



Kenya Tourism Federation

NEWSLETTER

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Kenya Tourism Federation is the first Kenyan private sector tourism agency to join the World Tourism Organization. KTF is the umbrella body of private sector tourism organizations, and will now access information from the UNWTO on best practices to help promote accessible and competitive tourism.

The membership was approved during the 88th session of the UNWTO Executive Council in Puerto Iguazu, Argentina. It will provide a platform to explore partnerships for specific projects and new business opportunities in tourism.

Members of Kenya Tourism Federation will henceforth be able to participate in the technical working groups of the UNWTO and its General Assembly Meetings, where major policies that shape global tourism are made.

"The private sector in Kenya is the prime mover of our tourism industry and having a voice in the world tourism body will enable it enjoy international recognition and exposure through UNWTO networks, and interaction with leading international business decision makers", Tourism Minister, Najib Balala.

Previously, only public sector tourism organizations - Kenya Tourism Board, Kenyatta International Conference Centre, Kenya Utalii College and Catering and Tourism Development Levy Trustees were affiliate members of the global tourism body.

The UNWTO is the specialized agency of the UN dealing with tourism policy issues and development of the sector at the global level. To read more, go to our website - www.kenyatourism.or.ke

Kenya Tourism Federation represented in the Joint Liaison Committee, the Speaker's roundtable:

At the Speaker's round table dinner on June 10, 2010, part of a series to review the state of the **partnership between the Legislature and Kenya Private Sector Alliance**, Speaker of the National Assembly, Hon. Kenneth Marende, launched the Joint Liaison Committee, which consists of four members of KEPSA and four Members of Parliament; and will constitute the Parliament-KEPSA Round Table that will oversee the partnership.

Through the Chief Executive Officer, Mrs. Agatha Juma, Kenya Tourism Federation is represented in the Joint Liaison Committee and is thus well positioned to follow up on tourism issues and have these addressed.

Members of the Joint Liaison Committee are: Members of Parliament Hon Thomas Mwangi, Chair of the Committee on Local Authorities and MP for Wundanyi; Hon Elias Mbau, Chair of the Budget Committee and MP for Maragua; Dr Joyce Laboso, Chair of the Kenya Friendship Group and Vice Chair of Implementation Committee; and Hon David Were, Chair of the Transport Committee. The counterparts from the KEPSA are Mr. Keli Kiilu (Director), Kevit Desai (Director), Evelyn Rono (Governor, ICT) and Agatha Juma (CEO, Kenya Tourism Federation). The committee will meet twice a year and undertake an annual review towards budget time in January or February.

Kenya Tourism Federation represented in the Special Prime Minister's Roundtable on East African Community:

A Special Prime Minister's Round Table was held on June 16 2010, following a directive by the Prime Minister to convene such a forum within 45 days of the 5th Prime Minister's roundtable, with the goal of sensitizing stakeholders on the issues surrounding the launch of the EAC Common Market Protocol.

The Prime Minister encouraged all ministries to take the EAC Common Market Protocol seriously. The roundtable featured three segments - EAC Customs Union, Investment Policy and EAC Common Market.

Other members of the committee are - Permanent Secretary, Ministry of East African Community, KEPSA CEO and all the Chairs from the government and private sector. The committee will meet on a monthly basis.

The workshop set up a committee to further the dialogue on EAC issues. Kenya Tourism Federation is represented through the CEO, Mrs. Agatha Juma, in this key committee. This is a vantage position that will be useful for advocating for tourism industry interests that cut across the borders, especially because some of Kenya's prime tourist destinations extend across the border into neighbouring countries, therefore making it necessary to harmonize both countries efforts towards conservation and sustainable tourism.

The Permanent secretary, Ministry of EAC, Mr. David Nalo, remarked that the ministry has been undertaking a sensitization on the EAC; and carried out various workshops with the media, APSEA and identified government offices in various regions. He added that Kenya has a lot to gain from the East African Community Common market, through professionals and Small Medium Enterprises.

Kenya Tourism Federation Stakeholders' interactive session, Mombasa:

Kenya Tourism Federation hosted a successful interactive session for its stakeholders, on 24th June 2010, at Travelers Beach Hotel, Mombasa. The event drew impressive attendance, with participants engaging in fruitful deliberations on issues affecting the tourism industry as well as forming key networks in the business. KTF Safety and Communication Center made a presentation on its work. The SCC operations controller, Stephen Kiragu, urged stakeholders to fully engage the SCC by reporting all incidents and enable the center to deliver more to its stakeholders.

Others who made presentations to the forum were Mombasa District Criminal Investigation Officer, Mr. Nyawinda, who represented the Coast Province Criminal Investigation Officer; Chief Inspector, Coast Province Tourist Police Unit, Mr. Alfred Nthiga; Music Copyright Society of Kenya Branch Manager Coast, Mr. James Kisegho; as well as brief statements from Kenya Association of Hotel keepers & Caterers, Kenya Association of Tour Operators, and other participants, such as KALTO and beach operators.

Participants expressed support for the Tourist Police Unit, and urged to be given a contact person within the Unit to call whenever there is an incident; adding that the number 999 they were told to call is for regular police who are not familiar with

Stakeholders raised as needing urgent redress the poor state of some roads used by tourists, insecurity along some routes, such as Amboseli - Loitoktok - Rombo - Taveta route; build up of smelly garbage on the road towards the airport; and snatchers stealing from tourists at certain points in the city. Participants were told that the TPU recommends armed escort for all excursions to the parks. Escorts by Tourist Police is free while other security agencies will charge a fee.

tourism and are far away in Nairobi.

Giving back to local Communities for sustainable Tourism:

Conservation efforts is a key aspect of the management of the National parks and Reserves around the country, for the generation of revenue and conservation of natural resources for posterity. Conservation is however often hampered by human wildlife conflicts; with local communities encroaching on the parks to graze their animals, settle down, or cut trees for charcoal.

Deputy senior warden Amboseli National Park, Mr. Adan says animals in the course of migration sometimes trample on farms and privately owned land, and predators like lions occasionally prey on domestic animals, prompting the animals' owners to attack and kill the wildlife. This significantly hampers conservation. According to Mr. Adan, the way to resolve the problem of human wildlife conflict is to give back a portion of tourism revenue directly to local communities, so that they will understand the importance of conserving the land and wildlife. 'If they get revenue out of the tourism, they can play an instrumental role in helping conserve the wildlife and land resources' he says.

Mr. Adan challenged Tour operators to ensure local communities get the money due to them. He says 'when tourists go on cultural visits to local homes, ensure that the host families receive all the money intended for them by the tourists, not the tour drivers.'

All tourism stakeholders, not only tour operators, can play an important role in giving back to local communities - KWS, Hotel operators, Air operators and others too can donate some of the proceeds from tourism business to local communities, as well as provide them with employment, to engage them positively in tourism and avert the problem of human wildlife conflict.

Kenya Tourism Private Sector statement on proposed Mwanza-Arusha road through Serengeti National Park:

The Kenyan tourism private sector has noted with grave concern, the proposed construction of a highway that will link Arusha with Musoma. This road will cut through a section of the Serengeti National Reserve.

We believe that construction of this highway will severely affect a critical wildlife migration route, and more specifically, the millions of wildebeest and zebra which participate in the world famous annual migration. This is currently one of the greatest spectacles on earth.

While we fully appreciate the need for the United Republic of Tanzania to develop its infrastructure for the benefit of its economy and its people, we are of the considered opinion that the same development objectives can be achieved without the negative environmental aspects of the current route on the Serengeti ecosystem.

Read more and view map - go to our website, www.kenyatourism.or.ke

Election Period Operating Procedures

Kenya Tourism Federation Safety and Communication Center has since the 1997 general elections implemented 'Election Period Operating Procedures' during every subsequent election in the country, to ensure the safety of tourists over such periods. These procedures are put in place to guard against the risk of unrest occurring and affecting tourists, thus impacting negatively on the image of Kenya with regard to security.

Most recently, our Election Period Operating Procedures helped ensure that no tourists were hurt during the political unrest that followed the 2007 general elections.

Plans are underway to deploy security officers to volatile areas near to or on the way to tourism circuits in the country during the referendum period, to gather information that will be circulated to all tourism stakeholders through the Safety Communication Center, to advise their operations so that they may avoid trouble spots.

Event Calendar:

- ♦ **Common Market Sensitization Workshop for the Business Community - Organized by KEPSA, Intercontinental Hotel 8th July 2010, 8.30am - 5.20pm; 9th July 9am - 1.00pm.**