

## STEP\_UNIDO Workshop 28 November to 2 December – Watamu, Kenya

### Training Report

#### Logistics

The arrangements for the workshop worked more smoothly than in Ghana and the workshop commenced on schedule, the programme was not interrupted by power cuts. A few participants had to leave early for meetings on Thursday but attendance was consistent and the participants engaged enthusiastically with the training course. The course would have benefitted from the participation of more people from the Ministry of tourism, local government and the private sector.

#### Location

The Turtle Bay Resort was an excellent venue for the training course; the Manager was invited to speak to the group about the ways in which the resort contributes to local economic development through employment and local sourcing; and the resort's corporate social responsibility programmes which are extensive.

Turtle Bay is a thriving destination with large numbers of international and national visitors and the informal sector is well organised in 'trade associations'. We were able to speak with three hotel managers about the market for Watamu and they confirmed that they have only a short down season and that their guests stay long enough to be interested in local excursions. There is not the degree of hassle in Watamu which characterises other beaches on the Kenyan coast.

A great deal has been achieved in Watamu in recent years to engage with the local communities and tourism already contributes a great deal to local livelihoods. In this context it is particularly important to be careful about the strategy chosen in two respects (a) to choose to compete or co-operate in full cognisance of the consequences of the strategy chosen; and (b) to avoid subsidising or developing competition for existing economically poor local people earning all, or part, of their livelihood in the tourism sector.

#### Workshop Programme

Monday	Tuesday	Wednesday	Thursday
Commences 09:00			
<ul style="list-style-type: none"><li>Introduction to PPT &amp; STEP w/s1 &amp; 2</li></ul>	<ul style="list-style-type: none"><li>Situation Analysis 1.4</li><li>Future Opportunities 1.5</li></ul>	<ul style="list-style-type: none"><li>Partners and Stakeholders</li><li>Preparing for Group Work</li></ul>	Group work on initiatives
<ul style="list-style-type: none"><li>Planning an Intervention – beneficiaries</li></ul>	<ul style="list-style-type: none"><li>STEP Proposal and Impact Measurement UNWTO presentation</li><li>The Gambia case study.</li></ul>	<ul style="list-style-type: none"><li>Fieldwork</li></ul>	
13:00-14:00 Lunch			

<ul style="list-style-type: none"> <li>Thinking about the market</li> </ul>	<ul style="list-style-type: none"> <li>Private Sector Perspective</li> <li>The CSR programme of Turtle Bay Resort</li> </ul>	<ul style="list-style-type: none"> <li>Fieldwork</li> </ul>	Group presentations and feed back
<ul style="list-style-type: none"> <li>7 Mechanisms UNWTO presentation w/s13 &amp; 14</li> <li>Coffee Trail case study</li> </ul>	<ul style="list-style-type: none"> <li>Brain storming ideas for local products and initiatives</li> <li></li> </ul>		Monitoring and evaluation
Workshop ends 17:30			

On the afternoon of the third day, following contributions by the hotel manager on employment, local sourcing, the market and potential “new” products and from the CSR manager on the projects with which the Turtle Bay resort is engaged there was a brain storming exercise. The suggestions about agricultural walking tours and providing opportunities for tourists to see the craft process and purchase directly from the craft workers were not taken up by the workshop participants. This may be because there were no guides or craft workers amongst the participants. Both are good feasible projects, the agricultural walking tours are particularly attractive because no capital investment or maintenance costs are incurred and such an initiative to provide guide training and assistance with marketing could provide an additional supplementary livelihood both for existing guides or beach boys and the farmers whose land is visited.