



KENYA COAST TRAINING NEEDS ASSESSMENT

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This report is one of nine reports prepared for UNIDO to assess training needs at the inception of the Collaborative Action for Sustainable Tourism (COAST) project. The project is designed to address sustainable tourism issues in Cameroons, the Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania. This is the training needs report for Kenya.

Approach

This training needs report is focused on the need for training associated with the implementation of the Collaborative Action for Sustainable Tourism (COAST) program. The goal is to “demonstrate best practices and strategies for sustainable tourism development so as to reduce the degradation of marine and coastal environments of trans-boundary significance”.

The project has FOUR main objectives: (from website)

1. To capture Best Available Practices and Technologies (BAPs and BATS) for contaminant reduction & sustainable collaborative tourism investments. This objective has three sub themes.

- *Develop eco-tourism initiatives to alleviate poverty through sustainable alternative livelihoods, and generate revenues for conservation of biodiversity and for the benefit of local communities*
- *Implement and Evaluate eco-certification and environmental management systems for use by private sector and community lead investments.*
- *Improved reef recreation, management and monitoring mechanisms*

2. To develop and implement mechanisms for sustainable governance and management that measurably reduces degradation of coastal ecosystems from land-based tourism sources of pollution and contamination

3. To assess and deliver training and capacity requirements emphasising an integrated approach to sustainable reduction in coastal ecosystem and environmental degradation within the tourism sector

4. To develop and implement information capture, information processing and management mechanisms to promote information dissemination & sharing.

For greater detail on the COAST program see the program website at: <http://coast.iwlearn.org/>

- This draft is based on semi-structured interviews with officials and key stakeholders in Nairobi, Mombasa and in the demonstration site of Watamu and neighbouring Malindi April 11-18 2010.
- Workshops with stakeholder groups in the Watamu demonstration site
- Review meeting with focal points to discuss initial results

- **Limitations:** the COAST project is in its initial phase and the demos have not yet begun. Focal points and other key personnel are very new in their roles and have not had time to initiate broader program discussions with key contacts. In several instances the meetings held on training needs were the first contact key stakeholders had with the project. Thus their input on potential training requirements were based on assumptions regarding the progress of the project and not on needs realized in implementation.

Acronyms used

BAP	Best available practice
BAT	Best available technology
COAST	Collaborative Action for Sustainable Tourism
DANIDA	Danish Foreign Aid
KAHKC	Kenya Association of Hotel Keepers and Caterers
KATO	Kenya Association of Tour Operators
KWS	Kenya Wildlife Service
MCTA	Mombasa and Coast Tourist Association
MPUC	Mombasa Polytechnic University College
MOT	Ministry of Tourism
MP	Mombasa Polytechnic
NEMA	National Environment Management Authority
SNV	Netherlands Development Organization
STEP	Sustainable Travel for Eradication of Poverty program
UNDP/GEF/PIU	UNDP/GEF Mainstreaming Biodiversity Project Program Coordinating Unit
WMA	Watamu Marine Association

Cover Photo: Watamu Bay by E.W. Manning

Introduction

Kenya has a 536 Km coast with excellent tourism resources. Many areas have high quality sandy beaches, accessible coastal reefs and cultural and ecological sites of interest to visitors. Over the past three decades there has been considerable tourism development ranging from five-star all inclusive resorts to local hotels and establishments catering to backpackers and divers. Several areas have experienced development as destinations – for example Malindi, Mombasa and Nyali beaches and Diani. There are many other areas with excellent potential for different types of tourism development. One of these is Watamu, the demonstration site which has a few hotels, two of which – Hemingway’s Resort and Turtle Bay Beach Club are positioned at the high end of the tourism spectrum. Tourism in Kenya’s coast is seasonal; the low season is the rainy season normally lasting from March to May, when many establishments are closed.

A wide range of issues have been identified regarding the sustainability of Kenya’s tourism. The list below is based on the initial analysis to develop the COAST project, (done in 2004-5) supplemented by additional information from the research and interviews done in 2010, include the following:

- **Governance:** a wide range of sometimes uncoordinated mandates/instruments influencing coastal tourism/lack of integrated framework; Land ownership and tenure – often unclear and/or contentious; Lack of integrated planning process/regional, master planning; Lack of involvement of local community in planning issues; Need for means to organize/mobilize private players in tourism development process; Weak enforcement of regulations; Uncontrolled development, including poor siting and inappropriate design, lack of benefit sharing strategies, poor adherence to national environmental legislations e.g. noise pollution within entertainment resorts, non-observance of code of ethical conduct in tourism, evasion of tourism related taxes, .
- **Environmental:** Sewage and wastewater disposal including water consumption regulations; Consumption of detergents and an evaluation of the environmental effect of the detergents, Litter and garbage in public areas/beach; electricity and energy consumption controls, increasing impact of development on beach and other fragile sites; deforestation – both inland and mangroves, coastal erosion including coastal resource extraction (sand, coral), storms, climate change; Tourism development negative impacts on local flora/fauna; negative impacts of tourism and other sectors on reefs, impacts and footprints in pristine environments like marine Parks, springs within the oceans.
- **Socio-economic;** Insufficient local participation/benefit from tourism/peripheralization from the core of Kenyan tourism (inland game oriented) ; Limited easy public access to much of coast and to many areas with good natural or cultural assets; lack of access routes to beaches in areas dominated by tourist facilities, Few strong models in country of

successful ecotourism; Reduced access to coast by locals; beach boys/vendors who may have negative effects on tourists and local enterprises/ means of spreading benefits of tourism effectively to community including informal economy, negative influences from tourists especially paedophilia and drug addicts and peddlers, domination of local opportunities, displacement of small-scale traders and entrepreneurs, escalation of land and property values, overburdening the existing infrastructures . Some concerns of influx of migrants from inland and neighbouring countries competing with local residents for jobs in both formal and informal economy.

- Tourism management: Need/opportunity to mobilize tourism to help protect and conserve ecological resources; local procurement for tourist industry, managing seasonality; HR capacity/skills development for tourism and conservation sectors; controlling sex tourism, domestication of code of ethical tourism as advocated by WTO, protection of privacy of local communities, cultures and heritage, encouragement of reduced capital flight in favour of local investment to spur local economic growth.

he project is now being implemented, and training is a key component in the ability to implement solutions in all of the above areas. The objective of this assessment is to define the training needs associated with the project implementation, the pilot project at Watamu, and the broader coastal region.

In the Kenyan coast, tourism is now the principal driver of economic change. It is primarily focused on beach tourism with a secondary focus on tourism in coastal ecosystems including reefs and mangroves. Development to date has been subject to some environmental review, but implementation is not strong and there are many examples of development which has had negative impacts on key shore ecosystems – contributing to beach erosion, contamination and harm to reefs and mangroves and disillusion of local communities.

Key tourism issues for the project

This tourism training analysis aims to assess training needs across the three main thematic subject areas of the project namely:

- Environmental Management Systems (EMS) and Voluntary Eco-certification and Labeling Schemes.
- Ecotourism initiatives to alleviate poverty through supporting diversification or alternative livelihoods for conservation of biodiversity and for the benefit of local communities including the aspect of benefit sharing.
- Reef recreation, management and monitoring mechanisms and strategies.

The demonstration project planned for Watamu incorporates elements of these three themes, but also broader issues concerning institutional capacity building, strengthening the policy

framework, and dissemination and awareness raising. An overview of the demo elements are summarized below (adapted from UNEP/GEF, 2007):

Institutional capacity building

- For the key stakeholders in Watamu and nearby Malindi
- For the Hotel managers and government officials in Malindi region
- For the marine protected area at Watamu
- For government agencies involved in the Fishery and in community development
- For the civil society organisations e.g. local CBOs, resident associations and NGOs
- Supporting local tourism related business ventures/initiatives

Strengthening policy and regulatory framework

- Strengthen implementation of relevant national policies e.g. tourism, Eco-tourism,
- Strengthening regulated public behaviour and adherence to relevant regulations governing sustainable tourism
- Support for the current institutions involved in zoning and regulation – both national and local
- Strengthen the capacity to affect design decisions early in the process and to effectively enforce compliance
- Reinforce the capacity to manage the Watamu Marine Protected Area
- Strengthen the capacity to work with the community to manage use of the reefs both within the Marine Protected Area and outside

Knowledge dissemination and awareness

- Provide general awareness for coastal communities of the concept of sustainable development, sustainable tourism and the advantages of these approaches
- Harmonisation of code of ethics of tourism with local cultures and heritage
- Dissemination of information to guests and investors to participate in local environmental actions
- Build expertise in government, private sector, civil societies and communities, tourists and investors on relevant legislation and regulations ,
- Provide access to training in tourism, hospitality and enterprise development, visitor management, and in particular ecotourism enterprise management and marketing
- Raise awareness of ecological and economic value of marine and coastal resources
- Provide education on reef ecology and conservation
- Develop codes of conduct for reef users
- Raise awareness of Environmental Management Systems and certification among private sector and the advantages of these approaches with a view of establishing a green key eco label. Some effort has already been spent on this front.
- Develop and reinforce stakeholder reef monitoring programs – including dive operators/ fishermen
- Provide training in sustainable fishing practices
- Information for tourists on reef status/conservation

Ecotourism

- Support opportunities for local communities and individuals to create and benefit from ecotourism enterprises
- Build capacity in the community in the areas of sensitive environmental management, conservation, design and marketing of ecotourism products, and basic business management related to ecotourism products.
- Community-based tourism: provision of support in creation and management of community based enterprises related to the tourism industry

Reef conservation

- Strengthen the monitoring of reefs - with improved and consistent monitoring methods , including sensitive areas area demarcation, threatened species, damaged sites (involve boatmen and guides)
- Map reef locations used by different stakeholders
- Develop zoning plan and schedules for reef use (reinforce that now being done for the Watamu marine park)
- Find means to involve fishermen actively in reef preservation (including reduction of inappropriate practices such as spear net fishing, ring net fishing and some use of dynamiting on the south coast)

To evaluate the training needed to implement the COAST program on the Kenya coast and in particular the demonstration project in Watamu a semi-structured interview format was devised to provide a basis for meetings with key stakeholders. This format was used for all nine countries evaluated in the training needs analysis to ensure consistency (see Annex 1).

A field visit was made to coastal Kenya between 12 and 18 April 2010 with meetings as well in Nairobi on the 12th and 27th of April to meet with the Ministry of Tourism officials and with the Kenya Ecotourism Society. Most of the meetings were with individuals or small groups involved in environmental and tourism issues on the coast. The excellent assistance of Martin Shimba was critical to the organization of the meetings in Mombasa and the contact with key coastal stakeholders. Workshop format meetings were also held in Malindi (with the key officials involved in environment and tourism in the region), and in Watamu with most of the membership of the Watamu Marine Association where most of the key stakeholders in the Pilot project area were represented. . The meeting notes for each of the meetings are attached as Annex 1.

A review of literature provided by stakeholders was also undertaken, to provide context. A list of these documents is provided in the references section of this report.

A draft of this report was circulated to stakeholders for comment, and revised accordingly with comments received from the focal point and from some stakeholders.

Dhow entering Watamu Bay



Part 1: EMS, CERTIFICATION, MARKETING, LABELLING

1.0 Training Needs

1.1 Current status of training re this issue (key areas such as EMS, certification, audit, greening etc).
Who is currently already trained in the country? (People, institutions providing training)

EMS Capacity

- Hotel Association (Mombasa) is not aware of any EMS courses or training capacity in the coast region
- Tourism Kenya is working to institute an EMS using ISO14000, There is no legal requirement. The objective is a national (ideally East African regional) standard.
- Environmental audit is required of properties now. Related to classification standard. Effort being made to generate a broad East African standard based on Kenya lead.
- Turtle Bay, Severin\Sealodge, Sun n Sand Beach Hotel have some environmental management systems in place – done through private firms (not by Kenyan firms)
- Mombasa Polytechnic offers a degree course in tourism management – but this does not have any environmental/sustainable tourism component at this time
- Mombasa Polytechnic also offers environmental courses, including modules in ecology and waste management – but not focused on the tourism sector
- Hotel sector has to seek expertise abroad for such activities as EMS, (for example ISO 14000) or for hotel environmental audits. Hoteliers do not believe that expertise is available for these purposes in Kenya.

Tourism Certification:

- Ecotourism Kenya does some recognition of hotels in its green directory. The standard is generally self-administered with a referee vouching for the status. Participation is voluntary. Most hotels and lodges in the program are in the interior. Hotels on the coast with the recognition (hence being featured in the Ecotourism Kenya Guide) are: Gold Rated: none; Silver Rated: Turtle Bay Beach Club, Watamu, ; Bronze: Baobab Beach Club, Ukunda, Serena Beach Hotel and Spa, Mombasa; Member hotels on the coast include Hemingway's in Watamu, Coral Spirit in Ukunda, Jacarand Indian Ocean Beach Club in Ukunda, Romantic Hotels with properties in Lamu, Severin Lodge, Mombasa and Sun n Sand Beach Resort Mtwaepa, It should be noted that some Tanzanian coastal properties also belong to Ecotourism Kenya (e.g.Fundu Lagoon, Pemba)
- No-one is trained as a certifier and there is little awareness of certification
- No training is available in Kenya on certification – except the Ecotourism listing process above.

- Kenya now has a star-rating quality program with trained rating staff. As noted above, EMS to ISO 140000 is being contemplated and will likely be integrated in this process. Efforts to harmonize the overall classification system across East Africa (Kenya, Tanzania, Uganda, Rwanda, Burundi) have begun.

1.2 Who needs training on this issue? (Specifics, numbers where possible, officials, industry, managers, workers etc) and what extra training is needed and what are specific contents.

Hoteliers; There is little general awareness of EMS, benefits of environmentally sound management, or access to information on best practice among hotel establishments with a few notable exceptions where the management has pursued a green image and imported expertise (e.g. Turtle Beach Club). Therefore the first priority needs to be a brief awareness package for hotel owners, managers ((and if possible new investors) to show the benefits of environmentally sound design and practice – particularly on marketing, cost reduction and management savings. This would ideally be a one day course, held at one of the exemplary properties for all coastal hotel managers (and or owners) , tourism and environmental officials

Investors. Much of the capacity to undertake effective environmental management is determined at the initial investment phase, where property design, siting, water and energy systems etc are decided. It is very expensive to re-design, for example a grey water system, or reorient a building relative to the coast, the sun or prevailing winds. A small high impact module, presented at the annual investors' conference for those interested in investing in the tourism sector could be effective, particularly if linked to information on how to work with EIA, zoning approvals etc to expedite projects which are sustainable.

Hotel engineers and managers: in best available technology, particularly in water treatment, energy conservation (and generation) and access to best technology in East Africa. This could involve as well capacity building in areas such as water system maintenance, monitoring, and retrofit options. One challenge is that much of the best emerging technology is not easily available in East Africa, although some South African treatment and recycling systems are now available) – and additional sources are unlikely to be readily available until there is a market – a chicken/egg situation. (Notably new efficient solar panels for both water heating and electrical supply, emerging water treatment systems which use nanotech solutions, etc.)

EMS consultants and regulators: As the EMS standard becomes adopted by Kenya (details still in the works regarding actual operations) there will be a need for Kenyan capacity to advise hotels on EMS implementation, capacity to do certification and added enforcement capacity should EMS become legally required. At present such expertise is, if available at all, imported. Chains like Fairmont bring their own specialists to help meet standards which are corporation-wide. There is a need for a course for both consultants and certifiers.

2.0 Training Capacity

2.1 Current capacity to provide this training – or similar (e.g. institutions, local trainers)

There is currently no capacity in Kenya to provide this training. Mombasa Polytechnic currently has capacity in hotel management, in environmental management and is experienced in putting together courses for programs funded by development agencies. If this institution were to develop an EMS course additional external expertise would likely be needed in the initial curriculum development and to provide access to external best practice. There are other institutions providing hotel management training in Kenya but none have a current sustainable tourism module.

EMS related expertise (and training) has normally been one-off for specific individuals or properties.

2.2 Training modules already available? (Local, in region)

None

2.3 What training modules are still needed? (E.g. gaps or swot)

Awareness for hotel managers and owners

Awareness for investors

EMS – contents, methods, ISO14000 for hotels, certification methods, enforcement

BAP/BAT in water treatment, energy efficiency for hotels, hotel and property design

2.4 BAP/BAT – examples or potential onsite training and mentoring?

Several hotels in Kenya have their own environmental programs (e.g. Fairmont Norfolk in Nairobi and the Turtle Bay Beach Club, and Hemingway's Resort in the Watamu pilot region).

Kenya Hotels estimates that it would be possible to obtain a daily rate of Ks4000 for training groups in Mar-May off season in nearly all properties and that e.g. Turtle Beach or Hemingway's would be happy to host such a session. (not confirmed with Turtle Beach but Hemingway's was positive when this was briefly discussed and both properties are active members of the Watamu Marine Association)

3.0 Specifics for Priority Training Areas

3.1 How much time would the training require? (Days, weeks, months)

Hoteliers: This would ideally be a one day course, held at one of the exemplary properties for all coastal hotel managers (and or owners), tourism and environmental officials. Hoteliers (both owners and managers) have very little time for training and the module needs to be short, to the point, and to stress financial benefits accruing from a range of EMS related actions. The course should occur in low season, (although in some cases where hotel properties may be closed during lowest season, it may be better to target shoulder season).

Investors: the best venue to reach investors is at the annual Symposium of Investors (each June). The module needs to be very short and built into investment advice to participants, probably along with a written guideline showing expectations for sustainable hotel investment practice and sources of Kenyan information and expertise. The theme should be risk management for investors in the hotel sector.

Hotel engineers and managers: Courses can be longer – but ideally in workshop format on site, focusing on best available technology, particularly in water treatment, energy conservation (and generation) and access to best technology in East Africa. Low season is the best scheduling

EMS consultants and regulators: As the EMS standard becomes adopted by Kenya. (Details still in the works regarding actual operations) there will be a need for Kenyan expertise. This will likely best occur in the form of a university course with a practical focus. That means a one or two term course given over several months. Because the specific program has yet to be defined, specific numbers are not available, but would likely be in the range of fifteen to twenty-five – that typical of an advanced course.

3.2 What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)?

- Because the COAST project is just beginning and potential partners are hearing about it during this needs analysis (which for most is initial contact for the project) none have budgets earmarked for EMS or certification training. If available, they could plan for next year in their normal training plans.
- Those hotels already doing some training have specific individuals who have been trained. These could be considered potential resource persons.
- Courses do exist in general environmental management and waste management at Mombasa Polytechnic – but not focused specifically on hotels or other accommodation. If they are persuaded to add a new module, course fees are likely to parallel similar courses in the calendar.
- Hotels do have some training budgets, as do government departments. While no funding is earmarked for EMS or similar, it could be diverted to this use in future years' budgets.
- Because the courses (except for the longer technical training) are very short courses, funding is not likely to be a significant barrier.

4.0 Actions and Recommendations

- Schedule: First year: develop and test hotel awareness module and begin implementation. Best time to roll out is probably April 2011 – at one of the Watamu hotels which are listed above as examples of best practice.

- Second step – follow the general awareness module with specific training in the technical opportunities – one or two week workshops for hotel engineers and managers, and selected officials in best practice in EMS/hotels
- Key challenges (Learning and sharing issues, information capture and processing issues, others) Initial challenge is to gain the interest and attention of hoteliers. In a majority of cases, the owners are not the same as the management team – and this may impede interest in any investments which do not pay off in three years or less (typical length of management agreement for hotel). Thus both owners and managers need to be on side.
- Logistics and Governance issues (level of support for priority areas, assumptions regarding host country inputs).

It is assumed that Kenya will continue to pursue the aim of EMS certification for hotels, and this will be an important driver for interest by hoteliers, as well as the profit incentive associated with energy and water efficiencies.



*Hemingway's
Watamu*

5.0 Who are the potential partners, and what are their roles and responsibilities?

Stakeholder	Roles	Responsibilities
Government:		
<ul style="list-style-type: none"> National 	Provides impetus to hoteliers to pursue EMS and certification	Continue on path to institutionalizing EMS and certification – likely for East Africa
Mombasa Polytechnic	Training institution	<p>Can find the participants for courses</p> <p>Offer contribution to the creation of the courses</p> <p>Can pass the module to focal point, to see if it can become an integral point of the university program.</p>
Private sector: Hotels: Hotel Association	Individual hotels Kenya Hotel Association	<p>Make key staff available for courses</p> <p>Help to get hotel community on side and participating</p> <p>Help in providing training venues</p>
Communities	Moral support – and allow some officials to attend	
NGOs NGOs – particularly Watamu Marine Assoc Eco-Ethics Int. Kenya	<p>Could have staff that receive training and then give training to others.</p> <p>Gaining more technical knowledge internally and pass it on – mobilize hotels to work with them on broader sustainability for the pilot</p> <p>, Has affiliation with the Foundation of Environmental Education who is responsible for Green Key label.</p> <p>Can bring environmental dimension to community projects</p>	<p>Watamu Marine association is logical participant and is already linked to most hotels in Watamu.</p> <p>Work with selected local groups to establish eco-tourism enterprise</p>
Donor agencies	None specifically identified	
Focal point	Coordinator (need to get hotels interested and involved)	Key to contacting hotels and creating partnership with e.g. Kenya Hotel Assoc

PART 2: ECOTOURISM

1.0 Training Needs

1.1 Current status of training re this issue (key areas such as ecotourism planning, development, conservation activities, community benefits). Who is currently already trained in the country? (People, institutions providing training)

- SNV, the Netherlands Development Organisation, has a STEP project in Kenya and a consultant resident in Kenya doing local projects including community training. This program has some small grants (\$4000 or less) to ecotourism entrepreneurs as part of the program. The project has an operational vocational school in the interior at Amboesli where community vocational training relative to tourism occurs.
- Ecotourism Society has some courses on ecotourism for communities but these are concentrated inland and there is no coastal focus or suitable modules
- Kenya Wildlife Service has training programs for guides – with some for boatmen and dive guides associated with the Marine parks. (Including Watamu)
- General environmental studies courses are available at Mombasa Polytechnic covering such areas as ecology, waste management and EIA. Many of the key personnel in NEMA and in local municipalities have some environmental or related agricultural or forestry training.
- There is a fairly low understanding among authorities on the importance of tourism and conservation and how to deal with the concept and practice of sustainable tourism to the benefit of their community and environment. There has been no training on key environmental assets, tourism impacts, visitor management, coastal tourism, fragile environments etc. While Watamu Marine Association has taken key steps to involve the community, they and others see the need for more awareness in the community – getting the community to be an active participation in conservation and sustainable development including tourism.
- As part of the mid-term Plan Strategy, an expert is being recruited through the STEP program to create a marketing platform for the marketing of community based tourism initiatives. It is aimed at SME entrepreneurs such as curio dealers, boat operators and tourism information centres as well as community businesses engaged in accommodation and in tourism activities.

1.2 Who needs training on this issue? (Specifics, numbers where possible – note different levels of training from officials to operators to guides, industry managers, workers local wardens etc)

- Watamu Marine Association - (up to 25 persons – will be key to implementation at pilot site - (NUMBER ONE PRIORITY)
- Municipal council – Watamu and Malindi (up to ten persons) Also community leaders and school teachers (i.e. 10-20 people) as key to local community awareness (SECOND PRIORITY)
- Awareness raising for local community and the small private sector related to tourism – focused on generating general understanding of how to deal with tourism and the environment) (THIRD PRIORITY)
- Small business management for current and potential ecotourism operators – to include basic business planning, marketing, visitor management, design of ecotourism products (e.g. mangrove tours, wildlife watching, local community contact, crafts and events). Basic module – maximum two weeks on site.
- Boatmen– in tourist management, (also see reefs below) beaches and mangroves. Some dive operators may also be interested but most have professional training.
- Ministry of tourism (Mombasa) (no specifics)
- Instructors at Mombasa Polytechnic and at Pwani University (Kalifi) – a few key individuals who are already involved in e.g. community contact and environmental courses
- Tourism association – 2-3 key persons (could broaden to members – therefore more would be involved)

1.3 What extra training is needed? (what are the priorities)

- How communities can benefit from tourism (training for community members)
- Training on the impacts of ecotourism on the local economy. Information on why tourists are coming to Watamu and the coast. Need to link tourism to jobs, benefits, power changes, and get data on basic numbers.
- Module on how to start and manage an ecotourism enterprise (includes basic business management, business plan, visitor management, environmental management, siting and design, access to support, marketing and positioning, use of local crafts, foods, etc . links

to operators and hotels (one or two weeks – on site, work with local development officials) This module would be developed in a workshop setting with e.g key community officials, university community outreach specialists, ecotourism society etc before implementation – and have a coastal focus

- Ethics in tourism management
- Best practices in tourism, for tourism operators (possibly jointly with Kenya Tourism Operators Assoc and KWS)

1.4 What are the specific subject areas (curriculum modules) where training is required?

- For the key local officials: Awareness of how tourism and the coastal environment interact – general understanding of sustainable tourism, visitor management, community involvement including general training on sustainable tourism and poverty reduction, value chain interventions, techniques, best practices and information on how the local economy benefits from tourism. (Short awareness course – could then be rolled out more broadly in the community. Must be in Kiswahili.
- For small current and emerging ecotourism operators: Module on how to start and manage an ecotourism enterprise (includes basic business management, business plan, visitor management, environmental management, siting and design, access to support, marketing and positioning, use of local crafts, foods, etc . links to operators and hotels (one or two weeks – on site, work with local development officials) This module would be developed in a workshop setting with e.g key community officials, university community outreach specialists, ecotourism society etc before implementation – and have a coastal focus.
- For professionals involved in planning and managing the coastal environment: Practical course in applied Coastal Zone Management. Introduction to best practice in CZM, use of zoning, community involvement, monitoring approaches. Design and enforcement. Strengthening of capacity in planning and enforcement. (about a dozen key personnel in e.g. KWS, NEMA, the marine park staff, local planners)

2.0 Training Capacity

2.1 Current capacity to provide this training – or similar (e.g. institutions, local trainers)

- Ecotourism Kenya now has some modules on ecotourism, poverty reduction and small business – but not focused on coastal tourism

- Mombasa Polytechnic has a number of teachers now doing environmental planning, EIA, waste management, community development

2.2 Training modules already available? (local, in region)

- Ecotourism Kenya already has modules on nature-based tourism and ecotourism which could be the basis for development of coastal focused modules.
- Mombasa Polytechnic has a number of teachers now doing environmental planning, EIA, waste management, community development
- Pwani University College in Kilifi is also currently offering a BSc Degree in Environmental Planning and has some existing community training under way (not in tourism) and would be interested in participating in development of modules. The new university intends to develop a coastal focus.
- Watamu Marine Association has worked within its group to share expertise on participation, co-management and self regulation and a range of means to promote enterprises which are good examples within Watamu. Several of their members can be considered to be resource persons. This organization should be considered central to any training in the pilot area.

2.3 What training modules are still needed (key gaps)?

- Either Mombasa Polytechnic or Pwani University would need specific curriculum and modules to fill this gap. Each has stated that they are ready to receive support to develop materials and collaborate on module development and training etc. They are dependent on partners to bring in specialists in this area to at least initially work with them to build capacity on key coastal tourism issues (in the context both of the local awareness training and/or specific training in improved CZM approaches.

2.4 BAP/BAT – examples or potential onsite training and mentoring?

- Turtle Bay –in the pilot project area, this is one of the most ecologically conscious properties on the coast – good practice in siting, conservation, community linkage, water and waste management. Recognized by Ecotourism Kenya
- Hemingway’s – in the pilot project area. Has its own environmental management system. Member of Ecotourism Kenya.
- Some other hotels operating within Watamu already have some environmental management or have indicated willingness to become involved in continuous improvement.

- Mida Creek Conservation Community Group. Good practice in creating ecologically sensitive tours, walkways. Promotes community products and active in reforestation of mangrove. Would be good site for community tourism demo.

3.0 Specifics for Priority Training Areas

3.1 How much time would the training require? (Days, weeks, months)

- 1 day courses – general awareness on range of issues e.g. legislation, sustainable coastal issues, tourism and the environment, for local officials and managers. Could be a series of short courses.
- For the community members, training needs to initially focus on awareness – and of the importance of environment and tourism to the community. This can be short on-site courses. Must be in Kiswahili.
- Specific training (visitor management for guides, beach ecology) has to be very short term training – e.g. organised in modules. Short one to three day modules need to be timed for availability of participants (avoiding busy times)
- Good guiding course (could be done jointly with Ecotourism Kenya and Kenya Wildlife Service – built on their current offerings.) New DANIDA course focuses on cultural tourism with training element – could partner.

3.2 What budget and resources are needed? What co-financing do you have? What do you want to spend your co-financing on (i.e. priorities)

- For short courses, rooms may be available in the local schools or in local hotels.
Cost contribution can be counted as local input in many cases.
- Training venues will vary in cost depending on the course and who is offering it. Costs for facilities will be internalized in course costs for university courses
- No co-financing was identified. The mechanism of co-financing has yet to be agreed and adapted as needed to the Watamu needs.
- Specific training materials need to be designed for community use – possibly linked to a community information or resource centre.

4.0 Actions and Recommendations

4.1 Proposed actions and strategy – which approaches, events, modules, where and when?

- For the awareness and small ecotourism courses, a workshop of potential partners is proposed to agree on course contents, desired training outcomes and key materials. A small field test of the curriculum is recommended before use, Then move to the training.
- For the general awareness, it is recommended to first provide awareness to key local officials and NGOs. They may be the key persons helping deliver the public awareness.

4.2 Key challenges (Learning and sharing issues Information capture and processing issues, others)

- Engagement of the public on a continuing basis (WMA will be an excellent partner)
- Providing support to those in the community who are now motivated.
- Collaboration with local institutions. While some skills are present it may be difficult to find key technical experts locally, even in Mombasa. While there is a broad range of academic capacity in the Universities, not all of that expertise has experience in working with communities and doing directed workshops and outreach.

4.3 Logistics and Governance issues (level of support for priority areas, assumptions regarding host country inputs.

- Provision of oversight and enforcement outside the Marine Park and buttressing this within the Park and Reserves. (mobilizing community in monitoring and enforcement)
- Enforcement of the law. This will involve changing community attitudes and awareness and generating a willingness to work with the enforcers at least as an early warning system (e.g. for dumping, mangrove cutting, illegal fishing, etc.).
- For training, ensure that departments send the people who really deal with the issues. E.g. the technicians or operational personnel, rather than the head of department. Invitations should specify exactly who should go to the training (e.g. names).

4.4 Who are the potential partners, and what are their roles and responsibilities?

- Watamu Marine Association, Watamu National Marine Park, NEMA, Pwani University, Mombasa Polytechnic, Ecotourism Kenya, Local government (Malindi District), KWS.



Mida Creek



5.0 Who are the potential partners, and what are their roles and responsibilities?

Stakeholder	Roles	Responsibilities
Government:		
<ul style="list-style-type: none"> National Government departments 	Enforce compliance with regulations Develop standards and management tools for sustainable tourism Licencing of tourism related businesses Capacity building, mobilisation and awareness training	Seek co-funding
Private sector:	Small entrepreneurs need to participate	
Communities	Local representatives in Watamu and Malindi Watamu Marine Association	
Research and Resource mapping	Research on key issues and monitoring Dissemination of results	Potential partners both at local and national levels
NGOs and media Ecotourism Society Eco Ethics Kenya	Ecotourism society is likely strong partner in adapting their current curricula to coastal needs STEP and SNV project to train SMEs and Tourism Has experience working with local communities in establishing eco-tourism enterprises Eco Ethics Int- Kenya, in assisting develop ethics in the tourism sector, advocacy,	Possible partner in course development and delivery Possible partner in course development and delivery Work with selected local groups to establish eco-tourism enterprises Has a strong environmental dimension to community projects
Donor agencies DANIDA/KCDP-WB	Financial support and mainstreaming of relevant policy frameworks	Potential partner in village level training
Focal point	Coordination and supervision	Key to organizing local involvement and mobilizing partners



Road to Mida Creek Wharf

PART 3: REEFS

1.0 Training Needs

1.1 Current status of training re this issue (key areas such as reef protection, awareness, conservation activities, community participation and benefits), visitor management. Who is currently already trained in the country? (people, institutions providing training)

- There are a three dive operators in Watamu, one of whom participates in the Watamu Marine Association.
- The National Marine Park has considerable information on the reefs of the Marine Park and these have protection.
- There is evidence of overuse of the reef at the coral gardens approximately 500m from the shore – in season often with a crowd of boats all anchored near the reef.
- The control of behaviours of tourists on the reef is weak.
- Reef areas outside the Park do not receive adequate monitoring or protection.
- Current programs by KWS include: mangrove protection, – focused on protected areas. KWS also provides monitoring training for own staff, some specialized courses for own staff – ranging from CZM to stewardship,, reef protection, protection of charismatic species. In the past KWS has provided some advice on construction of boardwalks, (for tourist access).
- Need for scientists to work with others to implement/enforce activities
- No-one is currently providing training on reef conservation management in coastal Kenya although some KWS staff has skills in these areas.

1.2 Who needs training on this issue? (Specifics, numbers where possible – note different levels of training from officials to operators to guides, industry, managers, workers local wardens etc)

- All stakeholders need training on their roles and responsibilities, and responsibilities of different stakeholders in reef conservation. There is a general lack of capacity to in reef conservation and management.
- KWS and Watamu Marine Park staff - skills courses in monitoring systems (and involving guides and divers) reef reconstructions

- Guides and boaters: general awareness of reef issues, sustainable reef tourism, visitor management, boating safety, reef interpretation, reporting damage and poor practice.
- Local officials including Tourism, NEPA, hoteliers, municipal officials, in general awareness of reef and beach issues, sustainable tourism on reefs, visitor management and protection of key assets. (about 20 persons)
- The community, trained through schools, on how to live without putting too much pressure on the environment. This includes issues of waste disposal, types of nets to use for fishing, and also alternative options/facilities for livelihoods, beach management, dealing with visitors
- Fishermen – general reef awareness – linked to their livelihoods and long term community viability. Fishermen are a key target for training -which must be in Kiswahili.

Note: Need those trained to be in a forum to exchange information. There are many organisations etc but lack of coordination/communication between them.



Coral Gardens – large numbers of visitors on reef area

1.3 What extra training is needed? (What are the priorities?)

- Knowledge of the law for fishermen divers and boaters. What is protected, and what is not, and what is edible, education on value of MPA and benefits provided, natural and financial, and knowledge of MPA boundaries.
- The *relationship* between what is happening in coastal zone (land and marine) and climate change trends. Keeping beaches healthy (litter, erosion etc). Information signs / safe bathing areas. (general awareness – similar to that for ecotourism on coast)
- For community members awareness on *how to treat tourists*, and how they can benefit from tourism
- *How to protect* the reefs. (at several levels – from public to users to government officials and tour operators and fishermen)
- Best practice in managing reef tourism – including visitor management, training on *reef capacity* for boatmen and reinforcement for dive operators.. Capacity related limits to crowding and overuse of key sites, involvement of boatmen and guides in monitoring activities
- Information on the *environmental impact* of communities & tourism activities on reefs/ecology (e.g. use of mangroves as a wood source for construction)
- Awareness for fishermen -

Enhanced training on e.g. reef monitoring methods, restoration, visitor and

1.4 What are the specific subject areas (curriculum modules) where training is required

Awareness and reef tourism management for boaters and guides

- Reef management
- Marine zonation

(Others can be drawn from above)

2.0 Training Capacity

2.1 Current capacity to provide this training – or similar (e.g. institutions, local trainers)

- KWS is already involved in some of this training but not in Watamu. It could provide some experts to courses

- While dive training (e.g. PADI) is in place, additional training on reef ecology, management and visitor management is needed
- KWS should be key partner, and the Marine Park management.

2.2 Training modules already available? (local, in region)

- KWS and Parks have some materials. Marine Parks and KWS would be critical partners.
- Enforcement for rangers
- Turtle nesting site monitoring (in house at KWS for their own employees.)
- Sea turtle conservation programmes and activities including nest monitoring are undertaken locally by Watamu Turtle Watch and MCCC following KESCOM guidelines. KWS do not currently conduct sea turtle conservation training modules
- Beach erosion (basic given in house to rangers at KWS). Expertise is brought in to do training.
- Some KWS staff have training in monitoring reef ecology – (snorkel depth only) (need training for dive sites)
- PADI courses already available at many localities
- The workshop “Training of trainers for voluntary coral reef monitoring” was held in 2003 at the Marine National Park in Malindi, Kenya. It was organized by Reef Check together with the Western Indian Ocean Marine Science Association (WIOMSA) and supported by National Fisheries and Wildlife Foundation (NOAA), USA, WIOMSA, Coral Reef Task Force, Kenya Wildlife Service (KWS), CORDIO (Coastal Oceans Research and Development-Indian Ocean) Coral Reef Degradation in the Indian Ocean, Ministry of Environment - Mauritius, Tanga Coastal Zone Conservation and Development programme, Tanzania, ICRAN/UNEP- International Coral Reef Action Network/ United Nations Environment Programme, and Wildlife Conservation Society/ Masoala Nat. Park (WWF), Madagascar. It is not clear how many of those trained are Kenyan and still available in the region but CORDIO HQ is in Mombasa.

2.3 What training modules are still needed (e.g., gaps/SWOT)

- Integrated training module for reef awareness, visitor management, reef conservation and monitoring (for guides and boatmen) -build on some existing KWS materials to provide more complete courses.
- PADI has materials already for diving courses. Management of snorkelling, reef capacity and visitor management is needed.
- Integrated planning for reef areas

- How to mobilize and build capacity in communities (for e.g. monitoring)
- Dealing with communities, mobilizing communities in e.g. beach management units. How to mobilize community /operators to do monitoring.
- Science for the public (for key scientists) – training scientists to communicate what they know effectively to public audiences.
- Success stories – reef management, public participation, examples and workshops
- Diving training for reef monitoring, Data collection and monitoring while on patrol
- GIS/GPS for use in monitoring
- Could add here need to sensitise tourists to good snorkelling practice and behaviour in marine park and coral areas through hotels information packages (also in Italian)

2.4 BAP/BAT – examples or potential onsite training and mentoring?

- Watamu Marine Park already has some training done – has been focus. Little available outside park
- WWF has some community capacity building occurring in Lamu

3.0 Specifics for Priority Training Areas

3.1 How much time would the training require? (days, weeks, months)

- 1 week basic PADI training for diverse; 1 week for advanced level diving.. to incorporate reef ecology and monitoring module. (\note that KWS lacks sufficient good SCUBA diving equipment to allow ongoing monitoring by staff)
- Reef check – training can be given in 4 days intensive training. It is not clear if this training is still available or could be a potential partner (see list of sponsors in 2.2 above.
- KWS has some internal courses and can make staff available for short or long courses if they fit their needs

3.2 What budget and resources are needed? What co-financing do you have? What do you want to ‘spend’ your co-financing on (i.e. priorities)?

- Private sector can contribute logistics/transport (venues) and some money, notably for reef access and training rooms in hotels. Also rely on NGOs like SNV/DANIDA to provide skills training. (see also list of past sponsors in 2.3 above)
- Dive operators have equipment, but not scientifically based knowledge. Some dive operators can provide some support with equipment, and offering discounts for training.

- KWS has training institute who could partner in delivery (example is the current International Wetlands Training Course – a certificate course).

4.0 Actions and Recommendations

4.1 Proposed actions and strategy – which approaches, events, modules, where and when?

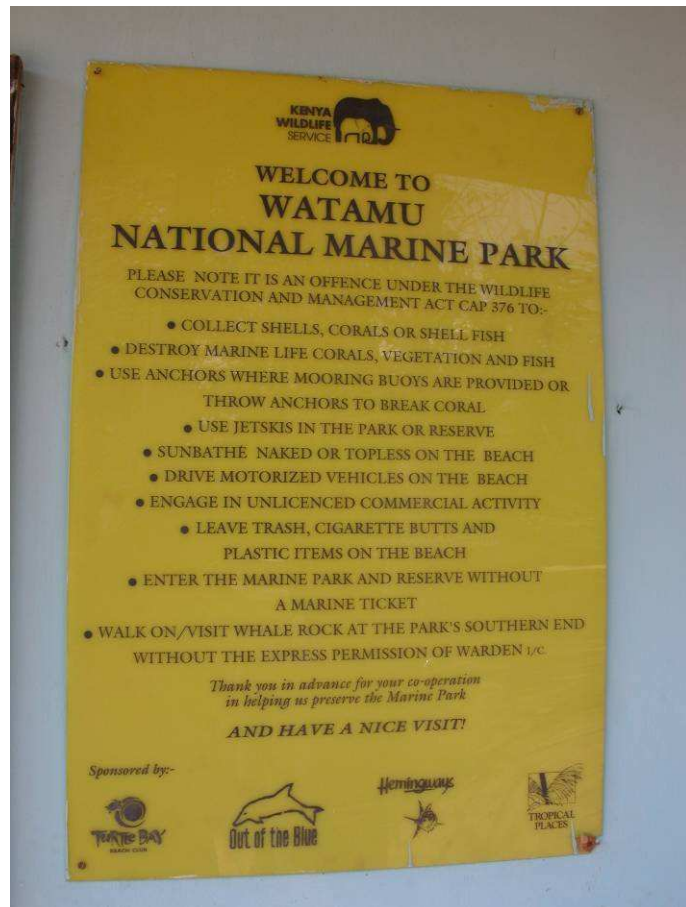
- Provide awareness training for dive operators and boatmen
- Provide training in reef monitoring to key partners in the region
- Have a specific workshop of participants in module development along with representatives of potential course participants to develop curriculum and to participate in field testing.

4.2 Key challenges (Learning and sharing issues Information capture and processing issues, others)

- Financial support to pay for the training, which can be expensive.
- Need to work on a mechanism to institutionalise/retain training and knowledge in the destination, so that it is not lost (such as those trained in Malindi in 2003)
- Follow up and consistency – ensuring training provided is applied, and that it is refreshed over time. Often there have been excellent ideas, and training initiatives have begun, but then it stops.
- A challenge is to find solutions to local problems, particularly relating to the environment. For example, it would be good to find competent people locally who can address the environmental problems, using their skills and the combination of university resources of students and contacts with the community.
- Key challenge is to get participation by most important stakeholders – boatmen, dive operators, fishermen, and tour providers. Watamu Marine assoc is key ally.

4.3 Logistics and Governance issues (level of support for priority areas, assumptions regarding host country inputs).

- Develop more forceful means to monitor and enforce reef behaviour (in Park and other reef areas).
- Getting people in the community to become partners in reef and beach monitoring and enforcement
- Reinforce the links between Watamu Marine Assoc, Marine Park, local officials and potential providers of expertise and support



5.0 Who are the potential partners, and what are their roles and responsibilities?

Stakeholder	Roles	Responsibilities
Government:	Policies and legislation formulation	
• Local government	Regulation of structural and infrastructural developments Development and implementation of by-laws	
• National	KWS/Marine Park	
Private sector:	Dive operators	
Communities	Watamu Marine Association	Catalyst for participation Can help gain access to boatmen and dive shops.
NGOs and media	Training, advocacy, information dissemination and sharing	
Donor agencies	Financial support	
Focal point	Coordination and supervision	Catalyst to organize partners

Country Summary: Priorities Across all three areas

There are commonalities among the three areas, generally relating to the lack of awareness of environmental issues and opportunities, the links between community benefits and sustainability, and how to deal with tourism as a key element in the sustainable development of the community. There are many unrealized opportunities associated with the socially and environmentally positive tourism. As well, there is a general lack of local understanding of how tourism works, how to best deal with tourists and the tourism industry, and how to optimize benefits to the community. For that reason, awareness modules are seen as the essential initial training combined with customer care training. This applies to beach operators, boat operators, ecotour guides and KWS staff, showcasing best practice and the potential benefits associated with sustainable approaches. As well, there is a general need to buttress understanding of best planning approaches for coastal zones, tourism in fragile environments, and means to integrate local development, environmental conservation and tourism.

Annexes

Annex 1: Meeting Notes

Contents:

- Ecotourism Kenya
- Kenya Association of Hotel Keepers and Caterers
- Kenya Marine Parks Mombasa Station
- Kenya Wildlife Service Mombasa
- Kenya Tour Operators Association
- Malindi Environment Committee
- Malindi Green Town / Environment Committee Chair
- Martin Simba NEMA
- Mombasa Polytechnic
- NEMA Focal Point
- Pwani University
- Tourism Kenya
- Watamu Marine Association

Meeting Report Sheet: Ecotourism Kenya

Date: _____26/4 Location_: Nairobi_____

Attendees Edith Alusa Bosire, CEO Ecotourism Kenya

1. Subjects covered: (e.g. EMS, certification, poverty reduction, ecotourism, reefs, other) EMS, ecotourism, possible collaboration in training

TRAINING NEEDS

2. What is the current status of training on this issue? Who is are already trained in the country? (People, institutions providing training)

DANIDA has project for training for cultural tourism

Some ecotourism training done by Ecotourism Kenya – but not coastal focus

3. Who needs to be trained on this issue? (Specifics, numbers where possible, officials, industry, managers, workers etc)

- Extensive need for ecotourism training
- Their approach is workshop first to scope needs and develop approach and curriculum, then design actual training, Prefer hands on and experiential learning

4. What extra training is needed? What are the priorities?

Needs remain extensive

5. What are the specific subject areas (curriculum modules) where training is required? (List about 3-5 priority issues to address in this training)

- Coastal ecotourism
- Green star launch (with NEMA) – certification
- Assistance with marketing and positioning for ecotourism enterprises
- Getting industry to mentor

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training)

Little capacity in coastal, Society now has coastal chapter

Potential participation in mentoring

7. What training modules are already available? (Local, in region)

Ecotourism society has general modules re ecotourism, green properties, green management.

8. What specific training modules are still needed? (i.e. gaps) Coastal tourism focus

9. BAP/BAT – examples or potential for on-site training and mentoring?

Have many good examples available

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (days, weeks months) Varied

11. What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)?

- Open to negotiation on approach and modules

ACTIONS AND RECOMMENDATIONS

12. What are the proposed priority actions and strategy for implementation? (Approaches, events, modules, where and when)

- Stay in contact – interested in partnering and seem to have good capacity

13. What are the key challenges? (Learning and sharing issues, information capture and processing)

- Coastal focus

14. What are the logistics and governance issues ((level of support for priority areas, assumptions regarding host country inputs)

- Joint project possible

15. Who are the potential partners and what are their roles and responsibilities (and see next sheet)

Can partner, also potential with DANIDA

- Excellent potential partner.

Meeting Report Sheet: Kenya Assoc of Hotel Keepers and Caterers

Date: _____ 13 April _ Location; MOMBASA

Attendees: _____ Gladwell. V. Mumla, Kenya Association of Hotel Keepers and Caterers,
eco-coast@kahko.ke

1. Subjects covered: EMS, certification, community involvement

TRAINING NEEDS

2. What is the current status of training on this issue? Who is already trained in the country?
(people, institutions providing training)

Limited training in key areas like governance and enforcement, changing attitudes and knowledge base for key players in hotel industry

3. Who needs to be trained on this issue? (specifics, numbers where possible, officials, industry, managers, workers etc) certification and enforcement

- Tour operators
- Hotel managers, GMs and owners
- Investors in hotel sector

4. What extra training is needed? What are the priorities?

Short courses and sensitization to risks, sustainability

4. What are the specific subject areas (curriculum modules) where training is required? (List about 3-5 priority issues to address in this training)

EMS, certification

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training)

\Can help organize lower cost meetings and workshops (notably in low season)

7. What training modules are already available? (Local, in region)

Security management for hotels (private contractor from overseas)

8. What specific training modules are still needed? (I.e. gaps)

- Community tourism: how to get involvement, sensitization to tourism and environment, how to get good participation, how to involve hotels in local communities, involving communities- who is the community

- Best Practice in hotel and resort design (put in annual symposium for hoteliers and investors)

9. BAP/BAT – examples or potential for on-site training and mentoring?

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (Days, weeks months)

- EMS – practical 1-3 day workshops in low season (May-Jul)
- Short sensitization and awareness modules for owners, manager, community,
- Risk management - maybe build into Annual Symposium of investors and owners (each June)

11. What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)?

- Hotel Assoc can help in-kind and set up low cost meetings in member hotels, notably those with best practice. (Likely accommodation at 5000Ks per day max even at best hotels. Most Kenyans will expect training to be free but to pay for accommodation. Hotel Assoc can obtain good rates, advertise and circulate results)

ACTIONS AND RECOMMENDATIONS

12. What are the proposed priority actions and strategy for implementation? (approaches, events, modules, where and when): Short courses (e.g. EMS, risk mg) can help organize

13. What are the key challenges? (Learning and sharing issues, information capture and processing): Costs and timing

14. What are the logistics and governance issues ((level of support for priority areas, assumptions regarding host country inputs)

- Hotel Assoc prepared to be active player and help design and deliver

Meeting Report Sheet: Marine Parks Mombasa Station

Date: ____14 April____ Location: ____Mombasa____

Attendees: Patrick Guada, Centre Director Mombasa Station

1. Subjects covered: Protection of reefs outside Marine Protected Areas, monitoring of reef beds, monitoring areas outside those protected by KWS

TRAINING NEEDS

2. What is the current status of training on this issue? Who is already trained in the country? (People, institutions providing training)

- Current programs: mangrove protection, construction of boardwalks, (for tourist access)
- Monitoring training for own staff, some specialized courses for own staff – ranging from CZM to stewardship, reef protection, protection of charismatic species

3. Who needs to be trained on this issue? (specifics, numbers where possible, officials, industry, managers, workers etc)

- Integrated planning
- How to mobilize and build capacity in communities (for e.g. monitoring)

4. What extra training is needed? What are the priorities?

- Dealing with communities, mobilizing communities in e.g. beach management units
- Science for the public (for key scientists)

5. What are the specific subject areas (curriculum modules) where training is required? (List about 3-5 priority issues to address in this training)

- Success stories – reef management, public participation, examples and workshops

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training)

- KWS now does some

7. What training modules are already available? (local, in region)

- See KWS

8. What specific training modules are still needed? (i.e. gaps)

- Reef BAP
- Specific training for some specialists (will release staff for longer courses)

9. BAP/BAT – examples or potential for on-site training and mentoring?

- Reef BAP most critical

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (Days, weeks months)

- Can provide experts for some courses/workshops
- Time is not critical factor for their staff participation

11. What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)? No specifics noted

ACTIONS AND RECOMMENDATIONS

12. What are the proposed priority actions and strategy for implementation? (approaches, events, modules, where and when)

- How to deal with hot spots, particularly reefs
- Reef best practice (for communities, guides)

Foreign best practice on success stories

13. What are the key challenges? (Learning and sharing issues, information capture and processing)

- Hard to get community involvement
- Competition for resources (maybe take workshop to worst areas of conflict like Malindi –as well as best practice sites)

14. What are the logistics and governance issues ((level of support for priority areas, assumptions regarding host country inputs) – none noted

15. Comments:

- potential partner in providing expertise for reef and coast training

Meeting Report Sheet: Kenya Wildlife Service Mombasa

Date: _____13 Apr____ Location: _Mombasa_____

Attendees: Dr Mohammad Omar, Kenya Wildlife Service

1. Subjects covered: community involvement, harassment by beach vendors, ; need for green marketing and branding for tourism products; small business development; diversification of tourism product – ecotourism in villages; water management for hotels

TRAINING NEEDS

2. What is the current status of training on this issue? Who is already trained in the country? (People, institutions providing training)

- None now. – but may be some WWF capacity building in communities – e.g. Lamu marine area management
- Malindi – training going on now for emergency response – joint with Brazil

3. Who needs to be trained on this issue? (Specifics, numbers where possible, officials, industry, managers, workers etc)

- Local community and entrepreneurs – how to cooperate and participate
- Hotel managers

4. What extra training is needed? What are the priorities?

- Beach management, environmental monitoring, train boat operators to do tourist management and environmental monitoring

5. What are the specific subject areas (curriculum modules) where training is required? (List about 3-5 priority issues to address in this training)

- How to work with the community, local supply for hotels, local benefits
- Sensitization to sustainable tourism , -for hoteliers and community
- How to mobilize partners
- Pollution control best practice – hotels and communities

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training)

- Regular training given for rangers in basic monitoring – reefs, shore

7. What training modules are already available? (local, in region)

- Enforcement for rangers
- Turtle nesting site monitoring (in house)
- Beach erosion (basic given in house to rangers)
- Some have training in monitoring reef ecology – (snorkel depth only)

8. What specific training modules are still needed? (i.e. gaps)

- Diving training for reef monitoring
- Data collection and monitoring while on patrol
- How to mobilize community /operators to do monitoring
- GIS/GPS for use in monitoring

9. BAP/BAT – examples or potential for on-site training and mentoring?

- Marine parks are good practice examples; Protected area management models for marine areas

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (Days, weeks months)

- Very flexible re time and timing - can give leave for longer term specialized training.
- One to three week courses often given.

11. What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)?

- Has some training budget –could match?

ACTIONS AND RECOMMENDATIONS

12. What are the proposed priority actions and strategy for implementation? (approaches, events, modules, where and when) Very flexible

13. What are the key challenges? (Learning and sharing issues, information capture and processing)

- Linkages to community and hoteliers. mobilizing others to help in monitoring

14. What are the logistics and governance issues ((level of support for priority areas, assumptions regarding host country inputs) Not discussed

15. Who are the potential partners and what are their roles and responsibilities (and see next sheet)

- KWS – has training budget and could cooperate via training department
- KWS has training institute who could partner in delivery (example is the current International Wetlands Training Course – a certificate course .

12. Other comments:

- Issues re reef bleaching harm reefs and tourism.
- Observed decline in beach tourism

Meeting Report Sheet: Kenya Tour Operators Assoc

Date: _____ Apr 14 _____ Location _____ Mombasa _____

Attendees: Michae M Murtihi, KENYA TOUR OPERATORS Association

1. Subjects covered: (e.g. EMS, certification, poverty reduction, ecotourism, reefs, other)

Tours, drivers, guiding – training needs

TRAINING NEEDS

2. What is the current status of training on this issue? Who is already trained in the country? (people, institutions providing training)

Some training with KWA and some quality monitoring (not formal)

3. Who needs to be trained on this issue? (Specifics, numbers where possible, officials, industry, managers, workers etc)

Guides, drivers - in quality control to international standards

Need certification – training in how to get certified

4. What extra training is needed? What are the priorities?

- How involve stakeholders
- How generate cooperation

5. What are the specific subject areas (curriculum modules) where training is required? (List about 3-5 priority issues to address in this training)

- Certification and meet international standards
- Short on-site courses (2-3 days in off season – MAY-JUNE)

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training)

Some done with KWS

7. What training modules are already available? (Local, in region)

Limited – protected area specific

8. What specific training modules are still needed? (i.e. gaps)

- General understanding of sustainable tourism
- How use guides as monitors of tourism impact, environmental conditions

- Guides to monitor a few key indicators

9. BAP/BAT – examples or potential for on-site training and mentoring?

Southern Cross Safaris do good guide training – could be partner in delivery?

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (days, weeks months)

Very short and practical.

11. What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)?

Joint with KWS?

Companies small with very limited training budgets

ACTIONS AND RECOMMENDATIONS

12. What are the proposed priority actions and strategy for implementation? (approaches, events, modules, where and when)

Good guiding course – with international status,, sustainable tourism contents, quality tours , visitor management skills (for problem tourists)

13. What are the key challenges? (learning and sharing issues, information capture and processing)

- Little direct interest by operators unless it leads to profit (maybe focus on risk management)
- Problem to access most operators – few involved
- Could have risk presentation to key operators

14. What are the logistics and governance issues ((level of support for priority areas, assumptions regarding host country inputs) Association could help organize sessions.

Meeting Report Sheet: Malindi District Environment Committee

Date: _____ April 15 _____ Location _____ Malindi _____

Attendees

Name	Designation	Address
1. J. Chepkwondy	DOI	Box 1 MLD
2. Joel Rotich	OCS	Watamu Police station
3. Nicholus Mwaita	Buildings Insp. (Mun. Coun. MLD)	Box 37 MLD
4. J.M Kibaara	For DMO(Arid lands)	Box 1801 MLD
5. Steve Trott	CEO-WMA	Box 120 MLD
6. Isaac Wafula	Fisheries	Box 12 MLD
7. K.S Fondo	Kenya Forest Service	Box 201 MLD
8. A. Mwenda Riungu	Dist. Physical . Planner	Box 1661 MLD
9. Francis Kagema	Nature Kenya	Box 11 Gede
10. Ted Manning	Consultant	Canada
11. Samuel K. Nganga	Dist. Envir. Officer (NEMA)	Box 1728 MLD

Subjects covered: Reef degradation, reef enhancement, community involvement and public information

TRAINING NEEDS

1. What is the current status of training on this issue? Who is are already trained in the country? (people, institutions providing training)
 - Limited KWS input to fishermen re reef
 - There are codes of practice for beach merchants, boatmen, dive companies, - too little enforcement
3. Who needs to be trained on this issue? (Specifics, numbers where possible, officials, industry, managers, workers etc)
 - For fishermen –reef protection
 - Community – how to participate, value of environment, tourism
 - \Planners – greater CZM. Zoning enforcement, BAP
 - Community leaders – better communication. Effective liaison

2. What extra training is needed? What are the priorities?

- Basic package on information on sustainability and tourism – awareness for locals – many levels
- Community based training – for current leaders and NGOs
- Small business-capacity building re quality, business sustainability, tourism and the environment, visitor management, marketing
- Designing new ecotourism offer – for small entrepreneurs and communities
- Improved approaches to coastal zone planning and management - best practice
- Mentoring and support services to new ecotourism enterprises

5. What are the specific subject areas (curriculum modules) where training is required? (List about 3-5 priority issues to address in this training)

- Basic awareness training at community level- to include concept of sustainable tourism, value of tourism and environment to community, basic visitor management
- Best practice in community awareness and how to contact and mobilize locals (for officials, NGOs)
- Small business basics for ecotourism enterprises and small community tourism (incl marketing, positioning, basics of tourism management)
- Best practice for ecotourism (new initiatives) - links to small business above (plus mentoring and support services to small enterprises)
- Best practice in zoning planning and enforcement (for officials)

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training)

- Some analogous courses available at Pwani University College (Kilifi) and at Mombasa Polytechnic. KWS and some local NGOs have small role and informal sessions. KWS does provide training for its own projects.

7. What training modules are already available? (Local, in region)

- None specific – some generic courses in environmental management, community development and tourism management now available at local colleges.

8. What specific training modules are still needed? (I.e. gaps)

- See 5 above
- Fishermen training – as monitors in early warning.

9. BAP/BAT – examples or potential for on-site training and mentoring?

Several hotels have capacity as do local colleges. Hemingway's and Turtle Bay Beach Club are good models for hotels and links to community.

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (Days, weeks months)

- Short courses on site best for most. Priority for training in low season (May-June)

11. What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)?

- While NEMA, other agencies have some small budgets, locals have very limited funds. Need to be creative in counting local contribution (in kind, facilities, existing training budgets etc).

ACTIONS AND RECOMMENDATIONS

12. What are the proposed priority actions and strategy for implementation? (approaches, events, modules, where and when)

- First emphasis is on involving community more – basic awareness at all levels.
- Important to make it local and hands on – but with BAP/BAT from Kenya and elsewhere.

13. What are the key challenges? (Learning and sharing issues, information capture and processing)

- Hard to get most to become involved – while there are core leaders, many not on board
- Useful to have some form of recognition or certificate
- Need to show real benefit to participants

- Need better capacity to deal with public effectively – at all levels

14. What are the logistics and governance issues: NEMA and Tourism key (need more from Kenya Tourism)

Need to portray this as risk management, diversification, employment opportunities as well as benefits to overall community.

15. Who are the potential partners and what are their roles and responsibilities (and see next sheet)

- Watamu Marine Association is critical, willing and key to effective implementation. Group of knowledgeable persons willing to for example participate in strategy and curriculum development. Pwani University College and Mombasa Polytechnic University will participate and have some capacity.

Meeting Report Sheet: Malindi Green Town, Chair District Env't Cttee (Godfrey Karume)

Date: _____ 15 Apr _____ Location: Malindi

Attendees: Malindi Green Town Movement - Godfrey Karume, Chair District Env't Cttee/Green Town Movement

1. Subjects covered: Beach planning and control, physical planning of tourism, visitor management, Sources of beach pollution

TRAINING NEEDS

2. What is the current status of training on this issue? Who is already trained in the country? (People, institutions providing training)

- No training on key subjects

3. Who needs to be trained on this issue?

- Two key areas: fishermen vendors and boat owners; leaders and officials;

4. What extra training is needed? What are the priorities?

- Public awareness (via beach management groups, resident groups)
- Awareness for local authorities (why sustainable tourism, environment protection)

5. What are the specific subject areas (curriculum modules) where training is required? (List about 3-5 priority issues to address in this training)

- Risk management (hotel owners and officials) show them how good environmental management makes them money
- Get to investors and officials – with risk and benefit based ideas – good development (need models)
- Strengthen planning and regulation for coast
- How beaches work/beach ecology awareness
- Local awareness of rights and rules – how to best manage the beach for all –including how to conserve the turtles, values, knowledge is power

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training). Some courses at universities but not direct on subject

7. What training modules are already available? (Local, in region)

8. What specific training modules are still needed? (I.e. gaps)

- Better planning tools for officials
- Modules for hoteliers and officials on best practice and benefits of doing it.

9. BAP/BAT – examples or potential for on-site training and mentoring?

- Turtle Bay Beach Club – for sensitive planning and operations
- Hemingway’s resort

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (Days, weeks months)

- Keep it short, do it local

11. What budget and resources are needed? What co-financing do you have? What do you want to ‘spend’ your co-financing on (i.e. priorities)?

- Limited access to co-funding locally.
- KWS does some courses and could partner.

ACTIONS AND RECOMMENDATIONS

12. What are the proposed priority actions and strategy for implementation? (Approaches, events, modules, where and when)

13. What are the key challenges? (Learning and sharing issues, information capture and processing)

- Key is mobilizing and involving the community. Training/awareness for them.

14. What are the logistics and governance issues ((level of support for priority areas, assumptions regarding host country inputs)

- No comments

15. Who are the potential partners, and what are their roles and responsibilities

Meeting Report Sheet: Martin Simba, NEMA

Date: ___Apr 13___Martin Simba NEMA___ Location_: Mombasa

Attendees: Martin Simba, NEPA Compliance and Enforcement

1. Subjects covered: EMS, certification, poverty reduction, ecotourism, reefs, and enforcement. Sewage treatment for hotels, access to best practice re water and sewage, New treatment technologies,

TRAINING NEEDS

2. What is the current status of training on this issue? Who is already trained in the country? (People, institutions providing training)

- District officers receive training in enforcement and regulation.

3. Who needs to be trained on this issue? (Specifics, numbers where possible, officials, industry, managers, workers etc)

- District environmental. Officers need access to new tools re regulation, enforcement, how to deal with community
- Other departments need sensitivity and awareness to env problems
- New skills needed in environmental monitoring, enforcement techniques

4. What extra training is needed? What are the priorities?

- Awareness – broader awareness for environmental officers
- Sensitization/awareness for officers of other departments (can they be provided techniques to help monitor conditions and progress?)
- Hotels – treatment solutions /EMS
- How to develop cooperative relations with hotels/enterprises re environment

5. What are the specific subject areas (curriculum modules) where training is required? (List about 3-5 priority issues to address in this training)

See 4

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training)

- Kenya institute of Administration develops and provides specific modules on regulations, enforcement methods
- Special expatriate courses given by British specialists on enforcement

Kenya Training Needs Assessment

Tourisk Inc. 2010

7. What training modules are already available? (Local, in region)

- None known re sustainable dev/tourism

8. What specific training modules are still needed? (I.e. gaps)

- How to market environmentally sensitive tourism (positioning and pressure)
- How to stimulate use of best practice (why and how certification for hotels) – for both NEMA staff and for key hoteliers (owners, managers)
- Integrated planning approaches for destinations (climate change mitigation, CZM, sustainable development, integrated planning) \need both for general awareness and specific technical capacity
- Community engagement – how to best deal with communities, involve them, awareness and participation

9. BAP/BAT – examples or potential for on-site training and mentoring?

- Severin Hotel has good sewage system

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (Days, weeks months)

On site resident courses/workshops. One week best but flexible.

11. What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)?

- Can use part of normal training budget to co-fund some courses. Not clear whether new funds likely available.
- World Bank project re Coast Environment may be able to partner.

ACTIONS AND RECOMMENDATIONS

12. What are the proposed priority actions and strategy for implementation? (Approaches, events, modules, where and when) No specific comment

13. What are the key challenges? (Learning and sharing issues, information capture and processing) Lack of integration.

14. What are the logistics and governance issues ((level of support for priority areas, assumptions regarding host country inputs)

Not discussed

15. Who are the potential partners and what are their roles and responsibilities (and see next sheet)

- Kenya Cleaner Production Centre re energy savings and EMS
- Coast Environment Project (with similar livelihood focus)
- Provide modules with local universities (Mombasa Polytechnic, Kalifi – as short courses for managers in low season.
- Kenya Community Based Tourism - for ecotourism

.16. Other comments:

- New approach to classify hotels and apply different regulations to type and size. Issue is payment – capacity to pay is not same for big and small.

Meeting Report Sheet: Mombasa Polytechnic

Date: _____April14_____ Location: Mombasa_____

Attendees: Wahida Bana, Dean of Business and Social Studies, Mombasa Polytechnic

1. Subjects covered: Current capacity of university in this area, status of courses, interest and willingness to take on new coastal tourism courses and training sessions.

TRAINING NEEDS

- What is the current status of training on this issue? Who is already trained in the country? None now. Some community development courses are closest

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training)

- MP could take this on – similar to several current initiatives. University now has tourism, environment and community development departments. Can package expertise to meet needs like integrated coastal management, EMS for hotels etc.

7. What training modules are already available? (Local, in region)

- At MP. marine environment studies, marine fisheries courses, hotel management (now degree program) could build environmental management module into existing programs

8. What specific training modules are still needed? (I.e. gaps) : To be determined

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (Days, weeks months)

- MP is currently providing workshops and short courses for communities – has experience with community adult education and modules for hotel training

11. What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)?

- Courses need to be inexpensive for locals. Costs for facilitators run about 5000Ks per day, PhDs 10000Ks and Experts up to 15,000 ks. Costs for each level of students will be different. Low on site, higher for resident courses and workshops. Sr Mgrs will pay more for short courses. Each course will be individually costed once defined. Tuition is traditionally low and often subsidized.

ACTIONS AND RECOMMENDATIONS: Mombasa Polytechnic is willing to become an active partner – seeks projects like this to expand curriculum. Have several faculties who are likely to participate.

Meeting Report Sheet: NEMA/focal point

Date: _____12 April_____ Location___NEMA Nairobi

Attendees: Baraza Wangwe (focal point), Stephen Katua, Deputy Director, Head Coastal , Marine and Freshwater sub department

1. Subjects covered: Overall project and progress to date, need for comprehensive training covering coastal management, CZM, climate change, low impact development, capacity building for communities to get involved

TRAINING NEEDS

- What is the current status of training on this issue? Who is already trained in the country? Currently little training, some tourism management and some specific training such as that put on by this project for pilot site coordinators.
3. Who needs to be trained on this issue?
- Discussion covered potential for explicit course on coastal environmental/tourism planning – for officials and maybe also for general awareness.
4. What extra training is needed? What are the priorities?
- CZM, EMS/certification to Kenya standard, eco-certification to Kenya Ecotourism Society Standards.
5. What are the specific subject areas (curriculum modules) where training is required? (List about 3-5 priority issues to address in this training)
- Ecological and vulnerability mapping
 - Indicators/monitoring state of coastal environment
 - Climate change and coastal tourism (adaptation)
 - Integrated Coastal Zone Management

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training) : No local source known
7. What training modules are already available? (Local, in region)
- May be some associated with WWF or Kenya Coast Development Program of UNEP (UNDP?) GEF project
8. What specific training modules are still needed?
- Ecological and vulnerability mapping

- Indicators/monitoring state of coastal environment
- Climate change and coastal tourism (adaptation)
- Integrated Coastal Zone Management

9. BAP/BAT – examples or potential for on-site training and mentoring? None discussed

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (Days, weeks months): Not known

11. What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)?

- NEPA may be able to get budget for key elements, (not yet committed). Also in kind contributions .for some priorities

ACTIONS AND RECOMMENDATIONS

12. What are the proposed priority actions and strategy for implementation? (approaches, events, modules, where and when): to be discussed

13. What are the key challenges? (learning and sharing issues, information capture and processing)

- Not much in place to build on. Some base information still being initially collected (ecological, state of environment, most not spatially integrated. Need for clearing house function.

14. What are the logistics and governance issues ((level of support for priority areas, assumptions regarding host country inputs)

- Commitment of funds not yet secured – unlikely to happen before projects chosen.
- \Focal point to coordinate training but actual delivery will be elsewhere. Pilot site coordinators to coordinate onsite training.

15. Who are the potential partners and what are their roles and responsibilities (and see next sheet)

- Mombasa \Polytechnic and new Pwani University likely partners. No current offer in this area but some interest.

16. Other comments:

- Watamu was selected as excellent integrated pilot – having many aspects of issues in one place. It continues to be so.
- Need for information clearing house on coastal issues and solutions.

Meeting Report Sheet: Pwani University

Date: _____April 16_____ Location_____Kilifi_____

Attendees: Ronald Juma, Administrator Student Affairs, Pwani University College

1. Subjects covered: (e.g. EMS, certification, poverty reduction, ecotourism, reefs, other)

Courses offered by Pwani, current role re environment, coasts, tourism and community

TRAINING NEEDS

2. What is the current status of training on this issue? Who is already trained in the country? (people, institutions providing training)

- New institution which has some water management, education, community and environment courses.
- Some current projects of adult training for German Aid. Is willing to develop and deliver new courses at campus or on site.
- Campus is about 1 hour drive from Watamu and one hour from Mombasa. Can house up to 60 residents for workshops etc.
- Each proposal costed individually. Would be interested in developing new interdisciplinary courses with coastal focus.

7. What training modules are already available? (Local, in region)

- Some general environment courses given.- not with specific coast focus but some content. Current staff could be interested.

11. What budget and resources are needed? What co-financing do you have? What do you want to 'spend' your co-financing on (i.e. priorities)?

- Courses done on cost recovery basis – each negotiated individually. Will provide quote if requested for specifics.

12. Other comments: Potential local partner in delivery of courses and workshops.

- Subsequent correspondence has indicated active interest in participation in this project

Meeting Report Sheet: Tourism Kenya

Date: _____ April 27 _____ Location: Nairobi

Attendees: Kipcorir Lagat, Director of Tourism, www.tourism.go.ke

1. Subjects covered: (e.g. EMS, ecotourism, reefs, other)

- Hotel EMS and certification – ISO 14K and audit requirement

TRAINING NEEDS

2. What is the current status of training on this issue? Who is already trained in the country? (people, institutions providing training)

- Certifiers now trained for star system. Limited environmental component. Aiming at East Africa wide brand.
- No legal requirement for EMS but environmental audit required.

3. Who needs to be trained on this issue? (Specifics, numbers where possible, officials, industry, managers, workers etc).

- Training for auditors needed
- Tour operators need to be sensitized

4. What extra training is needed? What are the priorities?

- None specific – will be linked to progress on establishing standard
- What are the specific subject areas (curriculum modules) where training is required? Awareness for hoteliers re EMS, environment
- Technologies available for hoteliers (how about link to Kenya Assoc of Manufacturers re new and emerging energy, water etc technologies)
- Hotel water and energy management

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training)

- Little specific

7. What training modules are already available? (local, in region)

- Ecotourism /Society does sanction certain hotels (a few at coast)
- KWS does some guide training (again most is wildlife oriented)

- SNV has STEP project and consultant in Nairobi – focus on inland tourism but was a workshop at Watamu - and some grant programs to small enterprises for up to \$4000

8. What specific training modules are still needed?)

- Basic ecotourism management

9. BAP/BAT

- Masai Mara is best case for ecotourism

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (Days, weeks months)

- Not discussed extensively but short for managers

15. Who are the potential partners, and what are their roles and responsibilities

- Could build on STEP approach and framework and build in coastal modules
- Need for small business training for ecotourism

16. Other comments:

Meeting Report Sheet: Watamu Marine Association

Date: _____ Apr 16 _____ Location _____ Watamu _____

Attendees: About half of association present

Name	Designation	Address
1. William Nambuya	WMA	Box 120 Watamu
2. Rachel Kataa	NWEIG	Watamu
3. Nasrin Suleiman	LOT. Watamu T. Watch	Box 125 Watamu
4. Kadagi Ndela Nelly	LOT. WTW	Box 125 Watamu
5. Nafula Elcah	WMA	190 Watamu
6. Collins Obura	TBBC	Box 10 Watamu
7. Henry Kigen	A Rocha Kenya	Box 383 Watamu
8. Justin Kitsao	Watamu Safar. Sellers(WMA)	Box 476 Watamu
9. Fazal Omar	Watm. Ass. Boat Opera.	Box 5 Watamu
10. Rehema Safari	COBEC (Comm. Env. Co-ord)	Box 229 Watamu
11. Steve Trott	CEO WMA	Box 120 Watamu
12. Jackson Mwamure	MCCC(SITA)	Box 130 Watamu
13. Arafa Salim	MCCAG/Nature Kenya	Box 201 MLD
14. Joshua Wambua	Umoja Curio Sellers	Box 579 Watamu
15. Edward Mwamuye	COBEC	Box 209 Watamu
16. S. K Nganga	Dist. Env. Officer (NEMA)	Box 1728 MLD

1. Subjects covered: role of committee; (need of hotels for training re EMS/response to audit; community involvement;; waste management; support for small enterprises; reef protections

TRAINING NEEDS

- What is the current status of training on this issue? Who is already trained in the country? Little suitable training now – some specific training done by KWS and by NGOs – in for example beach awareness, boating on reef
3. Who needs to be trained on this issue? (Specifics, numbers where possible, officials, industry, managers, workers etc)
 - Hotel managers and investors top level (sensitization to risk/benefits)

- Training of community contact officials on how to better mobilize community

4. What extra training is needed? What are the priorities?

- For officials improved means to deal with locals, tourist management, strengthen local capacity
- Improved overall coastal planning (CZM, land use, regulation)

5. What are the specific subject areas (curriculum modules) where training is required? (List about 3-5 priority issues to address in this training)

- Sustainable tourism awareness for beach operators (basis awareness for public on beach management/tourism issues (could involve KWS)
- Basic tourist management (for guides and boat operators)
- Reef tourism – basic management for boat operators and guides (joint with KWS?)
- EMS for hotels (also more rudimentary module for general awareness of how to green hotels – best practice in energy water and site management)
- Best practice in protected area management (focus on best practice for range of site managers – private and public)
- Improved coastal zone planning and management. – for professionals

TRAINING CAPACITY

6. What is the current capacity to provide this training or similar (e.g. institutions, local trainers providing training)

- Aware of some capacity in KWS, selected NGOs and local colleges/universities
- Some expert capacity in best hotels, NEMA, fisheries, which has sometimes been made locally available. No consistent access.

7. What training modules are already available? (Local, in region)

- Some training in specific courses at universities. Nothing normally given locally (except as part of a specific project e.g. German aid on one community agriculture project)
- Ecotourism help is available via Kenya Ecotourism Society

8. What specific training modules are still needed? (I.e. gaps)

See 5 above. Also there is a key need for local training in how to plan, develop and manage and market ecotourism products.

9. BAP/BAT – examples or potential for on-site training and mentoring?

Watamu marine protected area has some good attributes including strong local involvement.

Turtle Bay and Hemingways hotels are potential models for both Hotels and links with community and environment.

SPECIFICS FOR PRIORITY TRAINING AREAS

10. How much time would the training take? (Days, weeks months)

- For local organizers and officials – 5 day practical workshop format on site to focus on WMA, basics of sustainable tourism and coastal management, risk management and examples of suitable best practice. In low season.
- Planning, managing and marketing community ecotourism - for local entrepreneurs – covers basic business management, tourist management, siting, ecological management, marketing etc. Short course in region.
- Community awareness of tourism, coasts and sustainability. (reefs, beaches, wetlands, community) Short awareness sessions for key community and for beach merchants, boatmen, guides, small tourism enterprises. (Covers some basic tourism and diversification of economy issues – why tourism and environment are important.
- Dealing with official agencies and donors – how to develop and package suitable projects for funding.
- Destination image and green marketing

11. What budget and resources are needed? What co-financing do you have? What do you want to ‘spend’ your co-financing on (i.e. priorities)?

- Not much local capacity to match funding but much ability to participate via in kind contributions - hosting facilities, local labour etc.

ACTIONS AND RECOMMENDATIONS

12. What are the proposed priority actions and strategy for implementation? (Approaches, events, modules, where and when)

- Awareness and training has highest priority – the rest can build on this.

13. What are the key challenges? (Learning and sharing issues, information capture and processing)

- Getting all the community involved

- Effective dissemination (WMA can be prime vector and catalyst)

14. What are the logistics and governance issues ((level of support for priority areas, assumptions regarding host country inputs)

Need to involve government agencies in funding.

15. Who are the potential partners and what are their roles and responsibilities (and see next sheet)

Watamu Marine Association should be key local partner. Also can involve Chiefs' office

16. Stakeholder roles and responsibilities

- Watamu Marine Association is the key local association of stakeholders and should be the core partner in delivery
- New technology may make access to information and marketing easier. Could be part of project outreach.

Annex 2: Selected References

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Watamu Bay tour boat

Back cover photo: coastal beach crafts, Mombasa beach. E. Manning photo

