

**ISSUE 1, 3/05/2010**

KTF Newsletter inaugural issue

KTF staff interactive session with operators

The annual KTF Open day

KTF Safety and security center staff training.

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**The inaugural KTF e newsletter:**

Welcome to the first issue of the KTF (Kenya Tourism Federation) Newsletter, which will circulate fortnightly with news from KTF, other industry stakeholders, a calendar of key events in tourism and reports on the policy guidelines that shape the Kenya tourism industry.

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**KTF SCC Staff Interactive with Field Operators:**

KTF Safety and Communication Center (SCC) staff and field operators held their first interactive session on Thursday, 1<sup>st</sup> April. The session was attended by radio room operators, KTF staff, and the Chairman Lucy Karume. It was a great opportunity for the operators, who have in the past only interacted with the Safety center staff on phone, to meet, and learn more on the SCC operations. The group also brainstormed on ways of improving working relationships for the benefit of the industry at large.

We will inform you in due course on the date of the next session.

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**KTF Annual Open Day Forum:**

The annual KTF Open day forum was this year held on 13th April at the Sarova Panafric Hotel. Various stakeholders in the tourism sector came together at the Sarova Panafric to discuss and come up with ways to resolve various issues affecting the sector. In attendance was the PS Ministry of Tourism, Ms Eunice Mima; Mr. Ibrahim Laafia – EU Macroeconomics, Governance and Private sector; Mr. Eden Odhiambo – CTDLT; Catherine Mwaura – Tourism Trust Fund, Dr. Rob Malpas – CDC, Mr. James Sindiyo – Senior Warden Narok County Council, Samson Lenjir – Senior Warden Transmara County Council, among others.

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**Message from the Minister, Ministry of Tourism:**

The Minister was represented by Ag. PS, Ms. Miima. In the minister's message, delivered by the PS, the minister lauded KTF for the good work it has done in representing private sector interests in tourism, saying tourism is basically a private sector industry; and government role is simply to facilitate. He cited as an achievement our representation in the Prime Minister's roundtable, where we have articulated industry issues and these have been addressed...[read more](#)

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**Message from the Chairman, Kenya Tourism Federation:**

KTF chairman Ms. Lucy Karume noted achievements KTF has accomplished in the 1 year since the last Open day; including rolling out the Strategic plan (2009-2012), which has provided much cohesion and direction to the federation's work. KTF has also been involved in policy developments for the tourism industry, through representation in task forces formed to look into making tourism more sustainable. She noted that there have been some challenges to the federation's work, such as financial constraints; which can be overcome with an expanded membership, which would also give the KTF more bargaining power in advocating for the interests of the tourism sector...[read more](#)

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**Message from tourism development partner, European Union:**

Also present at the forum, Counsellor Ibrahim Laafia of the European Union delegation Kenya represented his head of delegation, Mr. Eric van der Linden; and reaffirmed the EU's commitment to supporting Kenya's tourism industry through carefully designed sponsorship programs to the industry recover from the adverse effects of the post 2007elections crisis. These programs include an advertising campaign, Jambo, targeted at 7 source markets; it will be rolled out this year, at a cost of Kshs 300 million to the EU.

Counsellor Laafia noted the EU's disappointment in the move to bring down the attractive Nairobi Museum gate, which it recently supported construct. He noted that although the Ministry of Roads, who brought down the gate to pave way for road expansion has committed to compensate the loss, the move showed a regrettable lack of coordination between government ministries...[read more](#)

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**The Masai Mara Management Plan:**

A presentation on the Mara Management plan (2010 – 2020) was given to the audience by Dr Rob Malpas from CDC which is the organization that was tasked by AWF, Narok and Transmara County council to draft the plan. The plan was as a result of a widely consultative process of all the

stakeholders in the Masai Mara including the Tourism industry which was represented by the Tourism working group. There have been concerns in the industry which have also been highlighted in the media on the development of tourism facilities in and around the Masai Mara Game reserve which does not consider the fragile ecosystem and in essence threatens its future. After the presentation, the participants had a chance to ask questions to Dr. Malpas, Mr Sindiyo and Mr. Lenjir. It is to be noted that both councils have not yet endorsed the plan nor signed the MoU and there was a request to their representatives to ask of the councils to inform the tourism industry in writing of their intention to do so or the barriers preventing them from doing the same. To see the entire Masai Mara Management Plan (2010-2020), go to our website...[www.kenyatourism.or.ke](http://www.kenyatourism.or.ke)

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**Coast Tourism: Beach Management Program**

Participants at the KTF Open forum were given a detailed presentation of the Tourism Trust Fund sponsored 'Coast Tourism and Beach Management Program'. The plan is designed to alleviate the problem of beach operators who have severally been mentioned to harass tourists thereby hindering the appeal of Kenya's Coast as a tourist destination. The operators will be relocated to organized sheds along the beach access roads. This Beach Management Program is 1 part of the broader Beach Management Strategy...[read more](#)

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**From the Tourist Police Unit:**

Mr. Ricco Ngare of the Tourist Police Unit reiterated the unit's commitment to the security of tourists, saying 'issues affecting tourists cannot wait until tomorrow, they are handled immediately.' He said any issue of security of tourists should be formally reported so as to be acted upon, adding there is the capacity to resolve these issues.

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**KTF Safety and Security Communication Center staff training:**

Part of continuous effort to advance service delivery by KTF Safety and Security center (SCC), staff members took part in a comprehensive 3 day training program which focused on communication; crisis management skills; and media relations skills. The program ran from 29th to 31st March, and concluded with the staff members appreciative of just how important is the work that we have been doing; how important is the work that is before us to do; and what room we have to improve in the way we work.

The SCC staff has since challenged themselves to keep up the good work, and explore new ways to improve our service delivery.

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**Calendar of Events:-**

KTF Annual General Meeting – 29<sup>th</sup> April, 2010

Indaba 2010 – 08<sup>th</sup> – 11<sup>th</sup> May 2010

PERAK Annual General Meeting – 11<sup>th</sup> May 2010

KAHC Symposium – 20 – 22 May 2010

We would love to hear from you, please send your thoughts, comments or even articles that you would like included in the newsletter to [comms@ktf.co.ke](mailto:comms@ktf.co.ke)

The Kenya Tourism Federation,  
KWS Complex, Langata Road,  
Telephone: 6001343  
Cell: 0722 745 646 or 0738 617 499  
E-mail: [operations@ktf.co.ke](mailto:operations@ktf.co.ke); [comms@ktf.co.ke](mailto:comms@ktf.co.ke)  
[www.kenyatourism.or.ke](http://www.kenyatourism.or.ke)