

BA/TTCO/OSA/2021/11.

County Tourism policy, proposed draft.

REPUBLIC OF KENYA

Department of Trade,
Industry (TETI).

Energy, Tourism, and

BOMET COUNTY TOURISM POLICY

SEPTEMBER 2021.

County Tourism policy, proposed draft.

FOREWORD

This is the first Tourism Policy in the County Government of Bomet. The policy was formulated based on the devolved function as a constitutional requirement and as by the County Government act 2012 in harmony with Tourism act 2011.

CIDP 2013-2018, CIDP 2018-2022. The Policy set growth base targets with identified products that have high potential as a priority. In order to achieve this the policy will address the strategic direction on the roles of each level of Government and the same time how private sector can work together in developing tourism sector in the county.

The above framework gave rise to formulation and development of County Tourism Policy as a guiding document in tourism agenda.

The Policy shall address many issues and create a sound and enabling environment that not only provides a solid framework for decision-making by the county government, but also allows sectorial stakeholders to collaborate with county government. The development of this policy has been done with a lot of primary research and consideration in regards to tourism players for successful and sustainable development growth.

The new Policy will keep the tourism sector competitive advantage, and thereby assist Bomet County in unlocking the high potential it has in tourism due to its strategic location in the region with high future prospect for foreign investors.

Juliah chepkuto

County Executive Committee Member (CECM).

TRADE, ENERGY, TOURISM AND INDUSTRY

LIST OF ABBREBRIATION

- TFC - Tourism Finance cooperation+
- KTb - Kenya Tourism Board
- KWS- Kenya Wildlife Service
- KFS- Kenya Forest Service
- CFA-Community Forest association
- NEMA- National Environmental Management Action
- WWF- World Wide Fund
- TF- Tourism Fund

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KTTF - Kenya Tourist Trust Fund

KTF - Kenya Tourism Federation.

WTO- World Tourism Organization

CBO- Community Based Organization

NGO- None Governmental Organization

KWWG- Kenya Wildlife Working Group

KATO – Kenya Association of Travel Operators

KAHC- Kenya Association of Hotel Keepers and Caterers

NMK- National Museum of Kenya

BOK - Bomas of Kenya

KICC- Kenyatta International Convection Centre

HRD- Human Resource Development

M.O.U- Memorandum of Understanding

LC -Local Tourist

LREB-Lake Region Economic Block

KWT -Kenya Water Towers

UNWTO- United Nation World Tourism Organization

KATA – Kenya Association of Travel Agencies

TPU – Tourist Police Unit (proposed protection unit)

KUC- Kenya Utalii College

SME – Small Medium Enterprise

KAAO- Kenya Association of Air Operators

BCWA -Bomet County Women Association.

KFWG-Kenya forest working group

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1.0. PREAMBLE

1.1 Background information.

The defunct local authorities' boundaries for the larger Kericho, the region for many years remained unknown in tourism world because of un identified product and failure to capture tourism as one of the priority areas immediately after independence. Its unique product has remained unmapped, and undeveloped, though Kenya is a premier destination in sub- Sahara Africa. Historically, the first national tourism policy set out in Sessional Paper No. 8 of 1969, and No.1.of 2010, underscore the role of the government with growth targets for the industry and strategies on how Government would participate, hand in hand with the private sector in tourism development to achieve the desired growth targets. Since then, successive National Development Plans and other relevant public policy documents (including the Japanese-funded National Tourism Master Plan of 1995) placed great emphasis on the development of the tourism sector through creation of enabling environment and maintenance of an open-door policy towards foreign investment in tourism but only concentrating in some areas.

County Government of Bomet, in its tourism development agenda shall recognize and take into account the major role that the local investors and the local community can play in sustainable tourism development alongside foreign investors. The tourism act of 2011 tries to address the interest of the local investors through the creation of Tourism Finance cooperation. As a county and being cognizant to the challenges in tourism development by the locals and policy objective of promoting local tourism. It is the prayer of the county that the existing local tourism market potential that can be provided by the locals and external sources as targeted be enhanced.

1.2 Need for County Tourism Policy.

(a)The promulgation of the new constitution 2010 gave birth to two levels of government in Kenya and enhanced by County government act 2012 with specific function that were devolved to counties.

(b)Local Tourism is one of the sectors devolved to counties.

(c)The sector being new in the counties, more especially Bomet with no baseline in place or policy direction, created a need for the process to start in order to have a guiding document geared toward product development in the industry as indicated in the CIDP and as a constitutional mandate.

1.3 Legal Justification framework for Bomet County Tourism Policy.

- The constitution of Kenya (COK) 2010
- New tourism act 2011
- County government act 2012

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- Bomet County integrated development programs (CIDP) 2013-2018, 2018-2022
- County strategic implementation plan 2013-2018, (SIP),
- National tourism strategic plan 2013-2018.
- Proposed Draft County spatial development plan (CSP) 2018-2028
- National Tourism blueprint-2017-2030
- The vision 2030.

The above created a need for Bomet tourism policy formulation, as required to act as a guide in developing this new sector in the county.

Tourism and travel have grown to be one of the main sources of revenue to a recipient country/county both at the local or international level. Its global growth of 4% p.a. due to changes in life style and increasing urge for pleasures and new experiences and innovation has created demand for more hotel facilities and conference, sites for excursion while on businesses. Therefore in order to achieve and make tourism sector realized its maximum potential, a lot has to be done in promoting domestic and local tourism which is a devolved function, though it is difficult to detached it from international tourism due to the fact that tourist product are found in rural areas (counties). A case in point is that of Colombia, Finland, and America, where counties have really developed well package tourism for the benefit of the entire country because of sound tourism policy and strategies adopted by these countries.

In spite of the sector being vulnerable to the threats and impacts of insecurity, the sector remains one of the fastest growing economic sector and pillar, which cannot be ignored due to its strong support to SME. With the rapid development of new technology, tourism has become much more competitive as international marketing of tourism products is enhanced and the consumers are better informed about a wider choice of destinations, their rights, entitlements, and the classified standards of the available facilities in destination areas. The above factors, coupled with increased concern for environmental protection as roll out by (NEMA), have given tourism a new lease of life because of adoption of good conservation strategies e.g. Forest act 2016.

The adoption of Agenda 21 for the Travel and Tourism Industry, sustainable development goals, led to the need for harmonization of existing policies upon which the further Development and diversification of the tourism sector may be based on. This is very important and necessary given that the tourism sector has been identified as one of the sectors that shall contribute significantly towards wealth creation, poverty alleviation and Employment creation (Bomet County vision).

Therefore, it is strategic to harmonize tourism development activities, wildlife, and land-use policies to enable consistency between tourism development and wildlife conservation, and to minimize human-wildlife conflict.

1.4 Policy Formulation Process.

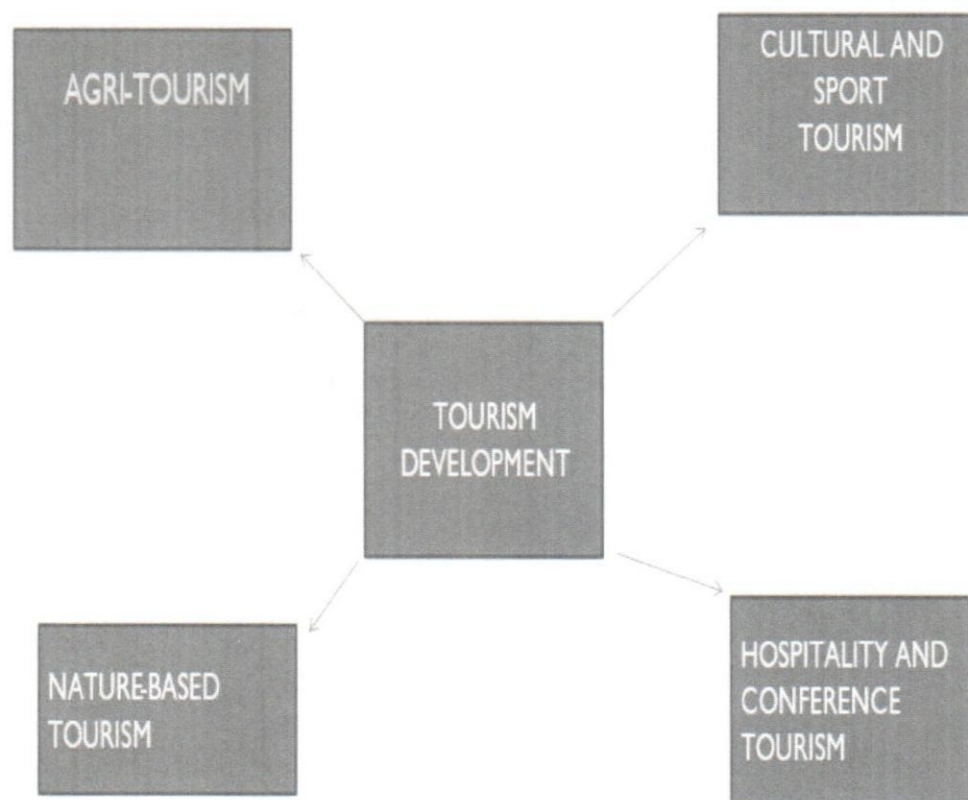
- The legal requirement
- Bomet County integrated development programs 2013-2018, 2018-2022(CIDP)

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- Problem identification
- Profiling of the product
- Departmental strategic concept. (Public engagement for views, training engagement)
- County strategic implementation plan 2013-2018, (SIP).

Product development model

Conceptual framework development model



The nature of the products as per the framework model are still underdeveloped. The assessment as evaluated by the top experience team from Kenya tourism board shows that the products meet

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the required standards. Therefore, having right priorities in place, products development will be easier in regards to monitoring resulting in faster growth of the sector.

1.5. Aim of the tourism policy.

- To give the people of Bomet County and other interested Parties a platform to guide in sustainable tourism product development.
- To specifically outline the roles of the different stakeholders in implementing the programs for the benefit of the citizen of the county.
- Unblock the tourism huge potential in the county and spur tourism enterprise such as art and craft centers, travel operations and many others resulting in the general development of the entire county.

1.6. Future prospect

Bomet tourism sector development growth shall be dedicated to providing affordable quality product and services to the satisfaction of visitors as required by law (tourism act 2011). The sector shall at the same time remain as an engine for socio- economic growth with measurable indicators such as:

- Increased investment (facilities and services) as a result of international interaction.
- Job creation across the industry.
- Raising of better standard of living for the locals.
- Earning foreign exchange e.g direct tea sales through tea tourism
- Encouraging investment and sharing of benefits with local communities
- Catalyst to other service industries growth.
- Inter-county and international understanding or good relation.
- Product quality and services.

Tourism in Bomet County shall become a rational basis for safeguarding the sustainable development and conservation of unique natural assets such as wildlife, forest including cultural preservation for the benefit of present and future generations.

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1.0 CURRENT STATUS.PERFORMANCE AND CONSTRAINT.

1.1. Introduction

Bomet County is endowed with unique combination of natural asset capital suitable for tourism exploitation that comprises of both natural and man- made products at its virgin and original state. These products include:

(a) **Natural resource capital** with variety of flora and fauna (Mau Forest, chepalungu and other forests)-The forest is suitable for wildlife tourism, since the forest has abundant wildlife in natural habitats e.g., the rare Bongos, Scenic beauty along the major rivers e.g., Itare River, and other rivers, rocky and non-rocky hills top within the county namely, Bosto, Abosi, Tulwap mosonik etc. All are undeveloped.

(b)**Well developed agricultural tea landscape** -provided by the tea sector (multi-national tea estate and Embosom County tea farm, Kipsigis highlands and small-scale tea growers.) is an attraction of its own due to memorable experiences that one enjoys from the farm to the factory and lastly the cup. Tea tourism is an emerging tourist attraction in global market. However, it is still underdeveloped inspite of other opportunities that can be realized in business such as direct export resulting in good prices for farmers.

(c) **The diverse cultural heritage and sports** -that are still in virgin stage in terms of exploitation inspite of huge potential by organized group such as kaplelach of Bomet East who meets the national and international standards in performance in different categories, the Centre is yet to developed in order to attract daily visitors and tourist.

(d)**Hospitality industry huge potential** -needs to be developed in a manner that meets the EAC recommendation, since the status of beds and restaurant services are below the standards of visitor's expectation. The available few beds (151 tourist beds) in the county are enough indicator of the existing huge potential and opportunities for investment in the sector.

1.2. Role of tourism in the Economy

Tourism is a key engine of economic that stimulate economic growth due to its high degree of its multiplier effect. The contribution of the sector to county revenue account currently is not measured due to lack of policy guidelines (policy). In the national level, the sector accounts for over 10 percent of the Gross Domestic Product (GDP), making it the third largest contributor to GDP after agriculture and manufacturing and third largest foreign exchange earner after tea.

The tourism sector has been identified as one of the sectors that shall contribute significantly towards poverty alleviation as per the *vision 2030, and National tourism blueprint 2030, County vision*.

The tourism sector is basically labour based, implying that a bigger number of the local population are directly engaged in the industry. The case in point is that Bomet county hospitality sector has created over 1050 **direct employment** (16-20) percentage of county government employees, which is 21% of the potential in the sub-sector growth (hospitality).

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Therefore, if the other sub sectors are encouraged, it can easily employ 3000 more than what the public service have so far employed.

In Kenya, the sector is currently employing over 800,000, of which some 560,000 jobs were in the formal sector and 240,000 jobs in the informal sector (ref. economic survey 2014). The sector in its worst situation is employing over 1050 people directly and another 1500 indirectly (departmental field survey 2015 and 2019). This implies that the sector can be a main source of **Government revenue** with a sound policy in place to support and enhance collection of taxes, duty levies, license fees, entry fees, and others that shall be found necessary.

The partial distribution of tourist attractions as identified based on priority potential shall contribute to equitable distributions of **economic and infrastructural development** resulting in a whole cycle of balanced development in the county that can improve the welfare of the locals in regards to major infrastructure.

Given that the necessary infrastructure and the upcoming superstructures are already largely in place, tourism has the potential to expand rapidly in the county with hospitality sector taking the lead. In the last five years, the number of small cafes in major urban centers of Bomet has sprung up, same in the country side resulting in more support to **SMEs**. Therefore, the county government shall play its facilitative role and enable the players to actively participate in developing the sector for the benefit of the entire county, and the sector shall continue to grow and promote local tourism because of **tourism enterprises** along the circuit. In addition, tourism through its multiplier effect has the capacity and ability to promote rural development through creation of **new commercial and industrial sector (Jua Kali) enterprises** that stimulate demand for locally produced goods and services, and provide a market for agricultural products.

1.3. Negative Impacts

While tourism will contribute positively to the economy of the county, it is considered as a necessary evil due to its impacts on the county's socio-economic fabric and environmental landscape, which includes:

- (a) Increased competition with local citizens for scarce resources natural resources (e.g., water, energy, forest and land) resulting in price inflation.
- (b) Ecological disturbance and by extension pollution.
- (c) Commercialization and adulteration of local cultures.
- (d) High moral degradation such as prostitution, drug abuse and other forms of anti-social behavior.

Since all these are inevitable, the County Tourism Policy shall seek to safeguard the societal resources against any negative effect and influence through legal and legislative framework.

1.4. Performance.

Between Dec 2014 to date, hospitality sector has registered remarkable growth, with new and standards facilities coming up. These facilities are widely spread within Bomet town and Sotik, with some facilities at the final stage of completion. These will increase tourist beds by almost

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150 by the end of 2021. Apart from the hospitality facilities there is a shift in development of other tourism products such as **scenic sites, conservancies, and cultural** site that support eco-tourism activities. All these is spearheaded by the county government in collaboration with the local communities.

1.5. Constraints.

Despite the fact that Bomet has high potential and many attractions, tourism has not taken off, as it should be, because of the following

- (a) A new sector with totally a new concept and slowly being conceptualize.
- (b) Lack of policy to provide for strategic direction.
- (c) Inadequate personnel across the sector to offer auxiliary services to investors in the sector
- (d) Low budgetary allocation.
- (e) Competing land uses demand that requires policy direction through legislation in the county.
- (f) Investment awareness and publicity.

2.0 TOURISM POLICY OBJECTIVES

2.1. Strategic objective

After identifying the major challenges in the county, the aim of Bomet propose tourism policy is to **strategically guide tourism development plan** and at the same time, meets the constitutional and legal mandate and ensure that the aspiration of the locals as express in the CIDP (people

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driven document), the county leadership manifesto, professional and other stakeholders are harmonized and put together purposely to position and fast-track tourism agenda in Bomet. Considering the huge potential, it will help to demonstrate that the sector is a leading and a major vehicle for rural development in regards to jobs Creation, poverty reduction and wealth creation in the county in line with vision 2030. The strategic factor is to harmonized and model the practices to those of key national policies and laws in regards to tourism development, land ownership and spatial planning. Much emphasis shall be factored on the following:

1. The Methodology for **sharing** benefits from tourism proceeds among the communities in protected areas or new development sites and management of tourism earnings; this shall be placed at the Centre of tourism policy.
2. The tourism policy shall be based on the **sustainable** development of the tourism products in which Bomet County has comparative advantage, supported by its proximity to world famous Masai Mara National Reserve, and other major destination in central Rift. This in itself shall provide for effective tourism promotion and marketing.
3. Recognized and respect the role of private sector (*including community-based enterprises or organization*) as a major player in the development of tourism industry, by **providing an enabling and regulatory** environment favorable to both local and foreign investors, through **legislative framework** in order to spur economic growth.

The core principles are the recognition of County Government, National government, communities and non-state actors working together to ensure a sound future for Bomet's tourism industry. This shall be achieved with proper/sound institutional framework that makes local neighborhood communities' de facto stakeholders and primary conflict resolution mechanism level. The local communities shall be involved in any initiative toward sustainable tourism as a way of building bridges and confidence among them and at the same time as a strategy of avoiding any resistance or conflict in implementation stage since everybody will have been involved from the onset. Any benefits from such programs shall factor in a clear way of sharing the proceeds among the communities involved who should have representation in decisions pertaining to conservation, product development and environmental management of the sites.

2.2. Specific Objectives:

2.2.1 Economic Objectives

- Achieve recognition and acceptance of tourism as a pillar for economic growth.
- Reinforce tourism as one of the leading service sectors making a substantial contribution to county economy.
- Contribution to employment, revenue and a strong supporter to SMEs by identifying viable projects in the sector and support its development in the country site.
- Distribute tourism investment based on priorities to potential and strategic location to open up the areas by igniting other tourism enterprises in collaborating with the local communities/stakeholders or private sector.

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- Maximize tourism revenues by increasing the number of local tourism activities by organizing local events and travel that promote the entire sector in tourism promotion.
- Enhance linkages between tourism and other economic sectors in order to curb Leakages and stimulate the multiplier effects in agri-business that support direct export of products and services (tea, traditional artifacts, and any other products as may be available)
- Encourage the creation of a conducive tourism investment climate in regards to land tenure, investment and finance and Development of private and community entrepreneurship in the tourism sector;

2.2.2. Social Objectives

- Create awareness among the public on the importance of tourism
- Create awareness in the role of tourism in the development of Bomet County through social interaction through sharing of ideas.
- Encourage participation by citizens in the ownership and operation of tourism enterprises and increase community participation in planning process, development, management and implementation of tourism projects.
- Provide appropriate tourism education, training, awareness and capacity building programs, for the local communities and other partners.
- Ensure that all visitors, including people living with disabilities, have equitable access to travel opportunities and tourism attractions sites.
- Monitor and minimize potential adverse social impact and at the same time preserve culture and natural heritage for the benefit of the tourist and future generation.
- Eliminate all forms of discrimination in tourism based on language, disability, religion, culture, race or gender.

2.2.3. Environmental Objectives

- Make the tourism industry in Bomet a leader in responsible tourism that respect sustainable environmental concern not limited to climate change mitigation. (NAP 2016)
- Ensure maximum co-ordination between conservation programs of Government agencies and non-governmental conservation organizations;
- Develop facilities and products in designated areas in accordance with sound management plans (SDG and vision 2030.)

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- Provide for the re-investment of revenues from tourism proceeds and other fees in a sustainable manner and protection and management of the natural resources.
- Promote and develop land resources for tourism in a coordinated approach so as to attract community participation and private investment in sustainable tourism development;
- Develop integrated environmental management principles for all tourism and other major economic development projects.
- Implement, and promote awareness among all tourism stakeholders on environmental conservation and management as relate to eco-tourism.

2.2.4. Cultural and sport Objectives

Emphasizes the development of diverse cultural tourism based on local's rich cultural heritage and sport.

- Develop and maintain cultural attractions such as monuments, historical sites (e.g., caves used by forefathers, museums, cultural villages, and performance arts)
- Preserve and manage locals' rich cultural and natural heritage for the benefit of foreign and domestic tourists, and for future generations.
- Encourage the further development of regional and national identity and the maintenance of pride in authentic national and local culture, art and sport.
- Support the development and marketing of handicrafts and other related product on art and craft.
- Develop and promote the art of artist, folklore etc for the benefit of the entire county and country.

The overriding objective is to:

- raise foreign exchanges earnings
- increase the revenue in the county resulting in improved gross domestic product of the country
- create employment opportunities in the county.
- increase local ownership and management of the industry
- reduce any undesirable social or environmental consequences
- conserve, protect and improve environmental and the general ecosystem including (wildlife)

2.3. Projected growth Targets.

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With all the factors remaining constant, it is expected that a number of projects will increase and standards improved across the sector. The following products are expected:

- i. Conservancies for nature-based tourism, (scenic sites)
- ii. Agri-tourism (tea tourism) sites,
- iii. Cultural and sport centers.
- iv. Hospitality and conference facilities

This shall be possible with sound policy direction and clear understanding of the potential and opportunities for investment as dictated by the market forces. The continued and sustainable sectorial growth of the tourism industry is achievable and the extent of this growth shall be dictated by effective planning. Such growth would not only represent increases in visitor numbers and receipts, but would also include a more balanced spread of tourism enterprises with maximum linkages to community development and a strong county focus. Since local tourism is a devolved function to counties it is expected both local and domestic tourism is to grow significantly in the second decade of devolution based on the county ability to plan. Tourism shall be the engines of economic growth and a strong supporter to SMEs resulting in employment creation and poverty reduction among the locals due to additional *direct* and indirectly jobs that shall be created. The increased tourism activities mean more income for the county government. The target product development is well captured in tourism product development model

Under preamble the sector is expected to generate a lot of income to the county apart from employment opportunities the sector is to create. The expectation is that working with private sector and NGO, faster growth shall be achieved due to support from international agencies in the following sub-sectors:

- Hospitality -will keep growing with tourist class facilities coming up.
- Eco-tourism sites -will also come up and new experiences expected.
- Increase in tourist arrivals (regional or international) and not limited to locals visitors
- Conservation efforts will increase hence attracting more support from partners.

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3.0. TOURISM POLICY CENTRES (STATEMENTS)

3.1. Introduction.

In this chapter, the foregoing tourism objectives shall be translated into a set of County tourism strategies that shall be adopted for consistency in decision making during the implementation of the tourism programs through legislation. The Implementation of the tourism policy and strategy shall also include aligning the tourism policy with proposed county spatial plan (under draft 2018-2028) National tourism policy under review 2020 in regards to sustainable tourism development, and by setting up the necessary **legal instruments** for the provision of resources to facilitate sustainable tourism development in an eco-system approach.

3.2. Natural and economic resource based.

Tourism is a fragile sector whose development depends on a destination's entire resources such as, land, water resources, forest, wildlife and other natural resources not limited to human resource. Therefore, the policy shall address challenges that will enhance proper utilization of natural resources for a well sustainable tourism development by ensuring that:

- (a) Proper land use planning particularly in identified areas need to be controlled to ensure that they do not distract county's unique endowment of diverse natural resources.
- (b) County Government shall support measures to enhance the effective use of scientific resource assessment information in area plans.
- (c) Environmental auditing and impact assessment by the National Environmental Management Authority (NEMA) for existing as well as for new tourism developments is done.
- (c) Land-use activities contributing to pollution, eutrophication and sedimentation of rivers and reservoirs shall also be closely monitored and controlled through enactment of legislations that shall support sound management through effective riparian protection practices. (EMCA 1975).
- (d) Engagement of the qualified professionals in tourism to propel the development agenda in the county is given a priority.
- (e) In addition, the policy shall provide support for Bomet's County initiative to introduce an eco-rating system in all the tourism and hospitality facilities by working hand in hand with

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national regulator (TRA) as required by the act (tourism act 2011). These will assist the investors to have a strategic foundation by adhering to minimum basic standards in the sector and creating room for upgrading in future, without changing the structure, but instead adjusting to meet classification and accreditation schemes within the legal framework (occupation, health and safety act 2007).

3.3. Locals Participation (communities).

To strategically develop the sector from one level to the other, County Government shall encourage the:

(a) Involvement of local communities in development as captured in the sessional paper No 1 of 2010 and in the tourism act 2011

(b) As express in the CIDP which is a citizen driven document.

(c) The constitution of Kenya 2010 requires that public participation and civic education be conducted among the stakeholders so that their view are taken.

(d) To make the society to realize the advantages of tourist-based product and eco-system to ensure that they receive a significant share of the benefits from local based tourism development and any other product related to the sector.

(e) Encouragement shall also be given to the formation of local tourism associations and local community-based organizations (CBOs) or cooperatives that can manage viable tourism enterprises and perform effective lobbying to advance the tourism interests at higher levels.

(f) Any organized group with potential and other interest but whose product/activities or core business can be modelled to create tourism product and experiences shall not be left behind by the county Government, instead through the spirit of mutual understanding (m.o.u), they shall be assisted in designing, developed and market the product resulting in product diversification and maximum benefit.

(g) Private sector, CBOs and, NGOs working with local communities shall be encouraged to play a leading role in enhancing partnership in the tourism sector especially those adjacent to forest reserves, riverine ecosystem and any other unique eco-systems as captured in the proposed county spatial plan (draft csp 2018-2028).

(h) Community-based groups and individual entrepreneurs shall be given technical assistant to develop feasible tourism enterprises, while fiscal and other incentives will be provided to by the county government in conjunction with national government to attract investors willing to undertake tourism investment and enterprises in partnership with the locals in potential regions in the County.

The objective of doing this is to encourage a completely inclusive participation in decision making within the identified zones in the county. This shall promote sharing of information, benefits and opportunities accruing from tourism development, including the utilization of national resources within the county due to clear mandate and policy direction provided by the national government (forest act 2016.), wildlife and management act 2013.

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3.4. Conflict Resolution and land-Use Planning.

Since land is an emotive issue and a factor of production, the County Government shall ensure that the policy address the challenges related to:

(a) Land ownership as per the constitution (COK 2010), acts of parliament or any other existing law (land act 2016).

(b) All the protected sites and endangered species, that include wildlife and any site that need to be brought under sound management and conservation, such as public land and riparian zones shall be the factors to consider with the aim of creating a smooth conflict mechanism at the grassroot so as to minimize levels of conflict and contention as per the land act 2016 (under review).

(c) Much consideration shall be done by looking at the bigger picture of conservation and tourism development strategies for the benefit of both levels of government, stakeholders and other players and this is not limited to setting up of a tribunal.

(d) Acceptable methodology of compensation to damage of properties caused by wildlife to any person, including injury or death to the locals or tourist by wildlife, shall be paid according to established law (wildlife and management act 2013 under review) by the national government by liaising with the county. Such kind of land-use and human-wildlife conflict shall be resolved more realistically through a participatory approach at county level by the committee established as mandated by law, and prompt action taken to compensate the affected locals immediately.

(e) The policy shall place a strong emphasis on the establishment and operation of local tourism area planning and development framework, this shall help to ensure that sustainable use of resources and fair distribution of tourism infrastructure enhanced regional development.

(f) County Government shall establish Tourist Information Offices manned by Tourism Officers to actively address local issues and play key role in regards to information as required by the locals and domestic tourist on areas of attraction within the county and assist in effective management and development of resources within their areas.

(g) County government shall give high priority for the upgrading, rehabilitation and periodic maintenance and signage for access roads to tourist attraction and potential areas within the county as planned.

(h) Design circuits linking tourist attraction sites shall be made accessible for local tourism Promotion. Conflict of any nature from the locals or other players in the industry shall be avoided and solve amicably for the smooth growth of the sector through the right mechanism as guided by the law.

All these shall assist in conflict resolution at lower level and help to promote good working relationship with both local and national agencies stakeholders including private sector such as (KTB, KWS, TRA, KFS, NGOs), and other players in the industry.

3.5. Safety and Security

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Safety and security are global concern and key to any citizen, traveler and investors those includes properties in the tourism industry. The County Government of Bomet is committed to ensuring safety for everybody, both citizens, and non-citizen including their investments and properties. Therefore, the county Government shall undertake the responsibility of ensuring that:

(a) Any location/site that is being visited by the locals and international guest meets the requirement that ensures safety for visitors.

(b) Though terror remains to be the only worrying threat to everybody, no chance shall be left without taking basic precautionary steps in the county including the facilities or tourist sites.

(c) Concerted efforts by both the governments and management of both hotels and properties to tightened security and report any suspicious characters within the facilities. With sound security arrangements, Biomet proximity to Masai Mara for both domestic and by extension international tourist on transits to other destination areas in Kenya requires good security.

(d) The county Government through the Department of tourism shall seek high level of cooperation with the national government agencies through an m.o.u, on how best safety and security of visitors can be instilled and enhance.

(e) The entire designated sites for tourist shall be assign security personnel from the County Government security personnel (enforcement) and where appropriate the county government shall request tourist police unit to be established in the county.

3.6. Product Development and Diversification

The county tourism agenda is focused on four major products that are domestically and internationally appealing to tourists as evaluated and prioritized by the tourism-experienced team. These products are either undeveloped, underdeveloped or not package due to lack of strategic direction that should be provided by the policy as shown in product development model.

The products have varied activities that will be developed to enhance customer's experiences through positive excitement creation. The examples of the activities are

3.6.1. Tea tourism

The fascinating nature and experiences provided by tea is lifetime memorable with a physical demonstration of tea picking to the arrival of mechanized method, all the stages in tea processing in the factory until the finished product is ready for consumption. Therefore, the county government:

(a) Shall promote tea tourism from small scale to large-scale farms by entering into an m.o.u with the products holders. The social and economic impact will be

(I) Excitement creation and and new experiences through explanation and storytelling.

(ii) Proper Packaging of tea tourism experiences

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(iii) International understanding and discovering of new market frontiers resulting in direct export because of unifying factor of tourism, that will result in maximum benefit to product holders.

The net effect of such tours is business interaction by the tourist that have direct imports to their country of origin. Diversification will be done by creating activities within the same location such as holiday homes, home stays, tea picking competition etc.

3.6.2. Nature based tourism

The identified location such as forest, hills, rivers, wildlife habitat and other natural products sites as prioritized are suitable for different activities such as hiking, bird watching, nature walk, eco-lodge, home stays, white water rafting, fishing, forest experience research and medicinal tree species and ancient caves. A long side that there exist opportunities too for development of enterprises that support nature-based tourism.

3.6.3. Culture and sport tourism.

- The existing public buildings that have been transformed with monumental function within the county headquarters need to be preserve as part of history for Bomet county since transfer of museum function to tourism is in advance stage as required by the constitution (cok 2010-fourth schedule)
- Promotion of local culture and Centres for showcasing the Kipsigis culture as mapped, community initiative, handicrafts such as woodcarving, beads work, painting and drawings, traditional weaving, clothing, ornaments and jewelry will help to spread tourism benefits more widely into local communities. Commodization of the culture has many attachments with sporting activities that can attract many visitors both local and international through establishment of sport academies or training centres
- In order to enhanced sport tourism, the county government need to invest in sport stadia that meets international standards since Bomet is one of the counties that produce international athletes' transfer of museum function to counties

3.6.4. Hospitality and conference tourism (mice)

The need for such facilities by the visiting locals and international tourist increases competition resulting in better facilities. No town or county will attract investment or conferences if the facilities does not exist. There is need by the county to encourage investors and also established a convention Centre to tap into the huge market.

3.6.5. Product Development strategies

To achieve the development of the new product as identified above, the county government shall:

- (a) Work together with the national government agencies whose mandate is related to tourism and conservation, and any other organization in the private sector in product design, development and marketing.
- (b) Enter into an M.O.U with the organization to fast track its development goals and the formation of economic blocks and inter-governmental relationship will help counties developed

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high potential product for consumption by the same population from the region, and other travelers.

(c) Give a lot of attention on how to support investors in the sector financially through local arrangement within the legal framework

(d) Establishment of county financial fund, conciliate offices, and linkage in other counties and specifically regional block (LREB) and even outside the country.

(e) Have a period for product development and implementation level to act as a tool to a void a scenario of mis-allocation of resources, which in return result in no value for money on investment.

(f) Have free and fair but regulated access for local service will be provided to improve the diversity, quality and pricing of products and services locally available to the locals, domestic or international tourists.

(g) Have a gradual change from mass tourism during the introductory period, to premier tourisms after a period as dictated by increasing market forces through marketing promotion, competition, turn over, and length of stay.

(h) Have the sole right to ban any service provider whose investment is a threat or has serious negative or counter-productive impact on specific interests of stakeholders, community (social fabric), and other industry players.

(I) As the county focuses on the development and delivery of quality and more diversified tourism Product, it shall come up with advisory and acceptable price mechanism favorable to the visitors with a room to gradually raise the prices based on standards and target market segment.

(j) Quality of the products and services shall be emphasized and assess at every stage of product growth and development alongside that of related services to ensure that it meets the basic minimum standards as per Tourism Regulatory Authority (tourism act 2011)

(k) Industry players shall be encouraged to form associations with developed codes of Conduct to ensure that, the quality of tourism products and services are not compromised, if the county is to be an alternative and emerging destination in the region. This shall be done in conformity with the law; in return,

(l) The tourism department shall be expected to give technical assistance and full support in capacity building, access to registration, advisory services, guiding in standards settings, licensing, and to collaborate with other players in national government and private sector.

Other strategies for product development and diversification shall include:

Support for repackaging and marketing promotion and quality improvement of the products.

Encourage improvement of existing poorly planned facilities and support for eco-tourism site.

3.6.6. unwanted form of tourism

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As the county continued to encourage investor in the development of the products, it shall at all times ensures that any form of unwanted product or service that contravenes/violates existing laws through acts of parliament, County assembly or policy in place is not given room in the county. The county government through tourism policy shall ensure that no form of:

- (i) Sex tourism or any other anti-social behavior or activities that have adverse effect in the societal social fabric including drug abuse are allowed.
- (ii). Destruction of natural resources (environment and other natural features) and any activity that violates NEMA rules.
- (iii). Violation of labour laws and rules such as child labour that violates UNESCO convention which Kenya is a signatory.
- (iv). Disrespect of the local/host communities or county.

3.7 Infrastructural status and Development

Infrastructure is key in tourism development; therefore, the county government of Bomet shall try to connect all the attraction sites with the basic infrastructure as contained in the proposed county spatial plan (2018-2028), this will be an incentive of attracting investors in tourism investment. Therefore, the policy shall try to address the challenge based on the following:

3.7.1. Roads and road safety.

The department of tourism in conjunction with the department of roads whose mandate is to open up, construct and maintain roads shall always be reminded on the department priorities more especially those connecting the tourist attraction sites with high potential. The proposed tourist circuit in the county is well design with identified road network as indicated in the proposed county spatial plan.2018-2028.To ensure development and safety for the visitors, the roads shall always be maintained and required traffic rules is adhered to in terms of signage and all other requirement there in as required by law.

3.7.2. Digital communication network.

Digital communication and networking are new trends, which enhances e marketing. The county Government shall digitalize all the information through, improved efficient and affordable communication network for the smooth operation of the tourism industry as well as creating an attractive environment for potential investors. Through the department of ICT, the county government shall encourage effective consultation with relevant organization that can provide quality service, which can boost digital communication network in the county, it shall facilitate efficient and provision of cheaper and more Internet services for ease of tourist communication and information within, by creation of Bomet tourism portal with subsidize rates.

3.7.3. Electricity Supply

As a government, it is important to try to facilitate the provision of reliable and affordable electricity supply through matching fund programs to spur investment growth in isolated tourism potential sites.

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In order to attract investors and reduce the cost of doing business in the county, in areas where there is high potential without essential services, the county government shall be required to provide incentive to open up the areas for the sake of the sector to jump-start economic growth of the communities living in those area for the general good of the county. This can be done in collaboration with Rural Electrification Authority (REREC) and any other organization ready to assist by supporting them in terms of tax exemption for imported renewable solar energy equipment or any other source of energy, or by entering into an m.o.u with them. Again, the county Government shall seek the support of international organization that can assist in developing cheap electricity or alternative source of energy that can support the agenda of the county government provision of affordable power to reduce the cost of doing business.

3.7.4. Quality Health Care and safety.

The department of tourism in conjunction with medical services and public health shall consult in order to ensure that medical tourism is not given a raw deal since the County Government of Bomet recognizes the importance of maintaining high standards of public health facilities and the general environment, therefore:

(a) High standards of general sanitation, safety and proper waste management systems will be encouraged such as (food safety, clean water, disaster management, vector control, facility inspection) etc.

(b) Health status of personnel in the industry shall be given high degree of attention as required by law at every given time in order to protect them against any kind of diseases that are known and new infection as might be reported by world health organization eg. Covid-19.

(c) Work closely with the national government in disaster management, rescue and evacuation that is a function of national government

(d) Enhanced medical tourism by keeping the standards as required by working with the department of health by identifying suitable facilities for tourist.

(e) Adherence to occupation health and safety act 2007 will be enhanced through joint inspection by the department of tourism and that of public health, together with public works.

. Underscoring the services offered by both public and mission hospitals such as Tenwek mission hospital and Longisa county hospital the two facilities have attracted a sizeable number of clients across its borders seeking specialized medical attention. The many visitors require hospitality services in the nearest urban centers within the proximity of the hospital The county government shall therefore be pro-active in identifying opportunities and bringing to the attention of the private investors in annual forums or public awareness so that no opportunity is lost. With well trained and well-paid personnel in medical sector, the preference and services provided will continue to attract even more people, hence improving the general business within the environment.

3.7.5. Air transport

Air transport is increasingly becoming popular in Kenya, therefore, there is need for the county government of Bomet to look into the dilapidated air strip under Kenya airport authority, which

County Tourism policy, proposed draft.

needs to be rehabilitated. The facility is under national government but can be done through a collaborative approach through budgetary allocation in the department of roads and transport between the national government and county government and any other willing partner (ppp). This will help in reverting back the airstrip to its former status of the late 90s and early 2000, when it used to be busy. With increase demand for air travel, those seeking medication in the region, visiting missionaries to Tenwek mission hospital and the business community in Bomet town, can frequently use the air strip hence increasing the number of visitors and resulting in opening up of the area for different businesses such as hospitality services, Travel services etc.

3.8 Marketing and Promotion

The county government in collaboration with national government agencies such as KTB through an M.O.U Shall Collaborate together in product packaging and marketing of tourism product in the county.

(a)The department shall device marketing strategies and methodology targeting the available market segment both locals and over 14 million people in the regional block and other source markets.

(b)Emphasis shall be placed on obtaining a precise understanding of customer needs, by developing and delivering the products based on customers' desires that meets EAC standards and UNWTO.

(c) proper market identification and understanding of the market segment a cross the county and outside, the county government shall seek to

(d)Establish an agency of the county to handle marketing strategies as by the set laws to undertake the responsibility of tourism development and marketing and promotional through annual calendar of events.

i. Local and Domestic market.

In global tourism, the leading countries in tourist arrivals in most cases have their citizen taking the lion share of the source market (America, Malaysia, Singapore, and France). County government of Bomet shall developed a strategy of encouraging the locals to be among the leading visitors to tourist sites, for education, excitements, retreat, pleasure or other social events, that can lead to gainful terms for the locals and increased business. The policy shall seek to make the locals the main source of market through package tours and organizing of annual events to suit different market segments so that economies of scale is attain by the county in terms of turnover.

ii.Regional Tourism

Tourism shall be taken seriously and promoted in the region such as

(a)Lake region economic block (LREB, NOREB), and E.A.C., in order to reap the economic benefit from the sector

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(b). focus will be on those counties and countries who uses Nairobi-Narok-Bomet highway to western Kenya and other EAC members states (refer to tourist arrivals in 2019 US 245,437, Uganda: 223,010, Tanzania: 193,740).

(c) Offering of special concession to the citizens from the region to make Bomet more attractive in terms of tourist facilities and activities.

(d) Bomet being home to rivers forming the great Mara River, that supports Mara eco-system, shall be enhanced so that Bomet remain a county of focus for the survival of the world tourism heritage, attracting many visitors for the conservation of Mara River.

(e) The frequent visit will increase the bed occupancy rate and open up other tourism activities in the county due to its proximity to the famous Masai mara national park.

iii. International tourism

Though Counties are basically required to handle and promote local tourism, Kenya continue to be one of the leading destinations in Africa, therefore Bomet as a county with its unique products will drive on the back of KTB as they promote Kenya's tourism industry by joining them with well package tourism products promotion in the top experiences products such as tea tourism.

The county shall encourage the investors in the sector to attract the already existing market by working hand in hand with other stakeholders in providing competitive prices friendly to the pocket. In addition, the policy shall try to allocate finances towards marketing (promotion), more especially a well package wildlife safaris and agri-tourism because of its many advantages

iv. Funding promotion.

The county Government in her efforts to develop the tourism sector shall seek to establish a fund that is mandated to support the tourism enterprises in the county. The fund shall give support to interested investors in the sector, at the same time liaise with national government organization such as Tourism finance cooperation, and possibly enter into an M.O.U. on how best they can work with the county in ensuring that there is success in the sector in terms of tourism investment. Therefore, the county government in conjunction with Tourism Finance cooperation shall capacity build the local investors on their mandate (TFC). The policy shall seek to establish a sustainable and similar institution on the same model based on demand and magnitude of the sectorial needs. This will assist in tourism development, marketing and investment promotion resulting in a faster growth of the sector that drive the economic of the county.

3.9. Pricing Mechanisms

County Government shall come up with acceptable method of determining the rates for a specific period before a review is made by involving the stakeholders. The reason is to have as many people visiting the sites and remove anything that may hinder tourism development and growth. The policy shall protect the visitors against any form of exploitation as required by COFEK. Products and services charges should be equivalent to the value of money and meets the satisfaction of the set criteria as required by law. Therefore, the department shall be carrying out inspection of different prices and advice accordingly or even take necessary action if need be.

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3.10. Investment and Finance

Bomet's unique proximity to the world famous Masai Mara, home to one of the largest water towers e.g., Mau Forest and home to largest multi-national tea companies, make it an ideal investment location, especially for investors interested in the development of sustainable tourism.

In order to attract and exploit these potentials, the County Government shall create a conducive investment climate in respect to the policy without contravening the national government investment policy by targeting the following:

3.10.1. Local and foreign Investment

The County Government of Bomet shall encourage and recognizes the importance of attracting both local and foreign investment. As spell out in the proposed County spatial plan 2018-2028, the county government of Bomet underscores the importance of foreign investors across the socio-economic sectors for the development of the county. In order to achieve the growth and development objectives of the tourism sector, the County Government of Bomet shall:

- (a) Operate within the framework of the constitution and acts related to the sector in regards to foreign investment which is a desired strategy by any government.
- (b) Recognizes foreign investment as a pillar and eye opener to other interested players who are slow in implementing the idea,
- (c) Allow for increase competition resulting in improve standards of products and services that meets international standards, resulting in creation of more employment opportunities.
- (d) Promote investment opportunities available as it is in the county strategic plan.
- (e) The priority products are recipe for film industry that provide serene and fascinating location for filmmakers. In order to make the sector lucrative, the county shall
- (f) Encourage foreign investors to enter into partnership with the locals so that the investments attract the good will of the locals, this shall be done through sound policy strategy where investor's interest and confidence is contained in the policy that address concerns such as:
- (g) Provision of land through lease agreements shall be encouraged as a way of attracting investors as per the law.
- (h) Exemption on taxes over a period, depending on the size of investment
- (I) Allow for direct overseas investment shall solely be encouraged through legislation
- (j) Establishment of a good business environment for, economic growth and profitability.
- (k) Provide transparent, stable and consistent strategies to attract foreign investment by working hand in hand with Kenya Investment Authority taking into consideration support to local investors.

3.10.2. Availability of Finance

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The availability of finance to develop and promote the tourism industry is critically important for the industry's development and growth. A major problem limiting tourism development is

- (a) The insufficient funds in county government.
- (b) Financial institutions are often unable to meet the needs of those wishing to develop new tourist facilities or wishing to refurbish existing facilities because of the unfavorable lending condition such as collaterals.
- (c) The lack of access to funding is even more acute for local investors because of the need to provide substantial security as collaterals.
- (d) Lack of technical assistance that shall help with the preparation of the necessary business plan and marketing plans, and the lack of localized funding institutions is a big challenge that hinder faster growth of the tourism sector; therefore, all these is to be address by the policy.

Therefore, County Government shall seek to address the above problems by:

- (a) Ensuring sufficient financing and technical assistance is available for the development and promotion of the industry.
- (b) Establishing of a special fund for tourism enterprises with the mandate to solicit for funding both a cross the divide including international organization, whose mandate revolve around conservation of natural resources for tourism.
- (d) Need for new arrangements whereby soft loans can be provided over a longer period to meet these needs is very necessary through a revolving fund system of arrangement by the county Government.

The fund shall play a critical role by providing finances to the investors to developed, refurbish or equip the facilities.

3.10.3. Investment incentive.

Investment incentive is a key component of unblocking economic potential and spurring economic growth of a county across all sectors of economic. Bomet as a county offers high potential opportunities in terms of tourism investment; In Fact, the county government shall focus on creating an enabling environment for investment.

The overall objective shall be for the county government to provide sound policy framework as an incentive to investors and ensure that the tourism product is both up to standard and offers value for money.

Therefore, the County Government shall not be limited in considering the following incentives

i. Tax incentives

In areas where the county government have mandate through the legal framework without contradicting the national tourism policy, it shall relook at the taxes and levies that discourage tourism investment through legislation.

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ii. Land provision and land rates

The problem has been identified as that of balance land value, its ownership and comparative use, vis-d- vi-the development of tourism (Ambrose 1980:109-1 15; Campbell 1980). There are several variants of the issue, some of which relate to agriculture, forestry, and urbanization.

Land being an emotive issue and a factor of production requires a sound legal framework that support investors interest without infringing on the rights of the locals.

The county government shall review

(a) Land issues and provide direction through the policy on the best arrangement on those interested in investing in the sector either through leasing of land over a period

(b) Strategic partnership arrangement with the county government by considering the land bank within the county so that the interest of the players be address in the policy.

(c)The proposed county spatial plan (2018-2028) content about land utilization for economic benefit of the county citizens can be implemented amicably in relation to other plans that support vision 2030.

(d) Utilization of the national assets in the county for tourism related development will be encourage through inter-governmental arrangement by entering into M.O.U. with the national government or by supporting community initiative and investment based on the existing laws and (forest act 2016).

(e) Offering of low land rates shall also be considered through public participation specifically for investors in the tourism industry.

iii. Infrastructural developments and security.

(a)County government shall be required to fully develop and maintained the general infrastructure to connect the tourist potential site. (Good road network, electricity, water, air strip)

(b) Good security arrangements shall be a factor because all these provide and give the investors a lot of confidence in the county government.

iv. Attractive trade policies.

The county government in its policy direction shall captured and address the challenges affecting tourism trading activities in relation to imports of equipment's and materials that meets world tourism organization standards.

This shall be done through

(a) Subsidized arrangements, or complete elimination of taxes as by tourism act 2011, to be cost effective in terms of savings and allowing them to increase their bottom line significantly resulting in expansion of investments.

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(b) Create friendly environment for travelers who want to have a stopover in Bomet town and other urban centers along the corridor more especially that park outside the restaurants or motels

(c) Single business permit/license and any other tax should be reviewed downward in order to capture and encourage many SMES adhere to it resulting in widening the base for revenue collection that encourages growth of business.

V. Loans grants and disbursement.

Loans is a key factor in tourism investment therefore, it is important for the county to plan on:

(a) Offering of soft loan with low interest rate should be factored since it shall assist to stimulate the growth of the sector through budgetary allocation by county enterprise fund or any other fund as shall be established by the county Government.

(b) Low interest rates over a long term of payment shall encourage the upgrading of existing tourist facilities such as accommodation and new investment.

(c) Loan incentives whether tax-related or otherwise, shall not be limited to accommodation sector only, but shall include operators of other tourism services and private conservancies.

(d) Particular attention shall be given to investment incentives for regions with well-organized community-based tourism products because that will touch many people.

(e) Tourism incentive schemes shall be in accordance with sound strategies that shall address the needs of the local investors.

(f) Levies for small hotels and restaurants including community or private conservancies shall be considered based on revenue strength in order to encourage growth and sound utilization of the national property/natural assets (forest) in the county for tourism related development. (f) To further enhance and spur tourism investment M.O.U shall be entered with CFA for effective service delivery and management not limited to proceed sharing, clarity in land use own by the county for serious investors in tourism shall be considered. Other consideration in strategies will include the following:

-Promotion of tourism as a priority sector for domestic and foreign investment;

-Establishment of a favorable fiscal, legal and regulatory framework

-Dissemination of information through the department in conjunction with KTB about tourism in the county.

-investment opportunities to domestic and international investors and developers, including the streamlining of investment procedures, in order to attract investors;

-Duty free importation of solar energy equipment and other items needed for meeting environmental standards;

-Promotion of active forms of community partnership, especially via joint ventures with the private sector and state conservation agencies; and

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-Provision of technical assistance to small enterprises engaged in the tourism products in Vocational Training Centers offering tourism relate courses

3.11 Human Resource Development

Personnel is a key resource that is required in a destination for sustainable product development and services.

3.11.1. Employment

Tourism is a labor-intensive sector, that has the potential of making substantial contribution to the County Government objective of creating jobs. Its status in terms of employability is over 1050 representing one sub-sector with undeveloped product and services that contributes a lot of support to many SMEs. The bulk of the employment creation is expected in other key sub-sectors and small enterprises that shall come up because of major tourist products. Since the sector is a game changer, it is important that as it expand, basic skills training and re-training are provided by the county government as a way of reducing unemployment, not just for school leavers, but also for unemployed/underemployed persons identified from the SME sub-sector wishing to join the tourism sector and become productive employees through self-employment and direct employment. Being a service-oriented industry, it is also essential that those engaged in the industry ensure that customer's satisfaction and good value for their money is obtained for sustainable growth of the industry.

3.11.2. Working Conditions

(a)As enshrined in the constitution the general labour laws shall be enforced to ensure that acceptable working conditions for tourism sector employees in respect to man- hours is adhered to as required by law.

(b)In order to maintain quality service employers shall be encouraged to recognize the need to have permanent trained staff as opposed to contract or casual staff in order to avoid high rate of staff turnover.

(c)The pressure to improve efficiency and production must be balanced with the need for quality of work for tourism workers in respect to good industrial relation (adhere to ILO convention and industrial relation charter of 1968.).

To practice and uphold the rule of law on child labour the county government shall be expected to eliminate such practice at all cost from the tourism industry, and domesticate both laws and policies that are related to working conditions such as

New labor law 2007, occupational health and safety act, 2007, employment act cap 236 laws of Kenya in respect to the constitution and the county government act 2012.

3.11.3. Employment of Foreigners

At no time shall the county government

(a)accept and allow foreign investors to violate the rules governing such a window of opportunity.

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(b) The existing work permit legislation shall be strengthened where necessary and the county government shall enact legislation to mandate the tourism department check, controlled, and monitor any violation of the law because some investors might sneak in employees without the knowledge of the authorities.

(c) Ensure that employment opportunities for local Kenyans /citizens are maximized.

In consistent with the commitments that Kenya has made under the General Agreement on Trade and Services (GATS), County Government of Bomet shall seek to ensure that suitably qualified citizens of Kenya fill tourism positions in the private sector. Therefore, the county government of Bomet shall ensure that, no citizen is deprived of job opportunities that they can offer unless, where suitably qualified citizens are not available, therefore, recruitment of foreign personnel shall be permitted pending the training of adequate number of the locals or a specific period of time given so that it doesn't scare away the needed investment.

3.11.4. Training and standards.

(a) County government shall recognize the professional contribution in developing the sector.

(b) To enhance the quality of services offered to visitors, a top priority shall be to check from time to time the capability of sector players in conformity to the set rules and standards.

(c) Emphasis shall be on sound organizational structure with key professionals will be the basis for issuing the single permit license for fast growth of the industry and high profitability rate.

(d) Priority shall be to improve technical skills through training, particularly in the areas of food preparation and hygiene in other functional areas of hospitality such as tour operations, customers focus and product development. The purpose of all these is to reap maximum benefit from the target market segment that will enable investors to grow and expand the facilities resulting in more employment opportunities.

(e) Training and the qualification are very important in tourism marketing through salesmanship; clear rules on standards in regards to human resource should conform to the type of product, for customer's satisfaction.

(f) The county shall undertake the responsibility of capacity building and refresher courses by utilizing the levies from the sector from an agreed percentage in County institution. The standards of training shall be enhanced through capitation both by the county government and in conjunction with the national government agencies as per their mandates.

3.11.5. Tourism Education.

Some of the Policy strategies for human resource development shall include:

-Conduct of tourism training needs assessment and preparation of an HRD

Strategic Plan

-Establishment of effective co-ordination forum for tourism and hospitality

County Tourism policy, proposed draft.

- Training and education involving all institutions in this field shall be given priority.
- Introduction of stricter licensing, regulation and monitoring of tourism shall be monitored closely.
- Support for the provision of basic skills training and re-training for school leavers and unemployed/underemployed persons wishing to join the tourism workforce shall be factored in.
- Address the specific needs of SMEs, emerging entrepreneurs and community by making training more accessible in terms of appropriateness, affordability, location, duration, costs, and language challenges.

3.12 Information Management and Research

(a)The department from time to time will be collecting data and storing it for information, planning, and use, to support any research to be carried out in the sector.

(b)The same information shall be shared with any interested investor, government agencies or institution, and the private sector with the ultimate objective of sectorial growth.

i. Information Technology and management.

To successfully address the challenges because of lack of information, Bomet shall needs to:

- (a) Utilize the best available tools and technology to develop, manage and market the tourism Product within the county.
- (b)The newly set up GIS lab in the county shall be utilize by populating all the necessary information as planned by the department.
- (c)New information-related technologies that is rapidly transforming the travel and tourism industry shall be adopted in order to ology shall open new opportunities for Bomet tourism investment and increased number of visitors (tourist)
- (d) Opening and updating tourist information will help pass information very first on new products and customers' expectation and experience while in the county.
- (e)Planners and decision makers, in both public and private sectors shall be encouraged to quickly become much more expert as information managers, ensuring that they have the facilities and the right personnel to collect, store and disseminate comprehensive, high quality
- (f)Encourage and support the further development and improvement of ICT that shall enhanced digital marketing.

3.13 Inter-counties, Regional and International Co-operation

Bomet county is a member of Lake Basin Economic Block and located in a trans East Africa highway, Kenya being a member of the East African Community (EAC), support the implementation of the current East African co-operation agreement which provides for collaboration in

County Tourism policy, proposed draft.

- (i) promotion and marketing;
- (ii) wildlife and biodiversity conservation and management;
- (iii) personnel training
- (iv) statistics registration and grading of hotels.

The main aim is to have good relationship with the neighbors to facilitate the flow of tourists within the block and the region and to promote the region as a single tourist destination. Bomet being in one of the routes to EAC countries and home to one of the livelihoods of shared resource i.e., the Mara basin eco-system with annual event held between Kenya and Tanzania on rotational basis by Bomet and Narok county. Therefore, Bomet shall strengthen the policy on tourism development and management in order to exploits all the available opportunities in the region without wasting any window of opportunity that exist.

While a regional approach in marketing and product development should be of advantage for all counties involved, policy must also include a mechanism for achieving an equitable sharing of benefits among the partner counties, the county government of Bomet shall seek to enact, ratify any law without contravening the existing law in the region so that it is not disadvantage. Other areas where cost effectiveness can be maximized via a regional approach shall be included.

-joint development of shared facilities and destinations (such as Mau Forest, multi-national tea estate, Mara and Nile valley ecosystem), harmonization of tourism policies, co-operation in the exchange of information likely to influence the tourism industry (e.g., information on health, internal security, technology, standards and legal provisions) is important in tourism development.

- Adoption of regional tourism health information and disease control programs, and easing of movement and restrictions for the locals and bona fide international and regional visitors.

-The strengthening of links with other counties in the region, and beyond shall be encouraged in order to increase trade and domestic tourism by adhering to the set statutes or existing laws.

4.0 IMPLEMENTATION STRATEGY AND ROLES OF STAKEHOLDERS

County Tourism policy, proposed draft.

4.1 TOURISM STAKEHOLDERS

4.1.1. County government and Ministry of Tourism.

County Government shall continue to work with the national government agencies whose mandates are specific and clearly define by the constitution and county government act 2012 on the devolved function on identified needs, and tourism development strategy.

The county government of Bomet will take the challenge of coming up with clear policies and legislation with the interest of developing the products in this new sector in order to reap maximum proceeds and expand the revenue base for both County and national government depending on their mandate for the general good of the citizen and rural development. Therefore, it is important for the county to understand the role of these national government institution as contained in the new tourism act 2011 in order to fast-track tourism development and growth in the county.

4.1.2. Institution.

The institution that the county government shall seek to work with are

i. *POLICY UNIT* - The Minister for Tourism and Wildlife, the Permanent Secretary and

The Department of Tourism shall remain largely responsible for Planning, Policy-

Making and Co-ordination, while the proposed new institutional structure(s) shall be

Responsible for implementation of National tourism policy.

ii. *KENYA WILDLIFE SERVICE (KWS)* – Conservation and Management of wildlife (Flora

In addition, Fauna) in coordination with other relevant stakeholders.

iii. *TOURISM FINANCE CORPORATION(TFC)* –lending institution, to finance domestic tourism

Development

iv. *KENYA TOURISM BOARD(KTB)* – Market the country as the preferred tourist destination.

v. *TOURISM FUND(TF)* –Collection of training levy, development of training curricula standardization, funding of Tourism Diversification and Sustainable development and marketing promotion.

vi. *KENYA UTALII COLLEGE (KUC)*– Training and establishment of hospitality standards.

Vii. *BOMAS OF KENYA (BOK)*– Development and promotion of cultural tourism.

viii. *KENYATTA INTERNATIONAL CONFERENCE CENTRE (KICC)*– Development and promotion of conference tourism.

ix. *TOURISM REGULATORY AUTHORITY (TRA)*-charge with tourism sector fair play.

County Tourism policy, proposed draft.

xi. TOURIST POLICE UNIT (TPU) – Safety and Security in the tourism sector.

4.1.3. New Tourism Act 2011

Through an act of parliament, a new act was enacted in 2011 (a new tourism act 2011) to assist in operationalization of the comprehensive national tourism policy. Since counties have unique product and agendas, any development of county tourism policy must not conflict the national tourism policy or act. Therefore, the counties are constitutionally allowed to come up with policies and legislation that support tourism development in counties based on the county assessment so long as it does not contradict or conflict the national tourism policy.

4.1.4. Regulation and Licensing

As a county there is, need to provide for the development, licensing and monitoring of tourist facilities or services not adequately controlled under the existing regulations, and to recommend an improvement approach, which can form the basis of uniform classification and grading system for other designated tourist facilities. Since these facilities are found within the counties, it is important that collaboration and inter-governmental relationship is strengthened between the two levels of government through an M.O.U. with set condition in regards to renewal of licenses that the applicant is currently holding in regards to payment of tourism levies and other charges as required by law to either the county government or national agencies as mandated.

In addition, the policy shall seek the regulatory and licensing to be extended to include private home stays private game sanctuaries, villas and other providers of tourist accommodation in order to put them in standards like what is done in hotels and other providers of tourism services. This will create a fair play and enhance revenue collection. Providers of all types of accommodation used by international and domestic visitors should be obliged to furnish periodic occupancy and other business details to the appropriate authorities. The facilities that provide accommodation services only should be discouraged by hiking the rates because the management style in terms of security is wanting, no support to SME, job opportunities are very minimal and the same facilities are used for unwanted form of tourism e.g., prostitution hubs, school going students abused etc.

The policy shall seek to lobby against many discrepancies in the hotel and general tourism-licensing inspectorate and strengthened it by liaising with the national government through the council of governors on how best can the country be positioned as less costly as compared to our competitors. This can be done by establishing procedures, regulation and systems that shall support the ultimate objective of vision 2030 on investment, environment, employment etc. To enhance quality and regulation it shall be a mandatory requirement for operators of designated tourist facilities or services to belong to an industry association duly recognized by Tourism department in cognizance with the ministry in the national government. Own Code of Conduct including management structure (thereby prohibiting the sale of safari and other tour operations by unauthorized operators) and unwanted form of tourism activities are some of the consideration and determinants.

4.1.5. Regulation of Tourist Vehicles.

As the county prepare to sensitize the locals and other players, many may venture into the sector without following the required procedures, therefore there is need to ensure that the

County Tourism policy, proposed draft.

- (a) Basic minimum standards are met and maintained in the transportation of both local and domestic tourists.
- (b) Enhancing of the regulation and licensing of tourist vehicles as by law (tourism act 2011)
- (c) Ensure quality services is provided and quakes are not given room that deny the opportunity to those who are operating within the standards by giving them unfair competition.

4.1.6 Environmental Regulation

County Government shall ensure that the provisions of the Environmental Co-ordination and Management Act of 1999 (and related regulations) are enforced including any new legislation, or through domestication under this Act. All these shall include enforcement of the need for mandatory Environmental Impact Assessments (EIAs) for old and new tourism developments products and services.

In order to enforce the Environmental Management Act (EMCA) 1999, the Department of tourism shall:

- (a) Adhered to the legal framework within Environmental Management Coordination Act (EMCA 1999).
- (b) Support the formulation and development of guidelines on environmental impact assessment for new tourism products.

4.1.7 Funding

From the wisdom of the county leadership through the advice of the department of tourism in conjunction with that of economic planning and finance a sustainable source of funding for tourism development need to be established and control under public/private sector arrangement (ppp) to be known as Bomet Tourism Development Fund (BTDF). This shall spearhead the growth of the sector within the shortest time possible.

(i) The sources of the fund shall constitute the:

-Money payable to the Fund from moneys appropriated for that purpose through legislation. Levies, fees and other moneys paid under the proposed Tourism Act;

-Any moneys that the Fund may obtain, with the approval of the C.E.C. for Tourism and Finance (C.E.C.) by way of donations, loans or other financial assistance; and any other moneys that may vest in or accrue to the Fund

. Various methods of collecting other funds to be paid into the Fund shall be explored purposely to enhance the following Product Development

- Destination marketing and promotional activities.
- To support market research, intelligence and data collection.
- To support capacity building for players in the industry on sound management practices.

*County Tourism policy, proposed draft.***4.1.8 Single Business permit.**

The county government shall ensure that all tourism business operating within the county meets the legal requirement both from the national government before a single business permit is issued. The purpose is to enhance service to the customers and at the same time seal any leakage in revenue collection.

4.2 Roles of frontline stakeholders.

Recognizing the critical role by different stakeholders in the implementation of the County Tourism Policy, any new development should be by all stakeholders and stakeholder institutions, so that no stone is left unturned. The expected roles of the main players – Government (both National and County); private sector; labour organization; local communities; women and youths, NGOs, conservation agencies, and development partners is clearly set out in the following section.

4.2.1. Role of National Government (ministry of tourism)

The National government has got critical role in the tourism sector. Its role is to ensure the implementation of the articulated sectorial development policy strategies and plans of action, and the promotion of private investment activities. The tourism sector deals with cross-cutting issues which involve most of the ministries. Therefore, national government should play facilitative role in the development of the tourism sector in the entire country.

Government participation shall therefore be confined to the provision of services that cannot be provided adequately or efficiently by the private sector such as national policies and security. It shall co-ordinate inter-Ministerial activities relevant for tourism development and growth and ensures the development and maintenance of the essential infrastructure, which is important for the future development, and growth of tourism sector by working together with the county government.

Central government shall therefore play four key roles in the development and Promotion of the tourism industry:

- National policy planning. -making and co-ordination for the national government.
- Regulation and monitoring (TRA)
- Facilitation and implementation of tourism strategies (TFC)
- Safeguarding the wildlife and unwanted trade in wildlife. (Kws)
- Development promotion and marketing. (KTB)

4.3. Role of County Government

The role of County government in tourism is angereed in the county government act 2012 and the fourth schedule of the constitution. Tourism especially local tourism is a devolved function. It is through conceptualization that the development ability and identification of priority product shall be appreciated through the involvement of diverse stakeholders whose activities are related to tourism. In the diverse socio economic situation, it is usually the government that has the

County Tourism policy, proposed draft.

required social and political capacity and legitimacy to bring and co-ordinate the activities of diverse and different interest groups involved in the development of tourism and establish the required level playing field through policy direction. The county government played a crucial role in the development of the county's tourism industry by setting a strong policy and strategic base to guide in the direction to go. Specific targets and result ought to be given within a given period more particularly, during the exploratory stage of tourism development in county by laying the required groundwork and jump start the rapid development of the county's tourism sector. The legislative process is a key pillar in tourism development since it captures and protects the interest of different stakeholders and any other interested party not limited to the investors on the intended investments.

The county government is constitutionally mandated to create an enabling environment through legislative and legal framework to suit the natural and local conditions. County government are closer to the product than national government, therefore with respect to the bill of rights, it takes much more important role in facilitating and developing the tourism product taking into account returns on investment.

The specific roles of county Government include

i. Strategies and I Policies.

- Developed and Implement County tourism policy without contravening National tourism policies
- Amend the county tourism policy in order to spur economic growth of the sector in the county.

ii.Planning (tourism area plan).

- Initiate the profiling of county tourism attractions and database, for different product in the county.
- Collect and keep records of tourism statistics in collaboration with National Government.
- Undertake responsible land-use planning and allocation for urban and rural tourism development, and protection of the environment in public land.
- Co-ordinate the facilitation of county specific tourism activities and resources.
- Conduct and review the existence of tourism plan based on emerging challenges facing the sector.
- Initiate and create properly define roles and enabling environment for all the stakeholders in the industry both public and private.

iii. product development and marketing.

- Register and license tourism establishments in accordance with national framework;
- Support product development through budgetary allocation

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- Do the documentary and mapping of the products in identified sites
- Provide prioritization chart for the tourism product in terms of strengths.
- Liaise with national government agencies in product design, development and marketing
- Support the protection of local level natural and cultural resources as the basis for tourism (monuments etc.)
- Sensitization of the local communities on the conservation and benefit from tourism.
- Provide and maintain tourism infrastructure, services, sites and attractions for sustainable tourism
- Initiate partnership support with stakeholders
- Promote tourism product through calendar of events (expo, sports, etc.)
- Undertake all the devolved functions

4.4. Role of the Private Sector

The private sector shall be called upon to play a pivotal role in the implementation of the tourism policy since the sector bears the major risks of tourism investment as well as a large part of the responsibility for satisfying the visitors. These includes:

- The delivery of quality tourism services and providing the customer with value for money are also largely private sector responsibilities.
- The private sector is in a position to promote the involvement of local communities in tourism ventures by, inter-alia, establishing partnership tourism ventures with them.
- The private sector also has the social obligation to ensure that tourism becomes a major contributor to poverty alleviation.
- Encourage the adoption and implementation of mandatory Codes of Conduct for members, and other forms of self-regulation.
- It shall be mandatory for persons providing tourism services to belong to an appropriate and legally registered industry association with developed a code of conduct.

The private sector players commit County Government to providing a climate conducive to the further growth, development and profitability of the tourism. In order to foster the continued development of partnership and co-operation between the public and the private sectors, County Government shall ensure that the private sector is properly represented on the Boards of all relevant public and quasi-public institutions having responsibility for tourism or tourism-related concerns. Such representation shall be through nominations by particular relevant private sector associations.

Specific private sector players include:

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4.4.1. Local Institution.

Local institution plays a critical role in any development, therefore through stakeholder associations; the county Government shall establish close working relations and collaboration with local tourism players and other organization in respect of planning, product development, protection of natural and cultural resources, and investment by:

- Providing necessary information that are relevant and applicable to the players in the industry
- Support and strengthened the development and empowerment of Bomet Tourism sector players (South Rift Tourism association)

4.4.2. Product Development and Quality Assurance.

- Encourage members of industry associations to develop and adhere to (where not already existing) appropriate Codes of Conduct to ensure quality of tourism products and services are maintained;
- Develop and promote the kind of tourism that is socially, culturally and environmentally acceptable, including adoption EAC standards.
- Provide full support to the registration and licensing system;
- Operate and manage the tourism plans efficiently, profitably and sustainably;
- Undertake investment activities within the tourism industry, including shareholding with PPP, or as necessary;
- Satisfy customer needs by providing quality products and services based on the required standards by (TRA)

4.4.3. Human Resources

- Support the training of personnel in the tourism industry in approved tourism training institutions in regards to standardization and services, such as Kenya Utalii College, Vocational Training centers, and any other institution accredited by the government.
- Enforce the rules and laws related to terms and conditions of service for the staff.
- Enter an M.O.U. with county tertiary institution in sharpening the basic skills in tourism sector especially hospitality and related fields

4.4.4. Community Involvement.

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- Work with local communities and community associations to develop community-based tourism projects;
- Provide support to community tourism initiative and development through provision of expertise and skills development assistance and capacity building.
- Guide the locals in developing sustainable circuits, and new tourism product.
- Identify champions of conservation and Capacity build on the importance and benefits of tourism development and conservation.

4.4.5. Marketing agencies

- Advertise and promote individual tourism services and products as well as Bomet as a whole in collaboration with the county government.
- Undertake marketing and promotion through promotional activities and co-ordination, with individual private sector stakeholders on annual basis in conjunction with the county government.

4.5. Role of Labour organization.

Labour organization through trade union movement has critical role to play in improving the quality, productivity and competitiveness of the tourism industry. Labour organization plays a pivotal role by forming a strong base for the players in the industry in regards to human resource development. In particular, many front-line employees – the first and often the most frequent point of contact for visitors – are often not adequately prepared or trained for their role.

The role of labour shall be:

- To support the growth of the industry and the creation of more job opportunities in the process with the county government.
- Advice on delivery of quality services to the tourism industry;
- Continuously upgrade skills and motivation and take advantage of all available training opportunities provided by Government or the industry.
- Assist in monitoring the implementation of government policies in regards to employees and employer for good industrial relation and avoidance of any form of exploitation by either party.
- Terms and condition of service as provided for by the law and international convention are adhered to, through laid down channels for equitable terms that includes special conditions for female employees, night duties etc.
- No Violation of labour laws through the exploitation of children in terms of child labour is a concern of labour organization.
- Promote the rights to employer and employee, as by the industrial relation charter of 1968, and as contained in the new constitution of Kenya 2010.

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4.6. Role of Communities, Community-Based Groups, and co-operatives

Community and community-based groups and co-operative societies have a very important role in tourism development. Its involvement assists in:

- Creating an enabling environment for sustainable tourism development. These, includes benefit sharing between local communities and investors in the sector more especially in the conservancies and protected areas, and in open areas with tourist attraction products.
- Fully involved in designing, development and management of conservation areas such as forest, and other areas suitable for tourism development.
- Mobilize the community members and resources through co-operatives to invest in conservation and related tourism investment. To further make Bomet County a choice, the communities shall be encouraged to invest in other tourism enterprises and for gainful purpose. Therefore, it will be the responsibility of the county to encourage and assist in facilitating the speedy way of registration through the department and conducting of scientific survey.
- In addition, communities, particularly those in areas with high tourism potential and have not actively participated in the tourism industry and possess significant tourism resources that can form the basis for community-based tourism developments shall be sensitized and capacity build in order to enable them take active role in product development and conservation of natural resources.

The county Government shall give maximum support to such developments, including the development and implementation of a strategy to build management skills among the local communities for sustainable tourism development.

Any other organized group(s) either co-operative society that have the potential as captured in national and county government plans, shall not be left behind if the resource meets the basic criteria that make tourism to flourish for both the group and the locals for the good of the county e.g. The tea sector that is emerging as an international attraction and global product destination will be upscale through a broad-based approach. (M.O. Us).

4.6.1 Policy strategies for community participation.

- Organize themselves to play a more effective role in the tourism industry and interact with government and stakeholders at all levels (e.g., through the formation of community trusts and the training of trustees);
- Identify potential tourism resources and attractions within their localities together with the county government.
- Exploit opportunities for tourism training and awareness, finance and incentives for tourism development (for product identification; preparation of business plans, business development, etc.).
- Seek and enter into partnership opportunities with the established tourism Private sector players.

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- The need to negotiate sharing of benefits argued from partnership with the locals
- Participate in decision making on any activity, which is either harmful or destructive to the natural resource within their jurisdiction. (Environment).

The County Government on its part shall have a platform to:

- a) Sensitize the private sector, tourism agencies, Environmental agencies and NGOs on the importance of community involvement in tourism development.
- b) It shall further seek to involve communities in the management of tourist attractions located within their areas and its full benefits.
- c) The developers/ investors shall be asked to value and respect local communities' rights, traditions and values to enhance co-existence for sustainable growth of the tourism sector.

4.7. Role of Women/Youths

The County Tourism Policy shall support and encourage women/youths' initiatives in

Tourism development activities as well as promotion of self-help projects, or other enterprises by either women or youths as indicated in Bomet County women Association (BOCWA) strategies.

4.7.1 The role of women/youths shall include:

- General awareness of tourism potential among the locals in order to stimulate community growth
- Create awareness on the importance of conservation for sustainable tourism growth.
- Active participation in conservation activities
- Formation of association of tourism enterprises suitable for women and youths including support for artist
- To actively assist in development of sustainable community-based tourism Projects, through SMEs. (Art and craft industry)
- To ensure equality in the conditions of employment of women/youths as regards to security of tenure, maternity leave, investment in career development and other areas.
- To promote and ensure respect for marginalized groups (women and youths) in product and market development

4.8. Role of Non-Governmental Organizations

Non-Governmental Organizations (NGOs) are major player in supporting county government tourism agendas and community development. NGOs often work at the grass roots level and contribute strongly to resource based social-economic development such as:

- Environmental awareness;

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- Protection of natural and cultural resources for eco-tourism development alongside the activities.
- Capacity building income generating activities (IGA)
- The establishment of general support for sustainable tourism development.

The major conservation organization in Bomet are world wide fund for nature (wwf) community forest association (CFAs), water resources association (WRA) James Finlay Tea company and individuals' persons. The activities of these players are attraction of its own kind in the county that requires high level of understanding and entry point to developed and enhanced tourism activities to support SDGs objective and vision 2030.

Under the new tourism policy, it is therefore proposed that NGOs shall:

- Be considered as a stakeholder and require supporting the overall policy ideas, which match with their objectives and programs.
- Contribute to the implementation (jointly with other stakeholders) of the strategies and tourism area action plans coming out of the new policy and other development plans.
- Continue to provide assistance to community-based tourism projects that are Tourism-related (environmental conservation)
- Provide technical assistance and expertise to communities to ensure product quality
- Support the linking of community projects with tourism industry operators in regards to the preparation of M.O.U.
- Provide educational and training services and bringing these courses within the reach of local communities;
- Attract funding from donor agencies to develop specific community-based tourism projects such as conservation of natural resources.
- Support the role of the Bomet Community Based Tourism Network

4.9. Role of Conservation Agencies

The county Government of Bomet shall take with serious concerns the role and contribution of individuals, organized groups both National and local in developing and implementing a sustainable conservation and management of both wildlife and any other natural resource that support tourism growth and development.

Such as forest. At all times the county government shall work hand in hand with

- i. Ministry of Tourism and wildlife including agencies e.g. (, Kenya Wildlife service)
- ii. Community Forest Association (CFAs).

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iii. Kenya Forest service.

iv. Other organization such as, CBOs, or co-operative societies and others shall be encouraged and accommodated in the framework so as to past-track sustainable forest cover and tourism development. Organization such as the Kenya Wildlife Working Group (KWWG), which exists as a sub-committee of the East Africa Wildlife Society (EAWLS), Kenya wildlife, trust etc. are recognized by the county government.

The role of each organization shall be respected so long as it is within the framework of the law.

Therefore, the county Government shall give and guide the groups in enhancing good practices so that they can play their role well to meet the intended objectives as required by the policy.

The roles of conservation agencies (such as KWWG) are as follows:

- To enhance good governance and proper management of the wildlife sector and natural resources;
- To win stakeholder support for improved management and sustained utilization of natural resources;
- To ensure the protection of biological diversity in Kenya within the network of protected areas and other areas which contribute to nature conservation and tourism;
- Where appropriate, to provide tourist facilities and experiences in areas under their control in a responsible manner;
- To facilitate and support the establishment of biosphere reserves, conservancies and community-owned game reserves;
- Where appropriate, to facilitate and support the establishment of partnership tourism ventures between communities, private business and conservation agencies inside or adjacent to protected areas;
- To assist tourism and county authorities in the conduct of environmental tourism awareness programs. -To contribute to the development of policies and plans for the industry.

It is likewise importance to understand the role of Community Forest Association (CFAs) in conserving the forests adjacent to the community as contained in the forest act 2016 (under review), in supporting community livelihood through eco-tourism and other activities.

4.9.1. Kenya Wildlife Service

County government of Bomet recognize the Kenya wildlife service mandate as by the law established, therefore collaboration will be enhanced in the policy in regards to management of new wildlife sanctuaries/conservancies.

(a)The policy shall not disadvantage any of the two organizations in terms of benefit of any nature, but shall be in conformity with the wildlife and management act 2013 (under review).

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- (b) Work together in conservation of the wildlife resources.
- (c) The county government shall respect and work hand in hand within the framework of the law in developing and assisting private investors in wildlife development and conservation in the county.
- (d) Where necessary enter into an M.O.U.to enhance wildlife farming, and any activity as allowed by the law.
- (e) Conduct scientific survey in areas where the county government have identified for the establishment of wildlife conservation or sanctuaries and possibly assist in training of personnel for the same sector since they have capacity. This can be done with a mo.

4.9.2 Role of Media

The county Government recognizes the local print and electronic media and its important role in promoting awareness of tourism among the locals and Kenyan population, its powerful role through the local dialect by FM stations shall be encouraged. The county government shall:

- (a)Take local media as part of development partners in highlighting developments stages and strategies in place for tourism development.
- (b)The sharing of information with the international media in a positive manner promoting tourism in the county shall be encourage so long as it is within the media act.
- (c) Its role as a platform for interaction shall be given full support, and aslo any form of information required to reach the locals in form of inquiry or clarity shall be respected as allowed by the constitution.

Areas of participation and involvement by the local media include promotion of positive tourism initiatives and activities in support for tourism awareness programmes to the population at large.

4.10. Monitoring and Evaluation

The County Tourism Policy represents a comprehensive strategic framework for development of Bomet's tourism sector. In order to avoid concentration on a particular core or support strategy, the County Government shall:

- (a) Establish an implementation and monitoring team headed by the department to ascertain every step.
- (b) Report on the same whether it is as planned and within the implementation strategy
- (c) Progress shall be reported and remedial actions suggested in any forum be it be stakeholder's forum or any meeting which have related roles with the sector
- (d) And actionable areas shall be acted upon without any further delay for the sake and growth of the industry.

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APPENDICES

Annex A: DEFINITION OF TERMS

The World Tourism has adopted the following tourism definitions

Organization of which Kenya is a member (WTO)

Visitor: A person travelling to a location, county/country other than the county/country

He/she has usual reside for a period not exceeding one year with no work.

Visitors are divided into

Day visitors:

Tourists: Staying in the county/country visited for less than 24 hours.

Staying in the county/country visited for more than 24 hours (at least one day

Locals- Are the indigenous people of a place, county/ county of origin.

Tourists are divided into categories according to travel purpose e.g.:

Pleasure or holiday tourists

Business and official travelers

Participants in conferences, workshops or meetings

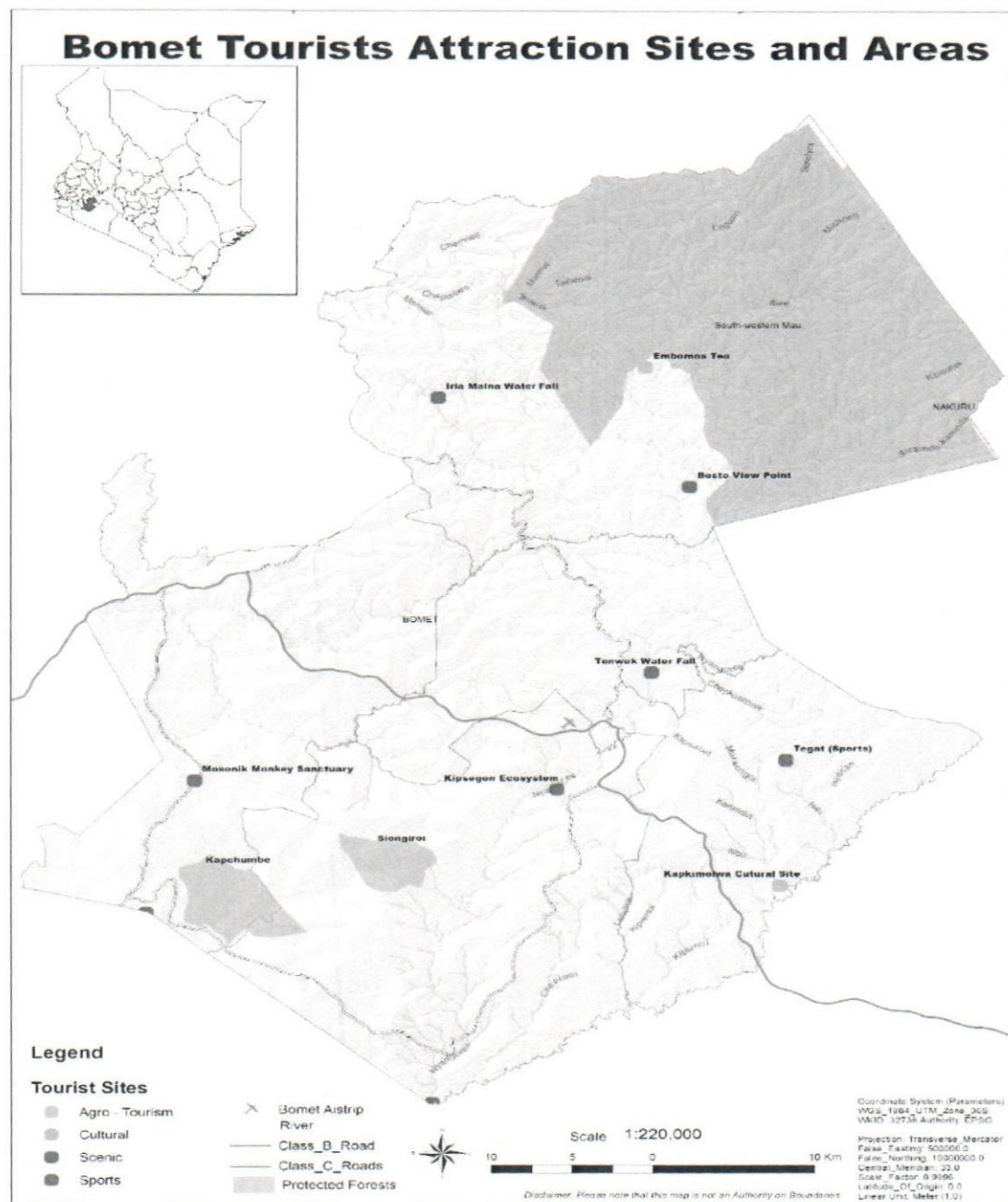
Visiting friends or relatives (VFR)

In addition, other reasons for travelling (study, sports, religious gatherings, medical, etc.)

Categories can further be sub-divided e.g., into groups and individual tourists, and whether they have travelled on a pre-paid package or independently. Different Visitors have different characteristics (length of stay; expenditure pattern; need for facilities and services, etc.).

ANNEX B : BOMET TOURISM MAP

County Tourism policy, proposed draft.



Source: Base maps for county spatial plan-2018.-2028.

ANNEX C: TOURIST VEHICLE ON BOMET/NAROK HIGH WAY (foreign tourist

*County Tourism policy, proposed draft.**JANUARY –MARCH 2019*

DAYS OF THE WEEK	JAN	FEB	MARCH	TOTALS	NO.OF PAX
MON	18	25	18	61	549
WED	21	18	19	58	522
FR	24	18	23	66	585
SAT	24	22	26	72	648
TOTALS	97	84	86	257	2305

*Source; 2019-field survey Bomet county.***Interpretation and assumption**

- For the three months there were so many visitors on Saturdays using the road.
- Wednesdays remain low as compared with other days with fewer travelers.
- An average of 1100 tourist uses the road and if local rates of ksh 8000 per person per night this group:
- Could have left about 1m in Bomet County.
- Daily potential of hospitality sector in the county is ksh.300, 000.00

Remarks

Tourism sector is an equal employer and supporter to SMEs, and a factor in reduction of poverty
In addition, under-employment in the county as well as an engine of wealth creation.

ANNEX D: TOURISM POTENTIAL PROFILE SITES.

SUB-COUNTY	ATTRACTIONS	WARD	SUITABILITY	OWNERSHIP

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KONOIN	Embomos Tea farm	-Embomos	- tea tourism -guided walk -Farm/Home stays -Excursion -team building.	County Government
	Kipsigis highlands	chepchabas	-well package tea tourism experience.	Local community(co-operatives)
	Bosto view point	Embomos	-sight viewing -Walking Safaris/camping. -retreat point	County Government
	Iria- Maina	-Boito	-Water sport activities -ancient caves -scenic view/camping	Privately owned by a cooperative
CHEPALUNGU	Mau Forest	Chicaner Merigi Singorwet Ndaraweta kidult	Nature trail -guided walks, -Bird watching -wildlife i.e. (endangered Bongo, Hyenas, Elephants) -Research studies -Sightseeing, camping and team building	National
	Chepalungu Forest (Chesambai block)	Siongiroi Ndanai Abosi chebunyo	-wildlife conservancy -eco-lodge -guided walks -Retreats and camping	National

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	Mara river Confluence (Amalo and nyongores) forming Mara River	chebunyo	-Eco lodge -wildlife sanctuary -Retreats and camping	Private land
	Chepalungu East Forest (siongiroi block)	Kongasis siongiroi	-wildlife conservancy -Retreats	National Government
SOTIK				
	Abosi Hill view point	Ndanai Abosi	-view point, -Hiking and sightseeing	Private
	Chepalungu Forest (Chesambai block)	Ndanai Abosi	-wildlife conservancy -eco-lodge -guided walks -Retreats and camping	National
	Mosonik Monkey sanctuary	Ndanai Abosi	monkey conversation	Privately owned
BOMET EAST	Cultural Tourism (Kapkimolwo cultural site)	Kipreres Longisa	-Folklore & traditional dances	private
	Narotia Forest (CFA)	chemaner	wildlife	County of Narok

County Tourism policy, proposed draft.

	Tegat	Chemamer	-high altitude area for sports tourism	County Government.
BOMET	Tenwek waterfalls	Township	-sight seeing -Excursion -Historical	Privately owned
CENTRAL	Masese cfa Nyangores	Singorwet	- water sports activities -Nature based	- county of Narok (Adjacent community). Bomet county.

ANNEX E: FACILITIES VISITED

FACILITIES	BOMET CENTRAL	BOMET EAST	SOTIK	CHEPALUNGU	KONOI	TOTALS

County Tourism policy, proposed draft.

CATEGORIES						
1.Hotels	1.	-	-	-	-	1
UP-COMING	1	-	1	1	-	3
2.G/ houses	7	-1	2	3	-	12
Up-coming	-	-	-	1	-	4
3-other G/rooms	8	3	3	3	1	18
c-1	5	3	3	-	-	11
c-2	-	-	-		-	0
Eateries	2	1	-	4	3	10
Up-coming standards facilities	2	-	3	2	-	7
TOTAL	25	7	11	9	4	58
Potential location for hospitality.	Mogogosiek	Longisa/kimunjul	Abosi	Nokirwet, kipsegon	Bosto, Embomos	

Source: Field survey sept-Dec. 2018.

County Tourism policy, proposed draft.



Mau Forest(Bomet county)



The endangered Bongo in mau Forest(Bongo trust courtesy of James Finlays)

County Tourism policy, proposed draft.

ANNEX. F; Agri-Tourism experience



County Tourism policy, proposed draft.



Tourist being shown Tea finished products packed for sale.

ANNEX G: TOURIST ARRIVALS

Tourist arrivals by origin.

USA 245,437

County Tourism policy, proposed draft.

Uganda: 223,010

Tanzania: 193,740

UK: 181,484

India:

122649

Tourist arrivals in kenya

Characteristic	Number of arrivals in thousands
2020	567.8
2019	2,048.8
2018	2,025.2
2017	1,474.7

ANNEX G: Monthly M & E Report.

Project Name(ward)	
Reporting Period	
Report submitted for Dpt.M&E Comm. by	Name..... Designation..... Signature..... Date

Output.....

Output indicator.....

County Tourism policy, proposed draft.

Target.....

Achievement.....

Key Activity	Start Date		End Date		Activity Progress	Budget		Remark
	Planned	Actual	Planned	Actual		Planned	Expenditure	

247247
 0766 931528
 8600
 1350
 900
 900
 1500
 4650
 4200
 8850
 250
 120
 250
 50
 3000
 1200
 42
 200
 1200
 42