WORKING WITH THE TOURISM SECTOR TO DEVELOP AND MANAGE TOURISM IN KENYA’S NATIONAL PARKS

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INTRODUCTION TO KWS

- Kenya Wildlife Service is a state corporation (Conservation & Management Act Cap 376) with a mandate to conserve and manage wildlife within and outside PAs;

- Kenya conserves its biodiversity through protected area systems in form of National Parks, National Reserves and National Sanctuaries which cover 8% of the Kenyan landmass;
  - This includes 23 National Parks, 28 National Reserves, 4 Marine Parks, 6 National Marine Reserves, 5 National Sanctuaries
MANDATE & FUNCTIONS

- Provide advice to the national government, county government, and land owners on best methods of wildlife conservation and management;
- Mandate to license, control, and supervise all wildlife conservation and management activities outside protected areas;
- Provide wildlife conservation education and extension services to create public awareness;
- Conduct and coordinate research activities in the field of wildlife conservation and management and disseminate information;
- Capacity building for wildlife conservation and management.
Contribution to the National Economy
- Wildlife is 70% of the tourism product while the tourism industry contributes 10% to the national economy
- Employment and business opportunities

Stakeholders in the tourism industry
- Hoteliers
- Tour operators
- Government agencies
- Local communities
- Beach operators
STATUS

- Types of accommodation in PAs; lodges, eco-lodges, luxury tented camps, cottages and star bed camps.
- 30 facilities managed by KWS.
- 34 facilities managed by private investors
- Facilities contribute 4.5% of total revenue to KWS
VISITOR NUMBERS TO KWS PARKS (July 2010-June 2012)

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<thead>
<tr>
<th></th>
<th>Citizens</th>
<th>Residents</th>
<th>Non-Residents</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010/2011 FY</td>
<td>931,325</td>
<td>97,339</td>
<td>530,407</td>
<td>1,559,071</td>
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- **2010/2011 FY**
  - Citizens: 931,325 (60%)
  - Residents: 97,339 (6%)
  - Non-Residents: 530,407 (34%)
- **2011/2012**
  - Citizens: 1,149,154 (62%)
  - Residents: 117,126 (6%)
  - Non-Residents: 594,798 (32%)
KWS ENGAGEMENT/COLLABORATION WITH THE TOURISM SECTOR

- Product development and diversification
- Development and rehabilitation of infrastructure
- Change of park entry tariffs done in consultation with the interested parties.
- Security of visitors
- Opening up & Marketing of new circuits e.g. focus on Western Kenya region
- The Beach Management Programme in Marine Protected Areas
- Development and operationalization of management plans - (zoning and identification of sites for development within parks)
- Community enterprise - facilitate local communities to benefit from wildlife through nature based enterprises
Pilot beach management programme launched in Mombasa Marine Park in November 2011

AREAS OF COLLABORATION - BEACH MANAGEMENT PROGRAMME
The world's highest Via Ferrata ‘Olonana’ (4,985M) launched in Mt Kenya national park (September 2012)

Growing interest in extreme sports, adventure tourism, health and events (team building, marathons, concerts)
PROCESS FOR DEVELOPMENT OF LODGES & TENTED CAMPS IN KWS PARKS

1. Site selection (management plans & technical team use established criteria)
2. Develop prospectus of site plans
3. Advertise public tender
4. Develop Expression of Interest (EOI) & Request For Proposal (RFP) (site plan & draft lease attached)
5. Negotiation and signing of lease
6. Submission of EIA certificate from NEMA & approval of architectural drawings by KWS
7. Tender evaluation process
8. Approval of selected bidder & notice of award to the successful bidder
9. Handover of site to bidder & KWS monitors construction
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THE CHALLENGES/ISSUES

- Regulations that are sometimes a hindrance to investment e.g. procurement regulations. *(single sourcing not encouraged)*
- Investors awarded sites not able to fulfill their obligations and as a result KWS has to repeat the process.* (speculators)*
- Parks managed by local county councils do not follow procurement regulations/management plans
- Political environment has scared off investors.* (High risk business)*
THE CHALLENGES/ ISSUES

- Diversification of tourism attractions; so as to draw different types of tourists.
- Few international investors are attracted to the business (*seasonality*)
- Old leases are difficult to terminate (*Defaulters*)
- Investors prefer leases/purchases outside protected areas (*Low overheads*)

Involvement of communities adjacent to parks to benefit from the tourism industry (*County Governments*)

- Development of infrastructure i.e. the road network within and outside parks
CONCLUSION

- The Government recognizes Wildlife as a valuable resource to the whole tourism industry, (Vision 2030)
- Public Private partnership has proved successful (Quality facilities/Quality service)
- Involvement of partners/players in development of Management Plans & sites identification has brought order in infrastructure development in PAs
THANK YOU