Mara Camp
32. Olarro Lodge
33. Porini Lion Camp
34. Porini Rhino Camp
35. Rekero Camp
36. Rhino River Camp
37. Samburu Intrepids Camp
38. Sarova Lion Hill
39. Sarova Mara Game Camp
40. Sarova Salt Lick
41. Sarova Whitesands Beach Resort & Spa
42. Saruni Camp
43. Saruni Samburu
44. Serena Beach Hotel and Spa
45. Serena Mountain Lodge
46. Severin Safari Camp
47. Severin Sea Lodge
48. Siana Springs
49. Sirikoi Lodge
50. Solio Lodge
51. Subira House
52. Tassia Lodge
53. Tawi Lodge
54. The Great Rift Valley Lodge
55. Tortilis Camp
56. Voyager Ziwani Camp

**Bronze Eco-rated facilities**
1. Amboseli Sopa
2. Ashnil Aruba
3. Distant Relatives Ecolodge
4. Ekorian's Mugie Camp
5. El Karama Eco Lodge
6. Hogmead
7. JK Camp
8. Keekorok Lodge
9. Kiboko Luxury Camp
10. Kichwa Tembo Camp
11. Kilima Camp
12. Kinondo Kwetu
13. Koija Starbeds
14. Lake Naivasha Country Club
15. Lake Nakuru Lodge
16. Larsens Camp
17. Loisaba Lodges
18. Malewa Lodge & Kigio Camp
19. Mara Siria Luxury Tented Camp
20. Murera Springs Eco Lodge
21. Naibor Camp
22. Naivasha Sopa Lodge
23. Ol Moran Tented Camp
24. Ol Tukai Lodge
25. Pelican Lodge
26. Pinewood Beach Resort & Spa
27. Samburu Game Lodge
28. Samburu Sopa Lodge
29. Sarova Taita Hills
30. Satao Camp
31. Satao Elerai
32. Sekenani Camp
33. Sentrim Amboseli
34. Voyager Beach Resort
35. Baboon Tail Camp
36. Bateleur Camp
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Welcome Our **New Corporate Members**

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

- Africa Calling Safaris
- African Beads Safaris
- Bonfire Adventures & Events Limited
- Conqueror Tours and Safaris
- Eco Plant Limited
- Kenya Wildlife Trust
- Maseno University
- Moi University School of Tourism
- Muteleu Maasai Traditional Village
- Nature Kenya
- Ngewa Limited
- Ol Pejeta Conservancy
- Reny Safaris
- Salaton Safaris Limited
- Savannah Adventures Limited
- Sentinel Safaris
- Sun Africa Hotels
- The Safari Company
- Turkenya Tours and Safaris
- Twinkle Travel and Tours Limited
- Water Lovers Beach Resort

* Ecotourism Kenya Eco-Rating Certified Tourist Accommodation Facilities and Members as at 10th March 2014
Eco-Warrior 2013 at a Glance

1. Phillys Kandie (Cabinet Secretary East African Affairs Commerce and Tourism) giving a speech during Ecotourism Kenya Night/Eco warriors Award held at Safari Park Hotel Nairobi.

2. Stephano Cheli (Cheli & Peacock Ltd) receives Ecotourism Private Conservancy Eco Warriors award winner 2013 on behalf of Borana Conservancy from Adam Whithey (Uhunzi Limited).

3. Patric (Il Ngwesi Lodge) receives Ecotourism Community owned conservancy Eco Warriors award winner 2013 from Mr. Mordecai Ogada (Director Laikipia Wildlife Forum).

4. Andrew Muir (General manager Severin Se Lodge) receives Ecotourism Lodge Category Eco warriors Award Winner 2013 from Mark Hankins (Africa Safaridesign Ltd).

5. Jake Sinesi Cook (Game watchers Adventures Safaris Camp) receives Ecotourism Tour Operator Eco warriors Award Winner 2013 from Adam Jilo (KATO Chair).

6. Stephano Cheli (Cheli & Peacock Ltd) receives Ecotourism Tent Lotus Camp Category Eco Warriors Award Winner 2013 from Timiyel (TMT) and Allan Owari (ED tourism Fund) and the team from Safari Park Hotel.

7. William Mkambati (Wildlife and Environment Conservation Trust) receives Ecotourism Eco Rated facilities Eco rated facility of the year Eco warriors award winner 2013 from Liz Nzani (Ecotourism Rating Committee Chair).

8. Miss TerryAnn Mutindi (Ecotourism Kenya) handing over a Trophy to Mr. Allan Chenani (CEO Tourism Fund) and the team from Tourism Fund.

9. William Mkambati (Wildlife and Environment Conservation Trust) receives Ecotourism Eco Rated facilities Eco rated facility of the year Eco warriors award winner 2013 from Liz Nzani (Ecotourism Rating Committee Chair).

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Ecotourism investment opportunities in Kenyan forest

Kenya has approximately 3.456 million hectares of forest cover. Approximately 1.7 million hectares of this is gazetted as protected forests distributed in about 258 forest blocks while the rest is outside protected areas including public and private lands. According to UN, Kenya is a low forest cover country (UN recommends 10% of total land area). In Kenya, the current status of tourism investments in Kenyan forests includes 18 accommodation facilities (approx 300 beds). Other facilities include Nature trails, picnic sites, tree platforms (Arabuko), Boardwalks (Mida Creek), Canopy walks (Ngare Ndare), lunch bandas (Kinanzini), etc. Key service includes Ornithological guides in Arabuko-Sokoke, Kakamega, Shimba Hills, Mt. Kenya; mountain climbing guides in Mt. Kenya while activities entails walking, jogging, bird watching, sport fishing, cycling, adventure activities and cultural activities among others.

Kenya Forest Service and ecotourism

The mandate for Kenya Forestry Service is to collaborate with others to develop programs and facilities for tourism, recreational and ceremonial use of forests [The Forests Act 2005]. In this regard, KFS views ecotourism as low-impact tourism that conserves forests and allied resources and promotes social-economic development.

Ecotourism investors should know that the Kenya tourism markets comprise of Kenyan citizens (including school groups), Repeat international visitors, Local residents, Business travellers, and Specialist individuals or groups (bird watchers, backpackers, educational groups).

Ecotourism should:
1. Improve conservation of forests in Kenya
2. Generate revenue for forest conservation and social-economic development
3. Improve the welfare of forest-adjacent communities
4. Provide Recreation for domestic and international visitors
5. Diversify Kenya’s tourism products
6. Improve security in forests
7. Improved Infrastructure in forests
8. Increase knowledge of the importance of Kenya’s forests

The groupings target accommodation facilities such as small Eco lodge (10–20 beds), Medium Eco lodge (21–30 beds), Large Eco lodge (31–40 beds) and > 40 beds only in exceptional circumstances.

Other facilities apart from accommodation includes restaurants, zip lines, board walks, canopy walks, bird hides, cable cars, etc.

Investment opportunities exist in almost all forest reserves

The Highland forest includes the large blocks of Mt Kenya, the Aberdares, the Mau Complex, Mt Elgon and the Cherangani. These are characterised by closed canopy forests in the high rainfall areas (water towers). Existing opportunities include Small up-market & business traveller-focussed accommodation esp. in south Aberdare’s, Cabins and other budget accommodation for fishermen and walkers.

The Dry land forest includes Mukogodo, Ngare Ndare, Matthews, Ndotos, Mt Nyiru and Karisia. Investment opportunities entail small up market accommodation facilities that can be linked to the community conservancies around, small citizen-targeted accommodation and Campsites (Mukogodo).

The Western rainforests include Kakamega, North and South Nandi forests (one of the richest biodiversity areas in Kenya). Opportunities include carefully-sited small up market accommodation, affordable accommodation for special interest groups (students, researchers, bird watchers, backpackers) and facilities like bird-hides, tree platforms, canopy walkways,

Urban forests includes Karura, Ngong Hills, Dagoretti, Olulua, Kabiruini (Nyeri), Menengai (Nakuru) and other forests close to urban areas. Opportunities include day-visitor facilities such as restaurants, zip-lines, board walks, canopy walks,
WHY INVEST IN ECOTOURISM IN FOREST RESERVES

1. Attractive ambience
2. Design flexibility ( bidder proposes) 
3. Negotiated agreement (special-use license) 
4. Long-term licenses
5. Exclusivity (based on size) 
6. Investor support (e.g. guidelines for responsible tourism) 
7. Wide product range (going beyond accommodation)

bird hides, cable cars, Infrastructure like fences, gates, trails and signage. There is more potential and value as urbanization grows

Coastal forests & Mangrove areas comprises of Arabuko-Sokoke, Shimba Hills, Gongoni, Witu, Boni Lungi and gazetted mangrove areas. Existing opportunities include guest houses, tree houses and other innovative accommodation in key wildlife or bird-watching areas, Facilities like restaurants, board walks, jetties and Services like guided boat tours

Eastern Arc Mountain forests include Mbololo Juu, Ronge Juu, Ngangao, Sagalla, Kasigau, Vuria and Mwambirwa forests which are recognized globally as “hot spots” for forest biodiversity (Conservation International).

Opportunities include carefully-sited small up market accommodation, affordable accommodation for special interest groups (students, researchers, bird watchers, backpackers) and facilities like bird-hides and canopy walkways.

THE INVESTMENT PROCESS


1. Site identification (mgt plans, KFS staff, potential investors, CFAs)
2. Site assessment & due diligence
3. Submission & evaluation of Expression of Interest
4. Prospectus development
5. Submission & evaluation of detailed technical & financial proposals (with preliminary architectural drawings, community participation plan & site-specific management plans)
6. Negotiation and award (special-use license)
7. Submission of final architectural drawings, community participation plan, site-specific plan (and EIA license)
8. Site hand-over
9. Project implementation (construction)
A Kenyan Safari Guide’s Purpose, Ethics and Etiquette

Guide’s Roles

As a Kenyan safari guide, you have two interconnected roles to play at all times:

1. To entertain guests and promote Kenya and its natural, historical and cultural heritage
2. To educate guests (and others) regarding conservation, and to ensure each safari has a minimal impact on the environment in which it takes place.

As a safari guide, you will always be under much pressure and responsibility to ensure the happiness and safety and to meet the expectations of your clients. However, above all else, you have a responsibility toward the natural environment in which you work. A guide should never sacrifice any aspect of the natural environment or its inhabitants for the benefit of a client.

Without Kenya’s natural heritage, there would be no need for safari guides (or anyone else in the wildlife tourism industry). To ensure the conservation of Kenya’s natural heritage is to ensure one’s own job security.

The manifesto of the Game Rangers Association of Africa can be adopted equally well for safari guides in East Africa:

“This is a custodianship which guards for the future the genetic diversity inherited from the past. For in these wild places is the testament of the laws of life and of the Earth. Here is insurance against loss of matter essential to life’s survival on this planet. No other motive can displace or alter these.

As an executor of the natural estate, the Game Ranger (Safari Guide) may not diminish its assets, nor be party to their depletion. These are terms to his duty which are known and there are those still to be learnt. Within these limits only may he move, since natural law determines them. To seek their understanding and to act in its light is part of the trust he accepts.”

Client Safety and Experience

Part of your purpose as a guide is to ensure the safety of your guests and to maximize their safari experience, while still maintaining high ethical standards.

Before all game-drives and walks, check the following:

- Hand out and explain National Park/Reserve/Conservancy rules to guests so they have a better understanding of what is expected of them.
- Greet your guests WITHOUT sunglasses covering your eyes. Your guests want to be able to see who will be taking care of them over the following few days. Being able to see into your eyes will help to instill their trust in you.
- Provide a brief overview of the area and its importance to conservation in Kenya.
- Check all indemnities/waivers have been signed and understood.
- Ask about special medical conditions/requirements that you should be aware of.
- Ask your clients to turn off noisy electronic devices. These should not be allowed on a wildlife experience. Phones and electronic games should be kept on silent/vibrate. Make sure that you set the example by putting your own phone on vibrate/silent.
- Check that guests all have appropriate clothing/equipment: warm clothing for early mornings/evenings, hats, sunscreen, drinking water, binoculars, camera, etc.

Client briefing before game-drive:

- Brief the clients on what to expect on each drive
- Make sure to minimize noise and sudden movements at sightings. Clients should still feel free to talk quietly and ask questions, but not shout or use noise-making devices.
- No smoking in the vehicle – only at appropriate rest stops. You, as the guide must approve first. Cigarette butts must be disposed of in proper garbage receptacles, not on the ground.
- No littering outside the vehicle. Provide a garbage bag or bin in the vehicle
- Communicate to your clients regarding their safety especially in areas with low branches and standing while the vehicle is moving etc.
- Ask whether your clients have special interests to focus on: Are clients especially interested in birds, big cats, or plants, etc.

Grab the next issue of naturals for a continuation of the same on Guiding Ethics and Conduct.
Western Province in Kenya is not only famous for events such as bull fighting, delicacies such as fish, ugali and chicken but also for the Kumbekumbe. Not only do the edible insects help fight food shortages, but also provides cheap source of proteins.

Kumbekumbe are flying termites that appear during the rainy season. The termites’ scientific name is Isoptera termitidae, in Swahili they are known as Kumbekumbe or Tsiswa in Luhya and Ng'wen in Luo. They are a popular delicacy by some African communities and in Kenya; they are particularly common amongst the Luhya Ethnic Group.

They are easily gathered at the beginning of the rainy season when they emerge from their underground homes (termite mounds). Some villagers have learnt the art of causing termites to appear during dry seasons. They do this by placing a lamp next to termite hill as they become attracted to the light and they get caught up in the net.

After being caught, the wings are plucked and are removed by a technique similar to winnowing. Kumbekumbe can be enjoyed a couple of ways; some prefer eating them fresh or in raw form directly, but they are tasty and best when gently roasted in a skillet with some salt and hot cooking oil, they can be served when turn slightly crisp and golden brown. Since their bodies are naturally rich in oil, one can use little or no oil for cooking. Once cooked, they can be eaten hot or set aside to cool until they are dry and crunchy.

Traditionally, they were a welcome treat at the beginning of the rainy season when livestock was still lean, new crops had not yet produced food, and stored produce from the previous growing season was running low.

Kumbekumbe has a nutty flavour when cooked and can be taken as a snack or as a meal accompanied with brown ugali made from millet flour and murenda a local vegetable.

The insects are nutritious as they are rich in fats and proteins and are palatable with most species. So next time you are in Western Kenya during the rainy season, feel free to ask for kumbekumbe and give your taste-buds an awesome new experience.
**Earth Hour, 23rd March, 2013**
Ecotourism Kenya participated in the 2013 Earth hour event held in Boma Hotel, Nairobi. The event was organized by WWF Kenya as part of the annual Earth Hour celebrations that take place all around the world concurrently. The theme for this year’s Earth Hour was ‘Dare the World to Save the Planet.’ Kenyans joined the global community for the event by focusing on energy through stepping up renewable energy using foot-power and the sun. The activity of the day involved climbing up and down the eight stored BOMA hotel by the participants to cover 10,000 stair steps.

**The 2013 Annual General Meeting on 17th April at the AMREF Training Center**
Ecotourism Kenya held The 2013 Annual General Meeting on 17th April from 2:00–5:00 pm at the AMREF Training Center, Langata Road, Nairobi. The following Board Members retained their current positions: Andrew Muigai (Chairman), Elizabeth Kimotho (Secretary), John Duffy (Treasurer), Mohanjeet Brar (Chair – Fundraising Committee), Elizabeth Wachira (Chair Eco-Rating Committee), George Kamau (Chair – PR & Marketing Committee), Mordecai Ogada (Member). Judy Kepha Gona and Hadley Becha (Chair – Community Outreach Program Committee) stepped down and were replaced by Edith Bosire (ESCT13 Conference Coordinator) and Mrs. Margaret Mwakima (Vice Chairperson Kenya Wildlife Service (KWS) Board of Directors). In her keynote address as the Guest Speaker during the AGM, Mrs. Mwakima emphasized on the need to conserve wildlife areas and echoed the phrase: ‘Wildlife Pays…so Wildlife Stays’.

**LMP Intake Induction Training, 29th and 30th September 2013**
Ecotourism Kenya conducted the induction training for the Leadership and Mentorship Program (LMP) May intake on 29th and 30th April 2013 at Ecotourism Kenya Offices. This was the Seventh Intake of students that saw 35 college students enrolled for industrial attachment between September and November 2013. The students began their 12-week internship on 1st of September 2013 and were placed in various organizations around the country.

**Amboseli Institute of Hospitality and Technology Open Day on 8th June 2013 at YMCA Grounds**
Ecotourism Kenya attended the Amboseli Institute of Hospitality and Technology Open Day on 8th June 2013 at YMCA Grounds. The full day’s event was filled with pomp and colour as the students and teachers showcased their current activities through songs, dances, poems and exhibitions setup at the periphery of the main arena. Started in 1996, Amboseli Institute is keen on nurturing and investing in young talent and also promotes triad teamwork amongst students, teachers and parents, as reiterated by Hellen Kibe the Institute’s Director. Ecotourism Kenya commended the Institute for its strong support in nurturing their student’s talent and commitment in promoting extra-curricular activities amongst students.

**Strathmore University Curriculum Review, 14th June 2013**
Ecotourism Kenya is part of the Strathmore University Curriculum Review tea; the University’s Centre for Tourism and Hospitality (CTH) offers two globally benchmarked degree programs: Bachelor of Science in Hospitality Management (BHM) and Bachelor of Science in Tourism Management (BTM). The Centre was started in 2008 and saw its first students graduate in 2012, which triggered the curriculum review of the two programs on 14th June 2013. The university is keen to prepare and place its students in various tourism and hospitality organizations; and further develop a research and entrepreneurial spirit amongst them to help those initial projects and start jobs after leaving campus.

**Indigenous and Community Conserved Areas (ICCAS), workshop, June 14, 2013**
Indigenous and Community Conserved Areas (ICCAS), held a workshop on June 14 at the Nairobi, Jacaranda hotel. The key purpose of the workshop was to create a platform that stakeholders would strategize ways to elevate the understanding and appreciation of ICCAs at a national level. Although ICCAs have been preserved by indigenous peoples and local communities; for many years, their role and value in contributing to the conservation of Kenya’s biodiversity and Heritage is highly under-estimated and largely ignored. The road-map developed was to create a work-plan for promoting awareness on ICCAS in Kenya, gathering information on their whereabouts and functions, and discussing key threats and opportunities, including the 2010 National Constitution. Some of the guest speakers were: Commissioner, Clement Lenachuru from National Land Commission, Grazia Fayerband – ICCA Consortium, Nancy Chege – GEF SGP, Mburu Gathuru – ABN and Hadley Becha-CANCO.
Kenya Wildlife Conservation Forum (KWCF) on 4th July 2013 at East African Wildlife Society
Ecotourism Kenya attended the Kenya Wildlife Conservation Forum (KWCF) meeting on 4th July 2013 at the East African Wildlife Society. The agenda of the meeting was to discuss the escalating poaching cases of elephants and rhinos. Members remain committed towards curbing the poaching menace as thousands of elephants and rhinos are slaughtered each year globally, which has seen the price of ivory soar. Despite Kenya imposing a ban on ivory trade in 1989 we continue to see their decline and loss due to poaching.

Eco-Warriors Award 2013 - Kenya Night
The Ecotourism Kenya held the 7th Edition of Eco-Warrior Awards 2013 on Tuesday, 24th September 2013 at the Safari Park Hotel & Casino which marked the grand opening of the Ecotourism and Sustainable Tourism Conference 2013 in Nairobi. Kenya Night celebrated historic Kenyan tourism experience and helped the delegates experience the best Kenyan Delicacies, Music, Culture and Heroes. The event was graced by the Cabinet Secretary for East African Affairs Commerce & Tourism, Ms. Phyllis Kandie, Permanent Secretary, Dr. Ibrahim Mohammed, CEOs and Chairs of the Kenya Tourism Federation, ESTC13 Delegates and EK members. Kenya Night was graced by over 500 participants, with key sponsorship from the Ministry of East African Affairs, Commerce and Tourism, Tourism Fund, Laikipia Wildlife Forum, Sun Africa Hotels, Laki Laki, Uhunzi Limited, Africa Solar Designs and AFEW – Giraffe Centre. The night culminated in awarding 15 organizations and individuals that have demonstrated outstanding commitment towards promoting ecotourism and sustainable tourism best practices under the Eco-Warriors Awards.

October
Case for an Ecotourism Policy for Kenya paused during the Tourism Network
Ecotourism Kenya is currently developing a case for the development for an Ecotourism Policy that seeks to improve the tourism business practices in Kenya and further promote Kenya as the mother of Ecotourism in the World. The EK team presented the case to members of the Tourism Network, championed by the Kenya Tourism Federation on 10th October 2013 at the Fairmont Norfolk Hotel.

KTF has partnered with The Business Advocacy Fund (BAF) to create the Tourism Network. The purpose of this network is to create a platform for tourism sector stakeholders to share information and increase collaboration in overcoming advocacy related issues. The first National meeting was held on the 18th of July and 1 meeting has been held in Aberdare/Mt Kenya, Nakuru and Mombasa regions.

MDR Summit
KTB hosted the annual Market Development Representative summit from 23rd-24th October 2013. MDRs from all KTB’s 19 Satellite offices around the world were in attendance. The objective of this year’s Summit was to understand the issues affecting Kenya’s tourism, trends in the markets, and exchanged ideas on how to improve the tourist experiences in the various destinations and ultimately how we can increase the tourist numbers and sustain the tourism product at the same time.

Some of the presentations by local travel trade associations were: Agatha Juma (KTF), Fred Kaigua (KATO), Mike Macharia (KAHC), William Kiprono (KWS) and Mr. Andrew Muigai (Ecotourism Kenya. Some of the MDRs around the world in attendance were
Kenya has some of the largest, longest established, most famous and widely visited National Parks and Reserves in the world. Of the 58 National Parks and Reserves in Kenya, Amboseli, Tsavo, Mara and Samburu are probably the best known. Kenya’s wildlife is protected in National Parks and Game Reserves administered by the government and about 70% of wildlife lives in Group Ranches and privately owned Sanctuaries and Conservancies.

There are many organizations promoting and supporting the interests of community conservancies, and one such organization is the Northern Rangelands Trust (NRT). NRT has a membership of conservancies representing over one million acres and has a strategic objective of ensuring conservation of natural resources and alleviation of poverty through employment and tourism based income generating projects. Tourist camps and lodges in these conservancies provide employment which requires training and further promote technology transfer within the community. Almost half of all NRT conservancies are home to the Samburu ethnic group, a semi-nomadic, pastoralist community closely related to the Maasai. They have a wealth of knowledge built up through decades of taming the harsh terrains of Northern Kenya. But as changing times caused by increased pressure on natural resources, grazing cattle has become a volatile livelihood. By joining NRT, pastoralists can combine their traditional knowledge with modern science to manage their rangelands more sustainably, and other members of the community have means of diversifying their income through alternative livelihoods.

Apart from education (schools, scholarships & education equipment) new concepts for Pastoralists to preserve the land and avoid turning grazing lands into deserts are being taught. Funds generated from tourism are ploughed back into the local community by putting up hospitals, dispensaries and mobile clinics, water projects, bee keeping, setting up of workshops to make handmade traditional artifacts which in return provide income to the communities. The best conservation strategy for any given conservancy site must be developed based on a realistic, practical assessment of viable options, that includes their feasibility, cost-effectiveness, social impacts and sustainability.

The level and distribution of economic benefits realized from conservancies depends on many factors including: the attractiveness of the tourism asset, the type of tourism operation, the nature and degree of community involvement, and tourism earnings become private income or are channeled into community projects or other benefit-spread ing mechanisms. Joint ventures between community groups and private tourism operators are becoming increasingly popular and might have the greatest potential for generating significant revenues for communities, and might also be more likely to succeed than wholly community-run enterprises. However, communities often need external assistance to organize themselves, obtain and assert their legal rights and understand their obligations in such partnerships.

Namunyak Wildlife Conservation Trust surrounds the Mathews mountain range, a rich expanse of lush indigenous forest which hosts abundant populations of wildlife and rare plant and animal species. To give pastoralists both security and incentive, the ‘Linking Livestock Markets to Wildlife Conservation’ Program is being rolled out in several conservancies, including Namunyak. Conservancies are judged using a set of criteria, which look at how well the conservancy is being managed to benefit both wildlife and communities. Under the program, NRT buys cattle from the best performing conservancies, which it then sells on to slaughter. Between the years 2006 and 2012; a total of 4,531 cattle have been bought from the 11 participating conservancies, making over 103 million Kenyan Shillings (approximately 1.2 million USD) across 1,852 households. Communities from Namunyak have sold over 500 cattle in this way.

Conservancies are formed as a result of partnerships is an area of wilderness where wildlife shares the land with people and livestock. Strong emphasis has been placed on the involvement of local people and cultures, as well as active protection of the environment and wildlife; conservancies are protecting a way of life for the local community as well as much of Kenya’s wildlife.
Mara Naboisho Conservancy

Located approximately 250km Southwest of Nairobi and forming the northeastern corridor to the Maasai Mara National Reserve is Mara Naboisho Conservancy. Naboisho is a Maasai word that means ‘coming together’ for a common cause. In March 2010 about 500 Maasai landowners joined forces with Basecamp Foundation Kenya to set up a 51,000 acre community conservancy to secure the convergent point for the Loita and Serengeti migrating Wildebeest. Between June and September, over a million wildebeest leave Serengeti to the south and Loita plains to the north to breed in Naboisho.

This area north of the Maasai Mara reserve is an important dispersal and breeding area for the Mara wildlife and a browsing zone for the elephant and giraffe. For decades during the wet season more than half of all the wildlife in the Mara escapes the tall grass in the reserve to feed on fresh nutritious grass kept short by Maasai livestock. While here, the elephant find more abundant plants to browse and the plains wildlife find a suitable area to drop and nature their young. Following land privatization, this part of the ecosystem is threatened by expanding wheat and maize farms, Maasai homesteads and fences.

Naboisho Conservancy provides a diverse landscape, open plains are dissected by riverine forests and acacia woodlands that are suitable for elephants, giraffe, eland, impala and Topi. The area has a high density of lions, leopard and cheetah. Although being on the drier part of the ecosystem, the conservancy has a resident population of hippo and crocodile. The landscape provides breathtaking sceneries and is the best place in the Mara to have your sundowner. Over 200 species of birds are found in the conservancy and roosting vultures are common sight. The pristine landscape and high concentration of diverse wildlife species offers an ideal destination for visitors to experience up close and personal, the Mara wildlife.

The land comprising the conservancy is privately owned by the Maasai landowners following the subdivision of the Koiyaki group ranch in 2009. Following a 2-year negotiation and readiness process, the Naboisho conservancy adopted an innovative approach to securing the land and benefits to the landowners who collectively agreed to sign 15 years leases to the community wholly owned Naboisho Landholding Company. The community company negotiated with Six (6) ecotourism operators in working and benefitting communities to set up the Conservancy and build eco friendly tourism facilities to generate revenue to manage the conservancy and benefit the landowners. Naboisho has thus taken conservation by the community a notch higher by being the first conservancy to enter into long term, highly beneficial and well structured and transparent arrangements.

By carrying out ecotourism activities within the conservancy, the tourism partners in Naboisho conservancy individually and collectively undertake to guarantee payment on a monthly basis to the landowners based on a negotiated rate per hectare of land held in the conservancy. The income to the land owners’ family is paid through the land owners’ bank account on a monthly basis to reduce revenue misappropriation that has dogged community conservancies in Kenya. The income is annually adjusted for inflation and factors in conservancy performance through an annual increment and a 5 year renegotiation arrangement. The tourism partners further provides funds to operationalize the landowners company and meet conservancy management costs.

Staying in any of the six eco rated facilities offers an unforgettable experience. The camps offer personalized services and luxurious accommodation, game drives are off the beaten track and the Maasai guides trained at the nearby Koiyaki Guiding School will share with you the Maasai culture and relationship with wildlife. Nature walks conducted by the experienced guides offers an extraordinary feeling of the landscape. You can stay in the newly refurbished Basecamp Eagle’s view camp, Naboisho Camp, Encounter Mara camp, Kicheche Naboisho camp and Ol Seki camp.
Kaya Kinondo is one of the Mijikenda sacred forests spread out over the coastal stretch of Kenya and a proposed world heritage site by UNESCO. Kaya Kinondo forest covers approximately 30 hectares of low-lying coral with varied ecosystem, consisting of about 187 plants and 48 birds. It was gazetted as a national monument in 1992.

The community living adjacent to the forest initiated a Community Based Ecotourism Enterprise, called Kaya Kinondo Conservation Development Group (KKCDG) in 2001 aimed at linking conservation efforts with tangible socio-economic benefits to the local people. KKCDG is an umbrella group comprising of nine small groups, seven women groups and two self-help groups from two villages surrounding the Kaya Kinondo Forest namely, Chale and Mgwani. Currently, the organization runs a Community-Based Tourism Enterprise the Kaya Kinondo Ecotourism Project (KKEP) that links conservation and tourism with tangible socio-economic benefits to the local community. The Kaya Kinondo Ecotourism Project offers authentic Ecotourism products, however there is a need to further diversify and aggressively market their products as they strive to expand their business and increase their income base.

The following ecotourism products are offered by the Kaya Kinondo Ecotourism Project (KKEP):

Nature Trail: This is a guided walk into the pristine and natural sacred forest, Kaya Kinondo whereby the guide shares information about the historical background of the Mijikenda people and aspects of their culture. The client is encouraged to learn about the forest biodiversity of ecological and conservation value. The client is also engaged into a series of activities in the forest such as: Bird Watching, Wildlife Viewing, Sightseeing, Swinging on natural swings made from branches of trees and tasting natural medicinal herbs such as green aloe. The fees charged for nature trail is Kshs. 200 for locals, Kshs. 100 university students and Kshs. 500 for foreigners.

Village Excursions: The excursions involve taking visitors for guided walks to a traditional village of the Digo People, living adjacent to the forest. During the walk, clients learn the Digo community way of living and gain some practical skills such as: basket or mat weaving, drink the local palm wine mazzi and green coconut ‘madafu’. The tour also includes a home visit to one of the local homesteads, a medicine man and a visit to a local primary school. The tour is charged Kshs. 1,000 and is divided amongst the medicine man, school and the guide as guiding fees.

Handcrafts: These include products made from locally sourced materials such as Napier grass, coconut leaves and barks used to make hats and handbags. After production, the products are branded and tagged with local slogans and the group’s name. They also sell khangas and kikois which are bought as ready-made and sold to tourists. The prices for these commodities vary from Kshs. 300 to 2,000 and only 10% is ploughed back into the Ecotourism Project.

Beverages/Refreshments: Besides the madafu and mazzi, the group also sells sodas and bottled water at the resource center. The drinks are purchased from a local dealer in the village and transported to the site where they are stored into a fridge and sold to clients as cold refreshments before and after the forest walk.

Herbal Soaps: The group sells two types of herbal soaps, namely Aloe and Neem soaps. These are locally manufactured by the women groups using natural herbs like barks of neem, aloe mixed with chemical ingredients such salt and caustic soda. The KKEP purchases them from the women and sells to interested visitors at Kshs. 200. However, the production level and quality are still low and needs development so as to increase production and sales. The groups involved in soap production process needs regular trainings in order to reach the required standard by the Kenya Bureau of Standards (KEBBS).

Local Cuisines: It involves preparations of traditional meals of the coastal people upon order and request by clients. The food is usually prepared in an open air kitchen by women; it is then served to visitors. The average cost of a meal is Kshs. 500 each served as buffet.

Transportation: The group also provides transport with prior booking where guests are picked from their point of residence (hotels or cottages) and transported to and from the sacred forest, tours to the village and medicine man. In return, the clients pay a negotiable fare which goes directly to the business account after deducting the driver’s allowance, which is usually Kshs. 500 a day.

Medicine man: This package involves a visit to a traditional doctor ‘bush doctor’ who demonstrate his magical healing process to the clients who are then pay a donation of at least Kshs. 200 each.

Traditional performance: The group also offers traditional performances that entail a traditional Digo dance known as ‘Kayamba’ which is performed by members of the group. The group charges a fee of Kshs. 3,000 for a 30 minutes show.

The overall objective of this conservation group is to sustain and further develop their product offerings to the market. The group plans to offer home stays and work camps that have a great potential for developing voluntourism and future become an income generating activities for the group.

If you are ever at the South Coast, please visit the Kaya Kinondo Conservation Development Group.

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Akia Mathenge is the PR & Communications Officer at Ecotourism Kenya.
IT’S ABOUT TIME…..

THE CONSERVANCY POLICY

Wildlife has been Kenya’s primary tourism product for over a hundred years, making Kenya the original safari destination that attracted the likes of former US president, Theodore Roosevelt in 1909. In addition to Kenya’s picturesque landscapes, enchanting cultures, warm welcoming people, the cradle of mankind, white sandy beaches, and perfect weather all year round and you understand why Kenya is magical.

Even as the tourism sector strives to diversify its tourism products, wildlife remains a key attraction and will continue to play a significant role in Kenya’s tourism. Its protection and management is therefore paramount. Realizing the importance of wildlife and the environment in general; The National Parks and Reserves totals 8% of Kenya’s landmass under protection; that focus on wildlife protection and research while game reserves allow human activities alongside the wildlife management.

In the process of creating Parks and Reserves, many communities were pushed away from their ancestral lands creating disharmony among communities surrounding these protected areas. The establishment of conservancies has provided an effective model that incorporates sustainability in wildlife management where the community benefits, environment is protected and provides an ideal environment for economic prosperity for tourism businesses and local people.

Although an ideal model, phases numerous challenges. First and foremost, conservancies are not yet legally or formally recognized in Kenya. In addition, there is no coordination on how they are established and managed. Some issues need to be addressed include: increased population around the parks, the effects of climate change, the sensitive nature of the tourism industry, changing lifestyles of the community, and dwindling number of wildlife. The two main questions are: How should the conservancy model change with the changing times and changing environment? Many conservancies have come up and there is need for control?

This is where the conservancy policy 2010 comes into play. The policy provides a general & comprehensive framework in which conservancies, whether private or community must operate. It also takes into account the needs and aspirations of all stakeholders and will provide support to organizations that work with communities and conservancies such as the Northern Rangeland Trust (NRT).

The main objective of the conservation policy is to harmonize the governance of the wildlife industry and enhance linkages with stakeholders and communities. It therefore sets out to standardize procedures for establishing conservancies, enforcement of wildlife regulations, protection of wildlife, code of ethics and monitoring and evaluation. The policy should also indicate how conservancies can reduce their footprint and adapt to climate change.

As we await the approval of the draft policy, there are new encouraging developments with regards to conservancies. The Kenya Wildlife Conservancies Association (KWCA) was registered in 2012. According to Mr. Tom Lelampaa, the chairman of KWCA, the association aims to provide structure and mechanisms for coordination and sustainable governance of wildlife resources in Kenya. The association provides a platform for all stakeholders involved in wildlife management and conservancies in particular to voice their concerns.

Ultimately, all efforts towards sustainable wildlife management and involvement of all stakeholders’ as well as well equitable distribution of benefits and costs of wildlife management will be good for Kenya.

By Fiona Ngesa, a tourism destination marketer interested in all aspects of sustainable tourism. I can be contacted on ngesa@gmail.com, @fionangesa

CONSERVANCIES IN KENYA:

- Over 70% of Kenya’s wildlife is found outside protected areas
- There are over 100 conservancies 200,000 individuals involved
- Over 5m acres of community and private land under conservation
- Conservation based revenue totaling over $4m
- Over 50 local & international NGOs working on wildlife conservation
- Over 3000 people employed in local conservation programmes
- Government alone used over Kshs. 150m in conservation through KWS - CSR

Fast Facts

Photo: Musaik Mudito, @Musaik
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 77 tourism enterprises and stakeholders applied for nomination and appointment of winners of the 15 awards during the 7th edition of the Awards held in 2013. 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 list of shortlisted nominees by the judges to decide on the eventual winners of the 15 Eco-Warrior Awards for presentation during the Awards Gala ceremony at Safari Park Hotel and Casino.
Nominees
FOR ECO-WARRIOR AWARDS 2013

1. Conservancy of the Year – Private
   a) Ol Pejeta
   b) Borana Conservancy

2. Conservancy of the Year – Community
   a) Ol Kinyei Conservancy
   b) Ilngwesi Conservancy
   c) Naboisho Conservancy

3. Ecotourism Enterprise of the Year – Lodge
   a) Severin Sea Lodge
   b) Serena Mountain Lodge
   c) Tawi Lodge

4. Ecotourism Enterprise of the Year – Tented Camp
   a) Ol Seki Hemingways Mara
   b) Elephant Pepper Camp
   c) Sarova Mara

5. Ecotourism Enterprise of the Year – Villas/ Holiday homes
   a) Forest Dream Resort

6. Ecotourism Enterprise of the Year – Community Based
   a) Selenkei Conservancy
   b) Kakamega Environmental Education Program

7. Ecotourism Enterprise of the Year – Tours and Travel
   a) Gamewatchers Safaris Ltd
   b) Cheli & Peacock Safaris

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

9. Eco-Rated Facility of the Year
   a) Sasaab Lodge
   b) Joy’s Camp
   c) Sanctuary Olonana

10. Ecotourism Partnership of the Year
    a) Sasaab Samburu

11. Conservancy of the Year – Private
    (Sponsored by Uhunzi Limited)
    Winner- Borana Conservancy
    P. O. Box 137- 10400, Nanyuki
    Tel: +254 (0)164 31 405
    Email: flick@borana.co.ke or Nicola Grace Rushmere <ngrushmere@gmail.com>
    www.borana.co.ke

12. Conservancy of the Year – Community
    (Sponsored by Laikipia Wildlife Forum)
    Winner: Il Ngwesi Group Ranch
    3rd floor Laipha House Nanyuki
    P. O. Box 82169- 80100 Mombasa, Kenya.
    Tel: +254 41 2111 000,
    Fax: 254 41 2111 624
    Email: sales@severinsafaricamp.com

13. Ecotourism Guide of the Year
    a) Christopher Letur- Saruni Samburu
    b) Deric Nabaala- Basecamp EagleView
    c) Andrew Odhiambo- Kicheche camps
    d) Onesmus- Rekero Camp

14. Ecotourism Journalist of the Year
    a) Kimathi Mutegi- People Daily
    b) Aby Agina- Nation Media Group
    c) Rupi Mangat
    d) Carol Gatura

15. Ecotourism Student Innovation Award
    a) David Mwabili & Billy Oyaro
    b) Musau Makau

16. Ecotourism Training Program of the Year
    a) Strathmore University
    b) Kenyatta University
    c) Amboseli Institute

17. Ecotourism Student Host Organization of the Year
    a) Millo Community Tours & Safaris
    b) Statunga Ecotours

Winners
FOR ECO-WARRIOR AWARDS 2013

PRIVATE CONSERVANCY OF THE YEAR
(Sponsored by Uhunzi Limited)
Winner- Borana Conservancy
P. O. Box 137- 10400, Nanyuki
Tel: +254 (0)164 31 405
Email: flick@borana.co.ke or Nicola Grace Rushmere <ngrushmere@gmail.com>
www.borana.co.ke

COMMUNITY CONSERVANCY OF THE YEAR
(Sponsored by Laikipia Wildlife Forum)
Winner: Il Ngwesi Group Ranch
3rd floor Laipha House Nanyuki
P. O. Box 263-10406, Timau
Tel: +254 (0) 20 203 3122
Email: sales@llingwesi.com / info@llingwesi.com
www.llingwesi.com

ECOTOURISM ENTERPRISE OF THE YEAR – LODGE
(Sponsored by African Solar Design)
Winner: Severin Sea Lodge
P. O. Box 82169- 80100 Mombasa, Kenya.
Tel: +254 41 2111 000,
Fax: 254 41 2111 624
Email: sales@severinsafaricamp.com

ECOTOURISM ENTERPRISE OF THE YEAR – TENTED CAMP
(Sponsored By Laki Laki Limited)
Winner: Elephant Pepper Camp
P. O. Box 743-00517, Nairobi
Tel: +254 (0) 20 604 053/4
Email: info@chelipeacock.co.ke
www.elephantpeppercamp.com
ECOTOURISM ENTERPRISE OF THE YEAR – VILLAS / HOLIDAY HOMES (Sponsored By Tourism Fund)
Winner: Medina Palms

Medina Palms Luxury Ocean Residences
Mobile: +44 (0) 7850 295333
Email: caroline@medinapalms.com
SKYPE: caroline.august1
www.medinapalms.com or www.medinaresidences.com

ECOTOURISM ENTERPRISE OF THE YEAR – COMMUNITY BASED TOURISM ORGANISATION
(Sponsored By Ecotourism Kenya)
Winner: Kakamega Environmental Education Program

P.O. Box 2731, Kakamega
Tel: +254 (0) 722 619 150
Email: keeporg@yahoo.co

ECOTOURISM ENTERPRISE OF THE YEAR – TOURS AND TRAVEL
(Sponsored By Kenya Association Of Tour Operators)
Winner: gamewatchers Safaris Ltd.

Village Market Complex
P.O. Box 385-00621, Nairobi
Tel: +254 (0)20 712 3129  Cell: +254 (0)722 509 200
Fax: +254 (0)20 0864
Email: info@gamewatchers.co.ke
www.porini.com

ECOTOURISM ENTERPRISE OF THE YEAR – AIRLINE
(Sponsored By Sun Africa Hotels)
Winner: Air Kenya

P.O. Box 30357-00100 Nairobi.
Tel: +254 20 391 6000
Fax +254 20 6003129 / 6002951
Email: info@airkenya.com

For more details on winners profile please check on:
www.ecotourismkenya.org/award/
Tourism Investments in Conservancies

Declines in wildlife populations in Kenya are increasingly becoming a mainstream concern to the public, especially with the upsurge in poaching related crimes and their coverage by the media. However, these declines are not just attributable to poaching. For many decades, conservationists and wildlife-enthusiasts have been aware of the more insidious threats to wildlife, mainly through loss, fragmentation and degradation of habitat, as well as human-wildlife conflict, brought about by the increased pressure on natural resources as a result of an expanding human population.

More than 70% of Kenya’s wildlife lives on rangelands outside Protected Areas, that is, National Parks and National Reserves. These rangelands belong to a variety of landowners including: private individuals, communities, and groups of individuals on lands that were formally community owned but have subsequently been subdivided. In these very rangelands, a 50-70% loss in biodiversity has been observed in the last 4 decades.

The impacts of an expanding population, and the consequent loss of natural habitat for wildlife, should be viewed in the context of historical and current legacies of land ownership and land management in the country. In addition, the lack of land planning in the country compounded by the consequences of forced colonial land acquisition and redistribution, past and current marginalization of communities who have traditionally occupied rangelands and a growing ‘thirst’ for individual land ownership in Kenya; has led to a scenario where land for conservation is seen as a non-priority. This has been further exacerbated by the ‘development versus conservation’ paradigm that has, in part, evolved by the fortress or fences and fines approach to conservation in the country.

In response to a need to develop a win-win conservation model that recognizes the needs of individuals, groups of individuals or communities to maintain their land rights, and further allowing them to benefit from the land, while at the same time creating an incentive for conservation for the benefit of wildlife – the conservancy was established. There are many definitions for what a conservancy is, but the simplest is; a conservancy is a defined geographical area dedicated and managed to achieve the long-term conservation of wildlife, their habitats together with other compatible forms of land use. Since the inception of the Lewa Wildlife Conservancy in 1995, the ‘conservancy movement’ has grown to include more than 100 conservancies representing over 200,000 individuals. This translates to over 5 million acres of community and private lands under conservation, over 30 community/individual and private sector business agreements for conservation investments, and more than 3,000 individuals are directly employed in local conservation programs.

Tourism investments can be broadly classified as: tourism facilities primarily for accommodation services and tourism activities that offer game drives, guided walks, adventure sports, cultural learning and interactions, among others. The nature and type of the tourism enterprise, is largely dependent on the nature of land ownership within the conservancy. In cases where communities or groups of individuals retain ownership to the land but bring in private investors on a lease or rent basis, one is more likely to find temporary, luxury eco-camps rather than full-fledged lodges which are likely to be found on private conservancies where long-term tenure is more guaranteed.

From a commercial point of view, the main benefit generated from a conservancy in Kenya is the profits from tourism enterprises. These profits are then used to finance, for example; conservancy infrastructure, wildlife monitoring, tourism investments, livestock grazing management and community support projects.

Given the growing popularity of establishing conservancies in Kenya, and indeed in Sub-Saharan Africa, it is easy to overlook the challenges still faced by this relatively new conservation model. The foremost is the lack of a clear and effective legal status of conservancies, as well as the mechanisms of sharing benefits accrued from them. Other challenges include; poor governance and leadership including corruption, apathy amongst community members, and continued habitat destruction especially as a result of new economic opportunities resulting from mining, large-scale infrastructure projects. Further, elite capture that includes land grabbing and privatization of hitherto public benefits, conflicting interests, escalation in organized wildlife poaching, and lack of support and poor capacity particularly in community conservancies can be seen as challenges affecting establishment and effective operation of conservancies.

Why is it important to take cognizance of these challenges in relation to tourism investments and the benefits generated? Going back to the beginning, one must remember that the conservancy movement evolved as the response to a need for a ‘win-win’ conservation model – one that serves both conservation and development. The challenges named above can easily undermine this model, either by favouring only one aspect of the model (conservation or development), or by working against both. If we are to therefore continue considering conservancies as the next frontier or opportunity for wildlife conservation and consequently ecotourism, we must ask ourselves the following questions and seek to address their shortcomings: Is there sufficient policy and legislative support for conservancies ownership and management and what is their benefit sharing mechanisms? In the case of community conservancies, for whose interest are the conservancies being run, and what is the level of community participation in the managing the conservancy? Are land-owners equal investors or mere beneficiaries? How do we continue to balance the needs of local people, wildlife and tourists?

It is hoped that new legislation such as the new Wildlife Bill and the revised Forestry Act, and others that emanate from the Constitution of Kenya 2010, such as the National Land Act, National Land Commission Act, the Community Land Law and the establishment of the Kenya Wildlife Conservancies Association (KWCA) will help us to begin answering these questions and counter the earlier mentioned threats.

Akshay Vishwanath is the Programme Officer, Landscapes Programme at ESARO-IUCN
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For Booking and artwork submission:
Contact Ms. Akisa Mathenge on 0726 366 080 or send email to info@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.

**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.

**Ek tourism 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.
LWF has taken a holistic approach to conservation, which is reflected in the coverage of the programmes and the way it works. Conservation in the LWF is broad based, and covers essential natural resources and clearly links the well being of people to the health of the natural environment. People are as much a part of nature as other forms of life, and their lives and livelihoods depend on the natural environment being healthy; this is something many people forget or possibly don’t know!

Success in conservation depends on how ready people are to do conservation; conservation cannot be left to conservation organisations or “conservationists”. The task at hand is to turn everyone into a conservationist in the broadest sense, because conservation is far more than about wildlife. Even if one is concerned about wildlife, as we are in the LWF, we realise that conservation success for wildlife also comes down to a healthy functioning natural environment, which people need as well. However, it is clear that people’s readiness to do conservation differs, and their readiness (or preparedness) is determined by a number of things, such as understanding, knowledge, motivation, organisation, quality of governance, leadership and so on. Conservation interventions, or the things people do to enhance or increase other forms of life and natural processes that support life, differ in complexity, with the work needed for us to succeed probably being significantly more complex (socially and behaviourally) than currently being attempted.

The Laikipia Wildlife Forum (LWF), which is the member based environmental conservation organisation belonging to and serving the people of Laikipia, takes a holistic approach to conservation.

LWF supports Water Resource User Associations on 24 rivers, Community Forest Associations in 10 forests, and community conservancies and grazing management committees in 13 pastoralist group ranches. LWF provides extension services and market links for 21 producer groups working with honey and indigenous plants (fair trade and organic certified), and are one of eight global sites helping to develop sustainable wild harvesting protocols for selected indigenous plant species.

The secret to Laikipia being a modern-day wildlife conservation success, is the people and their attitude, their willingness to experiment and take risks, challenge conventional wisdom, break down barriers, and to work together and lend support across the different boundaries in this physically and ethnically diverse landscape.

For more information visit www.laikipia.org or www.laikipiatourism.com
AFEW Kenya - Giraffe Centre

AFEW Kenya Ltd. was founded in 1979 by the late Jock Leslie Melville and his American wife the late Betty. Their vision was to save the endangered Rothschild’s giraffe as well as establish an education centre. The Giraffe Centre was opened to the general public in 1983 and is located in the suburbs of Karen-Hardy area about 20 Km from the Nairobi City Centre. The Centre is open Seven Days a week from **9.00 am to 5.30 pm** where visitors have a rare opportunity to feed the giraffes in close proximity and for the daring ones to get a kiss. Guided walks are conducted within an expansive dry forest where rare birds can be sighted.

The Centre is open free of charge to learning institutions who have made **prior booking** during the week days, from **9.00 am to 12.00 pm**. We encourage donations from the visiting institutions which are directed towards the ecology trip programme for the underprivileged children in Nairobi.

For more information visit our website: [www.giraffecentre.org](http://www.giraffecentre.org)

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WHAT IS KATO?

Kenya Association of Tour Operators (KATO) is one of Kenya’s leading Tourism Trade Association representing the interests of the most experienced tour operators in Kenya, both large and small.

KATO’s Objectives
- To uphold the good reputation of Kenya as a tourist destination by ensuring that Kenyan Tour Operators maintain the highest standards of service and value.
- To give agents and individual clients alike the confidence of knowing that Kenya has a mechanism designed to consider the possible redress of any wrongs which a client may have suffered.
- To recommend certain standards which the Government might consider in determining whether or not to grant or renew the licence of an operator.
- To provide means for the Association’s members to seek protection or redress in any dispute either with another member or a non-member of the Association.
- To endeavour to instill a spirit of unity and loyalty amongst members of the Association.

HOW DOES ONE JOIN KATO?

After one year in operation with a Ministry of Tourism license, tour operators are eligible to make a formal application in writing, requesting to join the Association.

Subsequent to the Secretariat receiving the application, applicants are issued with membership application documents which include an application form, two recommender questionnaires and a “Notice of Categorization Form” for your auditors to confirm your annual gross turnover.

WHAT ARE THE MEMBERSHIP BENEFITS?

KATO members enjoy a wide range of benefits that include (but are not limited to)-:
- Access to the latest tour operator information disseminated to members regularly through e-mail circulars and newsletters.
- Most communication from official circles (KTB, KWS, and KUC etc.) is disseminated through the Associations and not to individual operators.

OUR MEMBERS

KATO members are Tour Operators registered in Kenya and licensed by the Ministry of Tourism. There is also a provision for non-tour operating companies, allied to tourism and whose membership is of benefit to KATO.

For a complete listing of our members, please visit www.katokenya.org.

SPONSOR 2013

ECOTOURISM ENTERPRISE OF THE YEAR
TOURS AND TRAVEL

These application documents are returned to the KATO Secretariat duly completed and accompanied by the following:-

1. A copy of the Certificate of Incorporation
2. A copy of the current and previous Ministry of Tourism license
3. Copies of promotional material (brochures or website) together with the booking terms and conditions clearly specified.
4. Certificates, Testimonials and C.V. of the Senior Staff managing the company on day to day basis

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PRODUCT DESIGNED TO COLOR YOUR WORLD!
Lake Nakuru Lodge

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.

reservations@lakenakurulodge.org | www.lakenakurulodge.com
The Government of Kenya since independence realized that tourism would play a significant role in the Country’s social economic development program. It therefore integrated the development of the tourism industry into the overall national plan for the country’s economic development plan.

To ensure sustainable development of the industry, the Government in 1972 established the Catering Levy Trustees (C.L.T) a corporation anchored by the Hotels and Restaurants Act, Cap 494 of the laws of Kenya. The organization role was to ensure the training of qualified human resource to improve products and services rendered in the tourism industry.

In 1997 the Catering and Tourism Development Levy Trustees was established by the finance Act, with a revised mandate and a successor of C.L.T. This transition was necessitated by the Government’s realization that the global tourism industry was growing rapidly and that Kenya’s position as a preferred destination was being treated by increasing competition from other countries. The new mandate included not only funding of the Kenya Tourism Board, so as to market and promote Kenya as the preferred destination, but also development of national standards for testing skills required by the industry.

In line with the need to harmonize and regulate the Industry better, the Ministry of Tourism led stakeholders in coming up with the New Tourism Act 2011 which brought together all agencies under the tourism industry.

The Tourism Act came into effect on 1st September 2012 vide a special Kenya gazette issue supplement No. 93 of 24th August 2012 and established Tourism Fund as a body corporate for which its object and purpose are as follows:

a) Finance:-
- Development of tourism products and services
- Marketing of Kenya as a tourist destination through the Tourism Board.
- Activities of the protection service.
- Tourism research, tourism intelligence and the national tourism information management system.
- Activities of the Tourism sector safety, communication and crisis management centre to be established and managed by the ministry.
- Training and capacity development activities of the college and such tourism hospitality training institution as may be established under act; and:-

b) Mobilize resources to support tourism related activities.

The Trustees are mandated by the Tourism Act 2011 to perform the following:

D Functions: Collect the tourism levy imposed under section 105 of the Tourism Act or any other written law.
D Establish, equip and control such other tourism and hospitality training institutions as it may be necessary upon approval by the Minister;
D Establish a tourism training revolving fund;
D Manage the tourism levy among others.

It is envisaged that under the new mandate that the organization will serve all its stakeholders better. Currently the rebranding process is ongoing and we hope to launch it soon.

Tourism Fund

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