Ministry of Tourism & Wildlife

Global Tourism Resilience & Crisis Management Centre (GTRCMC) Eastern Africa

KENYATTA UNIVERSITY

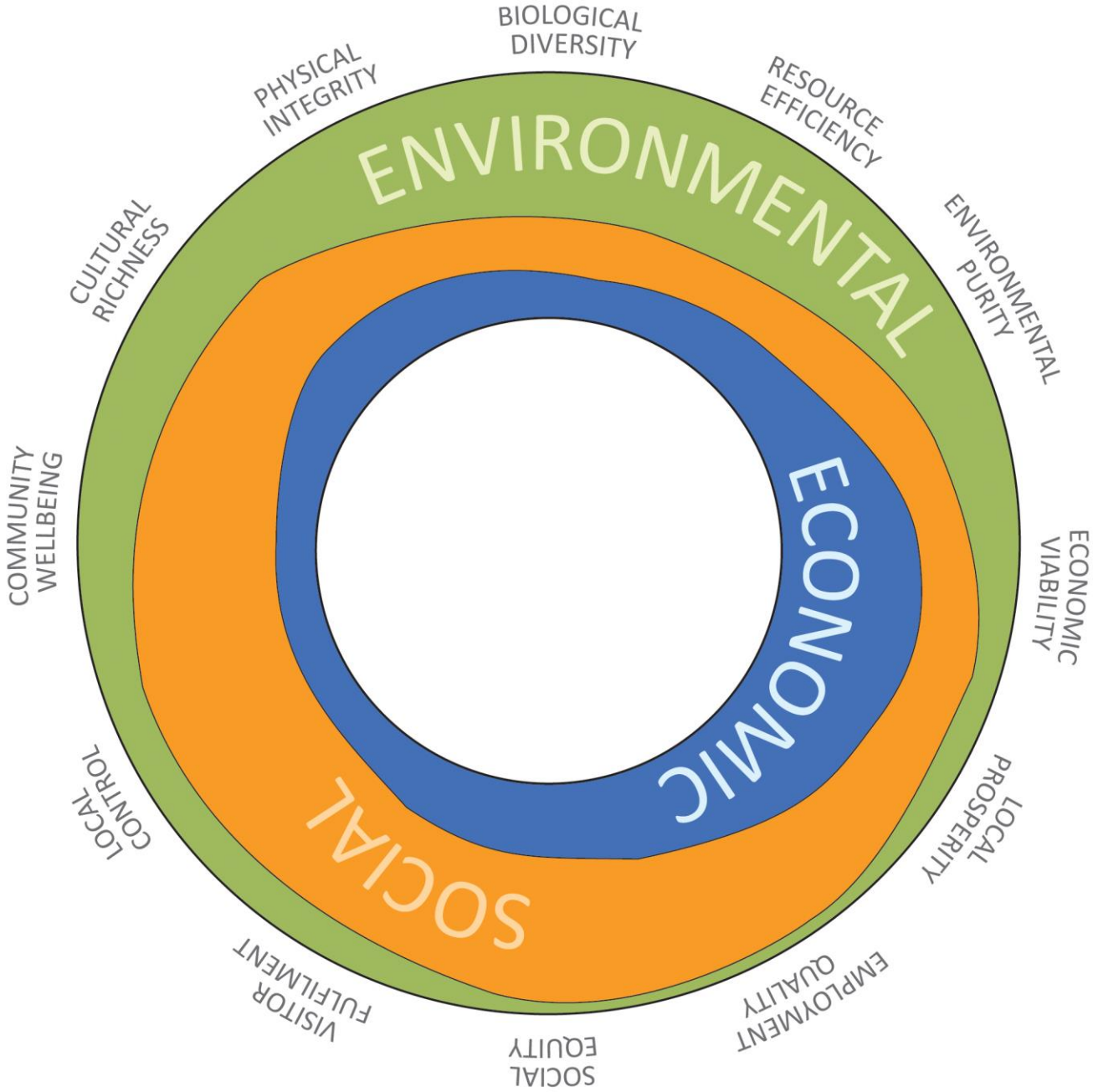
SUSTAINABLE TOURISM

THE CASE OF KENYA

14th January 2022

SUSTAINABLE TOURISM

The World Tourism Organization (UNWTO) defines sustainable tourism as "***tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities***".



KENYA – A LEADER IN SUSTAINABLE TOURISM

- Sustainability is paramount for Kenya, where tourism is over 80% nature based.
- Revenues generated go back to protect its base resources.
- **Kenya, over the years has strongly upheld the balance between communities, tourists and conservation.**

INFORMED PARTICIPATION

- Sustainable tourism development requires the informed participation of all relevant stakeholders, as well as strong political leadership to ensure wide participation and consensus building.

- Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, introducing the necessary preventive and/or corrective measures whenever necessary.

SUSTAINABLE TOURISM SHOULD:

1. Make optimal use of environmental resources that constitute a key element in tourism development, maintaining essential ecological processes and helping to conserve natural heritage and biodiversity.

SUSTAINABLE TOURISM SHOULD:

2. Respect the socio-cultural authenticity of host communities, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.





SUSTAINABLE TOURISM SHOULD:

3. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

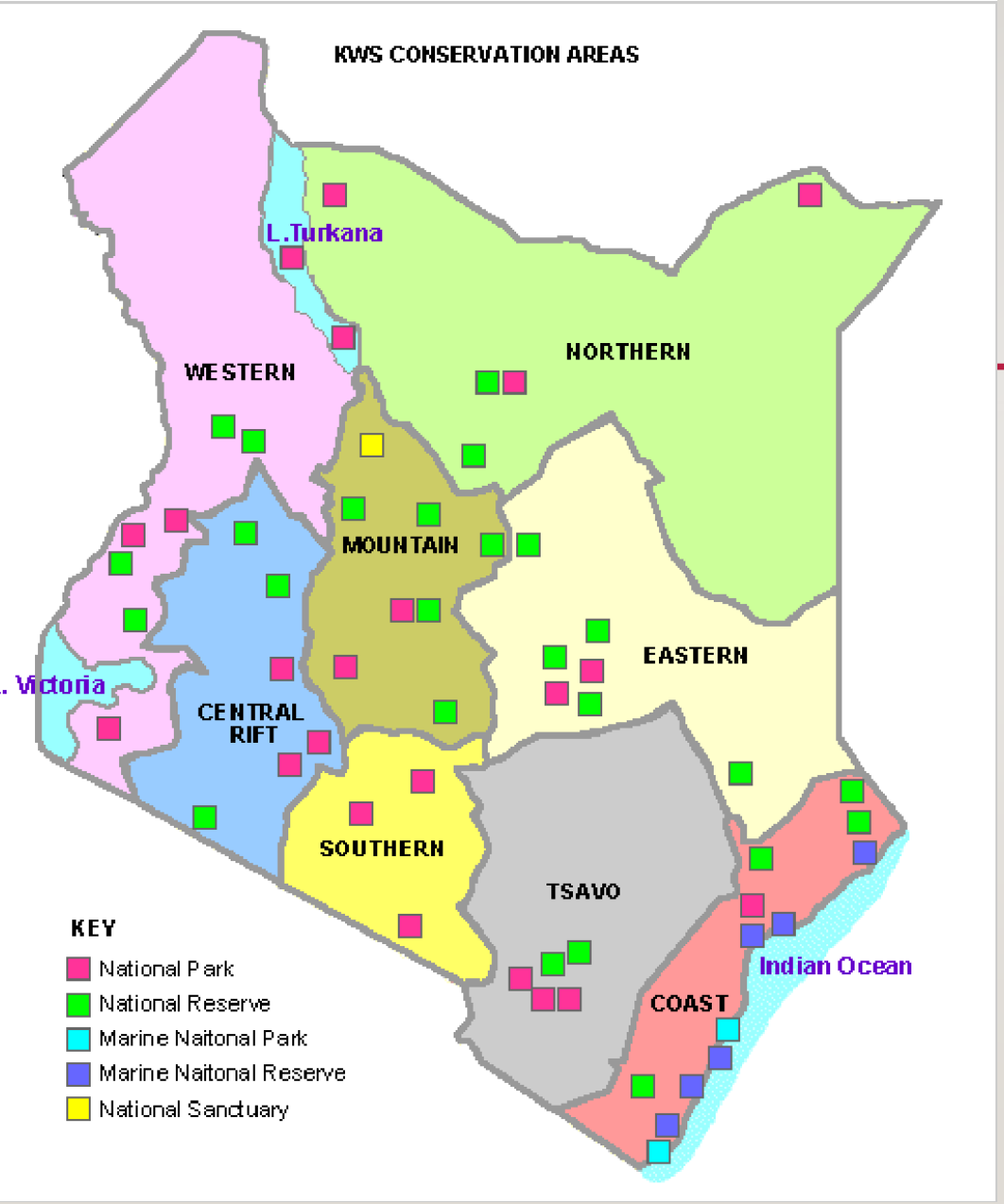
THE MODEL



- The Kenya tourism private sector has been on the forefront of promoting sustainable tourism.
- Government has provided support and an enabling environment for this to thrive.
- There has been heavy investment in training and research.

SOME PRINCIPLES FOR KENYA TOURISM…

- Wildlife is best seen in the wild
- Co-existence between wildlife and local communities living near to safari hot spots
- Widespread replacement of woodburning stoves with solar and wind power
- Utilization of more responsible sewage and waste disposal methods eg construction of individual wetlands for recycling of wastewater
- Minimising levels of human-wildlife conflict eg fencing off protected areas, encouraging community tourism enterprises, providing compensation to losses
- Numerous world class training institutions provide the necessary expertise
- Classification of hotels to ensure sustainability compliance.



MODELS OF CONSERVATION

- In Kenya, protected areas embrace various types of ecosystems namely: forests, wetlands, savannah, marine, arid and semi-arid.
- The protected areas comprise of
  - **23 terrestrial National** Parks,
  - 28 terrestrial National Reserves,
  - 4 marine National Parks,
  - 6 marine National Reserves and
  - 4 national sanctuaries.

CONSERVANCIES – A DEVELOPING TREND

- In recent years the conservancy model of conservation has emerged, permitting the coexistence of local people and wildlife. Conservancies have begun to spring up across the country, particularly in areas surrounding the Masaai Mara Game Reserve, Laikipia and Northern Kenya – where an abundance of wildlife can be found.
- Some conservancies are privately owned. A new trend of conservancy creation is where a group of landowners comes together to collectively manage their small parcels of land as a bigger area. Each landowner maintains their individual title, but decisions are made collectively. Land use agreements maintain limited grazing rights, and the landowners can lease their land to safari companies, who can establish lodges or camps on the land with agreed visitor fees.

CONSERVANCY MODEL

- 65% of Kenya's wildlife live in community and private lands
- Conservancies provide connected landscapes that complement national parks and reserves while enabling communities to benefit from wildlife management
- In the Maasai Mara, for example, 15 conservancies protect over 450,000 acres of a critical habitat for the great Serengeti-Mara wildebeest migration.

TYPES OF CONSERVANCIES

- **COMMUNITY CONSERVANCY - Communities are the dominant decision makers and enforcers eg the largest include Melako Conservancy (546,777ha); Malkahalaku Conservancy (480,380ha) and the Lokichar (453,659ha).**
- **GROUP CONSERVANCY - Pooling of land by private land owners who share a common border for the purpose of wildlife conservation. Examples: Northern Rangeland Trust (NRT) (4.9 million ha); Mara North (28,010ha); Pardamat Conservation Area (28,992ha) and the Mara Nabosho (21,472ha).**
- **PRIVATE CONSERVANCY - Set up on private land by a private individual or corporate body eg Laikipia Nature Conservancy (36,500ha); Lewa Wildlife Conservancy (62,000 acres); Ol Pejeta Wildlife Conservancy and Rukinga (34,398ha).**
- **CO-MANAGED CONSERVANCY - An arrangement between a government agency/authority and community or private person/persons to conserve specific public land. In Kenya there are (4) Co-Managed Conservancies.**

ADVANTAGES OF THE CONSERVANCY MODEL



- Quieter experience
- The wildlife freely roams between the parks and conservancies
- Tourists gain an insight into local lifestyles
- The community members are able to stay on their land and generate a sustainable income
- Reduces the rate of encroachment to wildlife areas
- The landowners recognize the value of protecting the wildlife as they gain income from it directly, unlike other communities living on the border of protected areas
- Local communities do what they can to stop poachers
- Activities such as bushwalks and nighttime game drives are permitted in the conservancies
- The fees and lease money paid to the conservancies is sometimes directly reinvested in the land and the community.
- Conservancies have much fewer visitors – and beds – per square kilometre which creates a much more personalised experience for tourists, and avoids the overexploitation of the environment

KENYA LEADING IN ENVIRONMENTAL SUSTAINABILITY

BAN ON PLASTIC BAGS AND SINGLE-USE PLASTICS

- In 2017, Kenya imposed one of the world's toughest bans on single-use plastic bags, with huge fines or a four-year prison term for those using them. It was a big step towards a clean-up of Kenya's cities and the protection of wildlife. Manufacturers who appealed the ban were overruled in favour of the environment being top priority.
- In June 2020, another landmark ban on all single-use plastic in conservation areas came in to effect. This includes bottles, straws, containers, cups, cutlery and food packaging.
- This plastic ban has encouraged many lodges to go plastic free.

WASTE MANAGEMENT

- Hotels and lodges generate large volumes of solid and liquid waste
- Many are located in remote areas
- Initiatives to manage solid waste include:
  - Responsible purchasing
  - Waste separation
  - Recycling
  - Composting green waste
  - Returning the non-degradable waste – tin, glass, paper, batteries – to Nairobi, where it is recycled by larger manufacturers.
  - Construction of wetlands for recycling wastewater
  - Use of biodegradable green detergents to improve the quality of the gray water.

BIOLOGICAL PURIFICATION PLANT – CASE OF SEVERIN LODGE

- Severin Sea Lodge is located in Bamburi Beach near Mombasa,with 400 rooms overlooking the Indian Ocean.
- Severin Sea Lodge was the first hotel in Kenya to have a biological purification plant, so they do not deposit waste water into the ocean, polluting it and endangering fish. The purification plant, cleans waste water from rooms, the kitchen and the laundry before the water is allowed to seep through the coral into the ground. The plant purifies up to 150,000 litres per day, equal to waste water from 1,500 people. The hotel has a comprehensive recycling system: paper, plastic and glass are passed on to dealers for recycling. They also encourage guests not to litter the beach.

BEACH CLEANING

- Beach cleaning takes place often
- Plastic bottles have been swapped for glass and plastic straws have been banned in many hotels
- There is a trend of creating items using flip flops collected from the ocean and beaches. Rubber soles from flip flops often end up getting eaten by fish and other animals, and they also obstruct turtle hatchlings from reaching the sea. The plastic waste breaks down into toxic particles, which are eaten by plankton and fish and ultimately enter the food chain.

WILDLIFE REHABILITATION

Kenya is a pioneer in wildlife conservation, with wildlife sanctuaries and rehabilitation centres crucial to Kenya's sustainable future.

WILDLIFE REHABILITATION - CONTD

The Sheldrick Wildlife Trust in Nairobi was established more than 40 years ago and is best known for the Nairobi Elephant Nursery, the first and most successful elephant orphan rescue and rehabilitation programme in the world.

WILDLIFE REHABILITATION - CONTD

Chimpanzee and Rhino Sanctuaries within the Ol Pejeta Conservancy is the only place in Kenya where the endangered chimpanzee can be seen. The chimpanzees' natural home spans from Senegal to Uganda. They are not native to Kenya, but when a rescue centre in Burundi closed due to the civil war outbreak in 1993, Ol Pejeta opened its doors. It was established with an agreement between the Ol Pejeta Conservancy, the Kenya Wildlife Service and the Jane Goodall Institute.

WILDLIFE REHABILITATION - CONTD

Ol Pejeta is home to two of the world's last remaining northern white rhinos, and a sanctuary for over 110 critically endangered black rhinos. The centre is at the forefront of rhino conservation, employing highly-trained rhino protection squads and partnering with international veterinary experts to gather regular data on the rhinos.

COMMUNITY-BASED TOURISM (CBT)

Community-Based Tourism (CBT) is practiced in many parts of the country and represents a promising model as it depends on community owned/managed resources, operated through communal stakeholders to provide returns to the community for the use of communal resources.

ECOTOURISM KENYA

- **Ecotourism Kenya** (EK) is one initiatives leading the way for sustainable tourism governance in **Kenya**. EK provides relevant and practical guidance for attaining sustainable solutions to challenging issues in tourism development, for both communities and tourism practitioners.

- In 2015 EK introduced the formal recognition of 'Green Destinations' which are facilities, such as accommodations, championing sustainable tourism practices. Through a voluntary certification scheme, EK vets and highlights facilities based on their local socioeconomic, cultural, environmental, and legal operations. The initiative currently features more than 100 accommodation facilities certified under this eco-rating scheme.

TOUR OPERATIONS – LOCAL OWNERSHIP

The de-monopolization of the tourism industry in **Kenya** and other parts of Sub-Saharan Africa, as well as changes in the way travelers plan their travels (such as increased interest in supporting locally-run business and promoting inclusive economic growth), has opened up opportunities for locally-owned operators to thrive in the market.

CONCLUSION

COVID-19 remains one of the greatest challenges facing the travel and tourism industry in **Kenya** but the tourism industry remains positive. Strategies suggest the industry will leverage domestic tourism, driven by **Kenya**'s growing middle class, and continue to develop relations with neighboring markets, as the country grows its international market.

KENYA – A LEADER IN SUSTAINABLE TOURISM RESILIENCE

Kenya is putting the necessary structures to withstand adversity and bounce forward from crisis and disasters, in a collaboration between the public, private, academia and communities partnerships.

FURTHER INFORMATION

- https://www.kuoni.co.uk/kenya/eco-friendly-kenya-leading-the-way-in-sustainable-travel
- https://www.unwto.org/sustainable-development
- https://www.worldfootprints.com/kenya-embraces-sustainable-tourism-as-the-new-normal/
- https://www.responsibletravel.com/holidays/kenya/travel-guide/kenya-responsible-tourism-issues
- https://www.un.org/africarenewal/magazine/october-2006/kenya-promotes-%E2%80%98responsible-tourism%E2%80%99
- https://ecotourismkenya.org/resource-centre/sustainable-tourism-practices/

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