

REPUBLIC OF KENYA



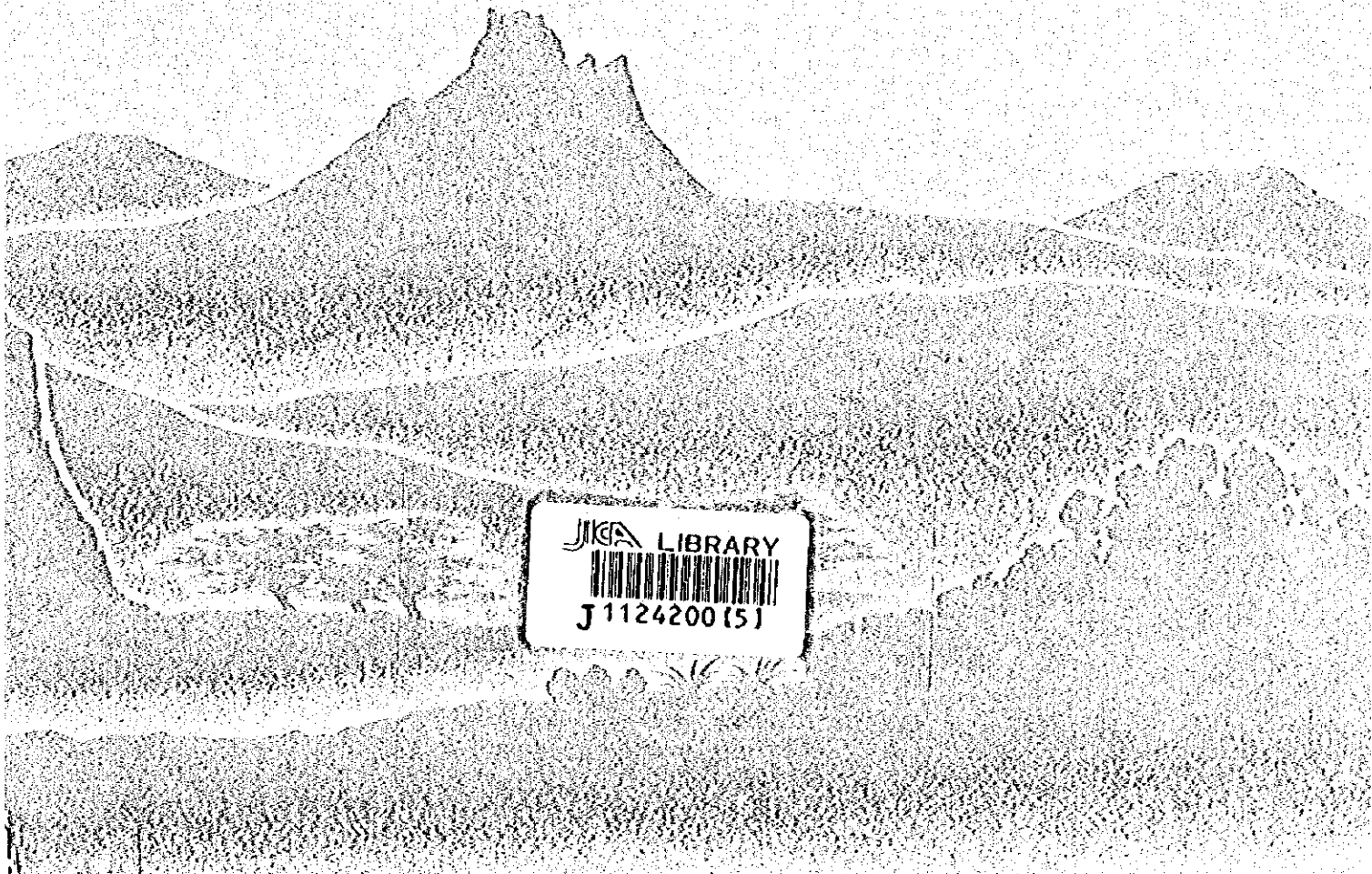
THE STUDY ON THE NATIONAL TOURISM MASTER PLAN IN THE REPUBLIC OF KENYA

Kenya

(Volume 2)

MASTER PLANS FOR
PRIORITY TOURISM REGION

OCTOBER 1995



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MINISTRY OF TOURISM AND WILDLIFE
THE GOVERNMENT OF THE REPUBLIC OF KENYA

**THE STUDY
ON
THE NATIONAL TOURISM MASTER PLAN
IN
THE REPUBLIC OF KENYA**

Priority Tourism Region Development Master Plans

Final Report (Volume 2)

October 1995

**PACIFIC CONSULTANTS INTERNATIONAL
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The following foreign exchange rate is applied in the study:

USD\$ 1.00 = 50 Ksh = 25 K£

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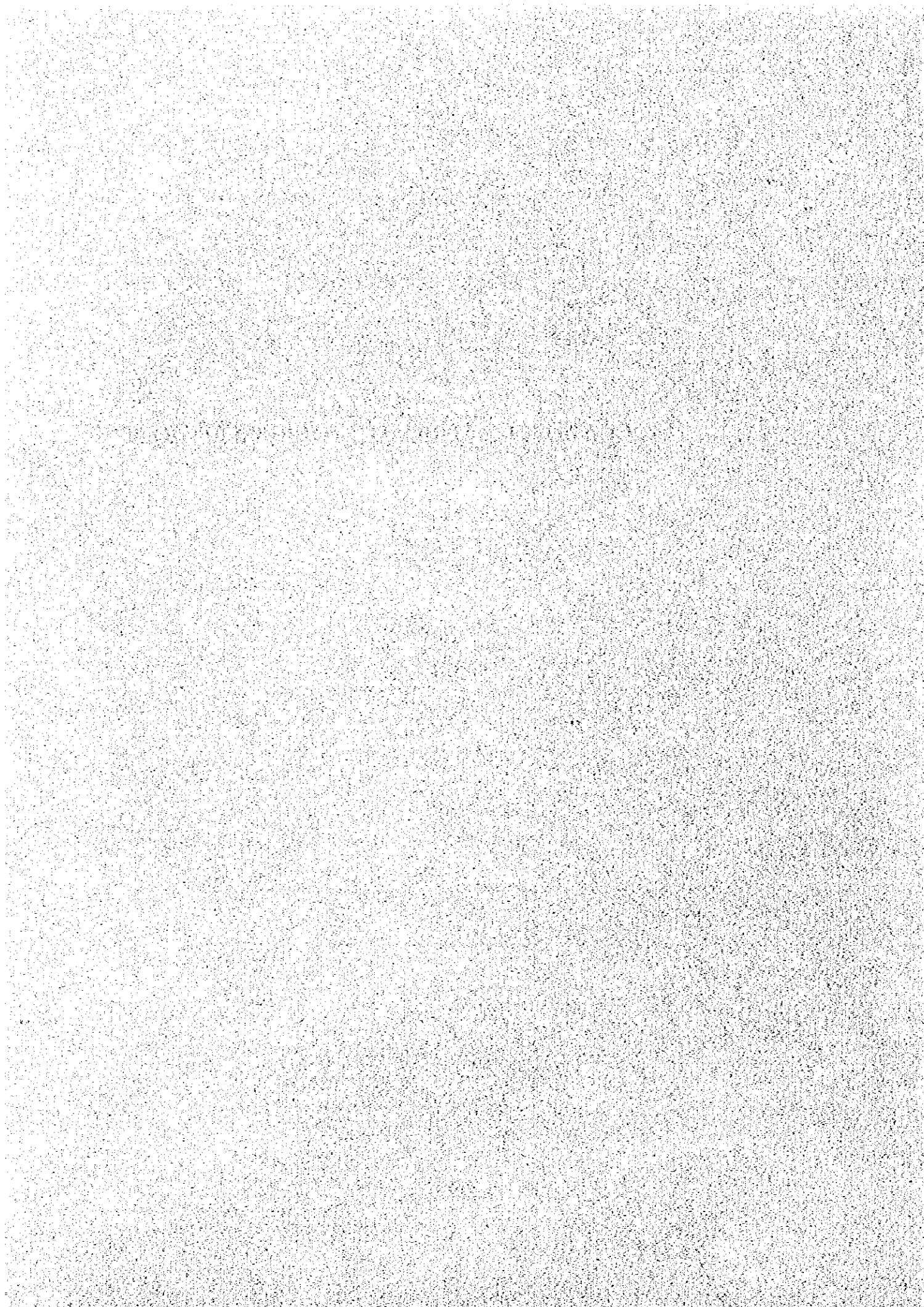
Abbreviations

ASAL	Arid and Semi-Arid Land
AT & H	African Tours and Hotels
B/C	Benefit Cost Ratio
BOD	Biochemical Oxygen Demand
CC	County Council
CITES	Convention on International Trade in Endangered Species (Fauna and Flora)
COBRA	Conservation of Biodiverse Resource Areas
COD	Chemical Oxygen Demand
COR	Capital Output Ratio
DDC	District Development Committee
DRSRS	Department of Resource Surveys and Remote Sensing
EANHSS	East Africa Natural History Society
EC	European Community
EIA	Environment Impact Assessment
EPZ	Export Processing Zone
FAO	Food and Agriculture Organisation of the United Nations
FD	Forest Department
FR	Forest Reserve
GDP	Gross Domestic Product
GEF	Global Environment Facility
GFCF	Gross Fixed Capital Formation
GOK	Government of Kenya
ICOR	Incremental Capital Output Ratio
IDA	International Development Association
IEE	Initial Environment Examination
IPCC	Intergovernmental Panel on Climate Change
IUCN	World Conservation Union
JICA	Japan International Cooperation Agency
KATA	Kenya Association of Travel Agents
KATO	Kenya Association of Tour Operators
KIFCON	Kenya Indigenous Forest Conservation Project
KNM	Kenya National Museums
KPLC	Kenya Power and Lighting Company
KPTC	Kenya Posts and Telecommunication Corporation
KR	Kenya Railway Corporation
KREMU	Same as DRSRS
KSS	Kenya Soil Survey
KTDC	Kenya Tourist Development Corporation
KWS	Kenya Wildlife Service

LG	Local Government
LS	Local Sanctuary
MENR	Ministry of Environment and Natural Resources
MNP	Marine National Park
MNR	Marine National Reserve
MOALDM	Ministry of Agriculture, Livestock Development and Marketing
MOED	Ministry of Education
MOE	Ministry of Energy
MOENR	Ministry of Environment and Natural Resources
MOF	Ministry of Finance
MOFIC	Ministry of Foreign Affairs and International Cooperation
MOH	Ministry of Health
MOHANH	Ministry of Home Affairs and National Heritage
MOLRRWD	Ministry of Land Reclamation, Regional and Water Development
MOLS	Ministry of Land and Settlement
MOPWH	Ministry of Public Works and Housing
MOTC	Ministry of Transport and Communication
MOTW	Ministry of Tourism and Wildlife
MRST	Ministry of Research, Science and Technical Training
NEAP	National Environmental Action Plan
NGO	Non-Governmental Organisation
NP	National Park
NPV	Net Present Value
NR	National Reserve
NS	National Sanctuary
NWCPC	National Water Conservation and Pipeline Corporation
NWMP	National Water Master Plan
OCC	Opportunity Cost of Capital
ODA	Overseas Development Administration
OP	Office of President
OVP&MPND	Office of Vice President & Ministry of Planning and National Development
PAC	Problem Animal Control
PAWS	Protected Area and Wildlife Service
PIP	Public Investment Programme
PTDA	Priority Tourism Development Area
SME	Small and Medium-sized Enterprise
SSC	Species Survival Commission
TPZ	Tourism Promotion Zone
TRAFFIC	Trade Records Analysis of Flora and Fauna in Commerce
TRH	Trade, Restaurant and Hotel
TZ	Tourism Zone

UNDP	United Nations Development Programme
UNEP	United Nations Environment Programme
UNESCO	United Nations Education and Scientific Organisation
USAID	United States Agency for International Development
VAT	Value Added Tax
WCI	Wildlife Conservation International
WWF	World Wide Fund for Nature

CHAPTER 1 PRIORITY TOURISM REGIONS



Chapter 1 Priority Tourism Regions

1. Criteria

The development strategy and the sectoral plans are delineated based on detailed analyses of the existing conditions. Although the strategy and the plans are formulated for all the tourism regions as a whole, the tourism regions cannot implement the proposed plans simultaneously. This is mainly due to limited public finances and the region's different state of maturity. The tourism development scenario has been formulated taking this into account. The tourism development scenario conceptually indicates the overall development priorities, which are :

- Expansion of existing developed tourism attractions should be carried out on a first priority basis, and
- Formulation of tourism corridors will be done in the second stage.

Based on the above development scenario, the strategy and plans should be implemented first in priority tourism regions. The following criteria are proposed to assess tourism development in each tourism region from various aspects:

- Possibility for market expansion and diversification
- Contribution to foreign exchange earnings
- Increase of local employment and regional development
- Ability for environmental control, and
- Low public investment intensity.

Possibility of Market Expansion and Diversification

The tourism market must be expanded and diversified by appropriate promotion and following the proposed strategies and plans. Even though the plan recommends certain basic directions, it may take a long time to achieve the identified goals. Accordingly, regions which are located near the existing developed tourism regions, or which have similar tourism resources will have higher priority.

Contribution to Foreign Exchange Earnings

Depending on the type of tourism development, foreign exchange earnings per tourist are different. At the level of the national economy, foreign exchange earnings are the most desirable objective. Therefore,

tourism regions which are expected to generate larger foreign exchange earnings, in other words, tourism regions, which are going to attract large numbers of foreign visitors or tourists, who stay for a longer period of time, will be given higher priority.

Increase of Local Employment and Regional Development

In the context of national development, the creation of wage employment and the development of the non-agricultural sector are emphasised as being the most important issue. In this context, the tourism sector is expected to contribute strongly to this development. Accordingly, regions which are expected to generate more employment or which have a larger indirect economic impact from tourism development should be given higher priority.

Ability for Environmental Control

The strategy and plans are formulated based on the concept of suitable utilisation of the natural endowment with certain environmental considerations. However, considering the fact of environmental irreversibility, the tourism development still contains risks of environmental deterioration. Therefore, the fact must be taken into account that it is difficult to control environmental negative impact. Environmental irreversibility will be one of the criteria. A higher priority must be given to the tourism region, which belongs to an environment with a higher potential for reversibility.

Low Public Investment Intensity

The implementability of tourism development programs and projects is an important aspect for giving priorities. In general, smaller public investments are expected to ensure the implementation of the envisaged development.

2. Selection of Priority Tourism Regions for Development

Each tourism region is investigated following the above mentioned criteria. An overall evaluation was carried out based on the investigation using the above mentioned criteria. The results of the investigations are illustrated in Table 1. 1. The Central and Coastal Tourism Regions have the highest priority and the Western Tourism Region ranks second.

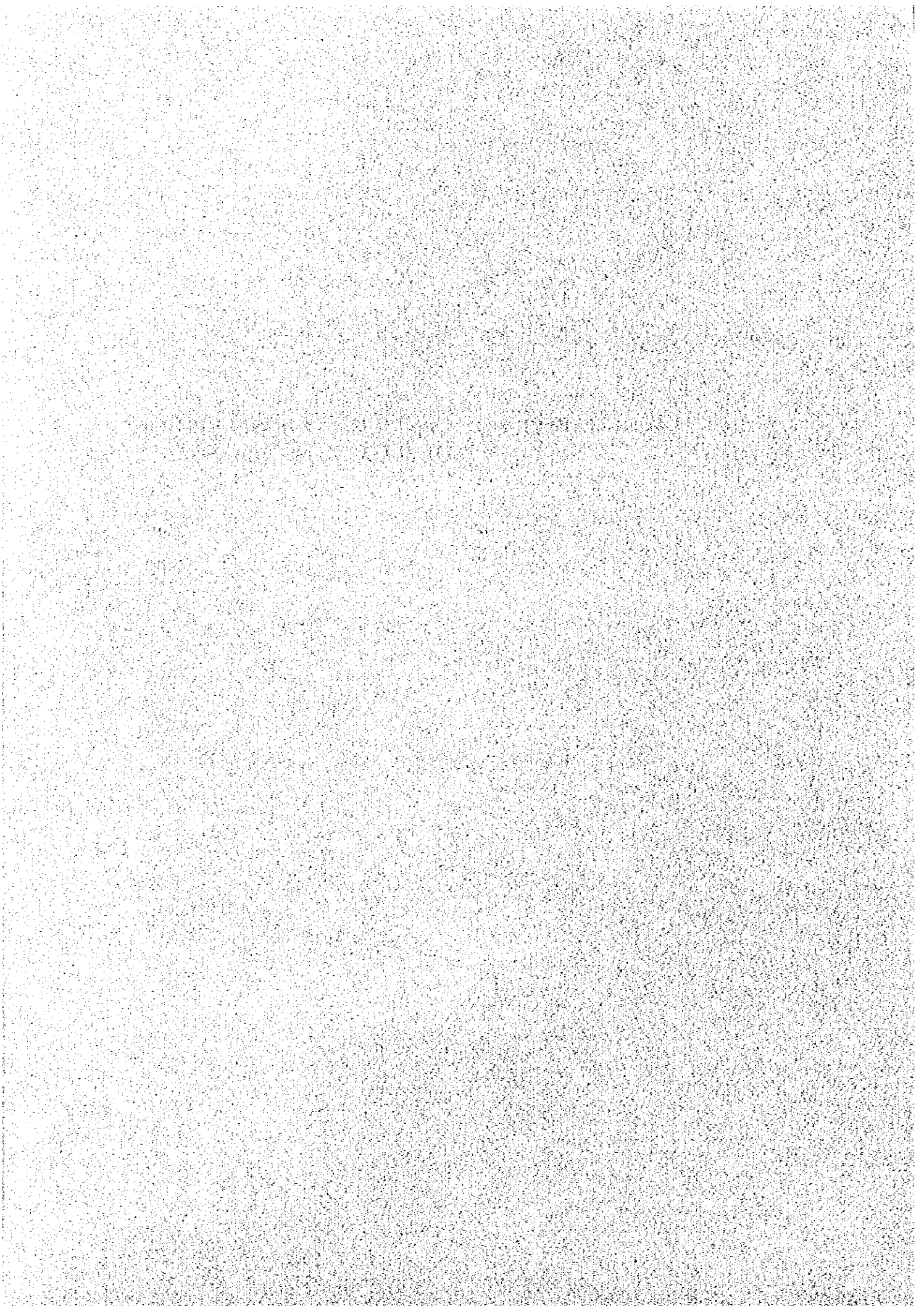
Therefore, the Central, Coastal and Western Tourism Regions are chosen as the Priority Tourism Regions for formulating a more detailed master plan.

Table 1.1 Examination of Tourism Region

Tourism Region	CENTRAL		Masailand	Western	Turkana	Northern	Tana Basin	Coastal	Eastern
	Nairobi	Other Central							
Possibility of Market Expansion & Diversification									
Contribution of Foreign Exchanging Earnings									
Increase of Local Employment & Regional Development									
Environmental Endurance for Development									
Low public Investment Density									
Overall Evaluation									

LEGEND : High / Good Medium / Fair Low / Poor

**CHAPTER 2 CENTRAL TOURISM REGION
DEVELOPMENT PLAN**



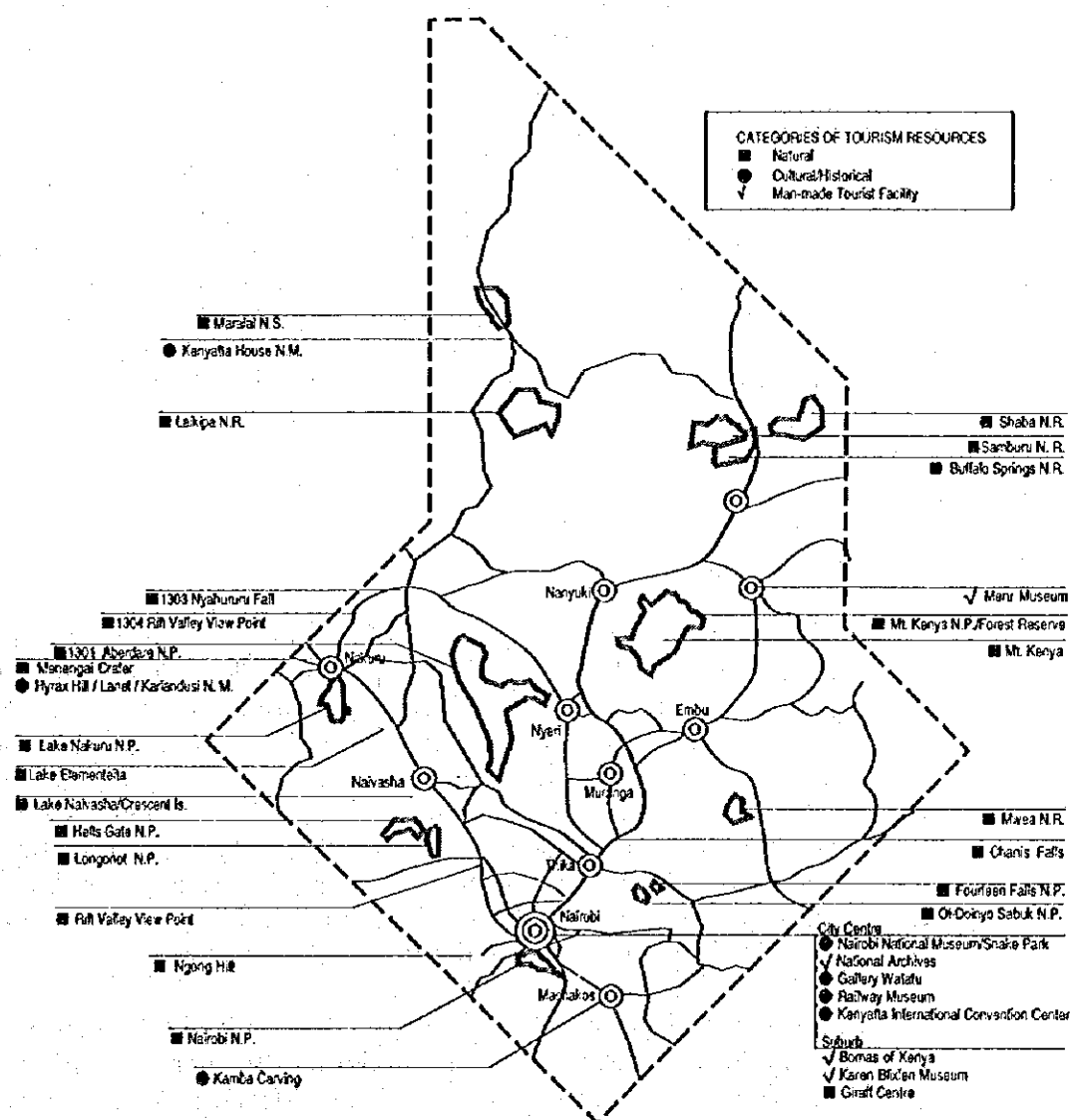
Chapter 2 Central Tourism Region Development Plan

1. Analysis of Existing Conditions

1.1. Tourism Resources

The Central Tourism Region includes Nairobi and the Central Province as well as some parts of the Eastern and Rift Valley Provinces. It is a highland and mountain area with the international gateway of Nairobi. The principal tourism resources are shown in Figure 2. 1.

Figure 2. 1 Tourism Resources In Central Tourism Region



The region has three principal tourism elements, namely highland forests around Mt. Kenya and the Aberdare Range, parks and ranches in the North that have similar landscape and vegetation as Masai Mara, and nostalgic remnants of the colonial era scattered all over the region. In addition, the region has Nairobi as the gateway for international flights to Kenya and East Africa. Nairobi is the centre of Kenya's contemporary culture and the major source for domestic tourists.

1.2. Visitor Arrivals

The study team estimates that the number of visitor arrivals to the region in 1993 was approximately 530,000. This figure is based on the questionnaire survey at the Nairobi and Mombasa airports conducted by the study team. The same survey revealed that the average length of stay in Nairobi was 6.0 nights and that in the rest of the region it was 3.0 nights. The shorter length of stay as compared to that of the coast (14 nights) indicates the region's position as a stop-over point for safaris rather than a resort destination.

The region has had 600,000 to 700,000 visitor arrivals to its national parks and reserves for the past several years. The figure is the largest of all the tourism regions. In particular, Nairobi National Park including the Animal Orphanage is the most frequently visited national park in Kenya recording 300,000 to 400,000 visitor arrivals a year, due to its proximity to Nairobi. The total number of visitor arrivals to the cultural facilities in the region was around 500,000 people for the past several years, which is also the largest of all tourism regions.

1.3. Environment

1.3.1. Non-organic Environment

The tourism region includes the Eastern Highland, the Northern Plain land and the Rift Valley. The elevation gap is high with altitudes ranging from 500 to 5,200 m. Major topographic features are Mt. Kenya, the Aberdare Mountains and the Mathews Range, which are the most important water catchment areas. The Ewaso, Ngiro and Tana Rivers Originate from these mountains and the Lakes Nakuru, Elmenteita and Naivasha are located in the Rift Valley. The geography is mainly Tertiary and Quaternary volcanics and partly Precambrian metamorphics. Most of the soils distributed in the highland are of high to moderate fertility and others in the lowland are of low fertility.

It is relatively cool with the annual mean temperature ranging from 16 to 28 °C. The annual mean rainfall is moderate, but varies from 400 to 1,200 mm. There are two rainy seasons, from March to May and from October to December.

1.3.2. Vegetation and Wildlife

The vegetation in the region shows a high level of diversity, that is semi-arid bushed&wooded grassland, arid-thorn bushland and montane and highland forests. Abundance of forests is a characteristic of the region and the Afro-alpine glacier on top of Mt. Kenya is found only here. Agricultural land expands in the highland and occupies about half of the region.

Mammals in the region are varied from forest to arid-savannah antelopes, such as bongo, wildebeest and gerenuk. Several species have dispersal areas in the Isiolo-Samburu-Laikipia Districts and the Kajiado District. There are threatened large ungulates and carnivores, such as black rhinoceros, Grevy's zebra and cheetah. The region is one of the biggest elephant dispersal areas.

Birds are abundant and rich in diversity, represented by the largest flock of flamingos in Lake Nakuru and montane birds, some of which are threatened and endemic species. Additionally, some of montane snakes and lizards are endemic species in the region.

1.3.3. Natural Ecosystem

The characteristics of the ecological zones are shown in Table 2. 1.

Table 2. 1 Classification of Ecological Zones

Zone Area	Classification	Climate			Soils	Vegetation/ Habitat	Wildlife	
		Agro-Climatic Zone	Mean Annual Temp.	Mean Annual Rainfall (mm)				Mean Annual Potential Evaporation (mm)
I Afro-alpine to Highland	Afro-alpine to Sub-humid	I to III	16-26	1000-2700	1450-2200	Lothosols Nitrosols Andosols	Afro-alpine moorland Moist-dry forest Woodland	Primates Small mammals Birds
II Plateau to Lowland	Semi-Arid to Arid	IV to VI	20-25	400-1000	1550-2400	Ferralsols Acrisols Solonetz Luvisols Cambisols Solonetz Arenosols	Bushland Wooded-grassland Bushed-grassland Grassland	Big ungulate Big carnivore Water fowl Fishes
III-1 Eastern Aridland	Very Arid	VII	24-28	150-400	2100-2500	Xerosols Yemosols	Grassland Wooded grassland Bushed grassland	Big ungulates Big carnivores Semi-desert
III-2 Northern Aridland	Very Arid	VIII	>28	150-400	2100-2500	Xerosols Yemosols	Grassland Dwarf Shrubland Bareland	adapted-mamm Semi-desert adapted-mamm
IV Coast (including Indian Ocean)	Humid to Semi-arid	III to V	24-28	800-1200	1450-2300	Lava Arenosols Cambisols Fluvisols	Coastal forest Coastal woodland Wooded grassland Bushland Mangroves Coral reef	Primates Small mammal Birds Aquatics

Source: JICA Study Team

There are three ecological zones in the region, namely I, II and III-1/2. The zone I occupies one-third of the region, which means that the agricultural potential is relatively high. The characteristics of the natural ecosystem are summarised as follows :

- Variety of eco-zones : Afro-alpine, forest, savannah and wetland
- Montane and highland forests, especially on Mt. Kenya and Aberdare Mountains, with high biodiversity
- Seasonal dispersal of large mammals including elephant from the highland to the plain land and important populations of black rhinoceros, Grevy's zebra and bongo, and
- Waterfowls, especially flamingos, in the Rift Valley lakes.

1.4. Infrastructure

1.4.1. Road Transportation

The majority of tourist transport in Kenya depends presently on the road transport mode. Nairobi with other Districts, in which tourism purposes concentrate remarkably, are highly frequented by tourists. The road conditions in the region are only partly satisfactory. Access roads from trunk roads to tourism areas are generally inadequate. The development of rural roads has tended to be neglected, due to a higher priority given to trunk road development.

Car hire is the most popular transport for safaris. 4WD vehicles are most suitable for safaris, as normal cars can often get stuck during the rainy seasons. Tourists can hire vehicles like land rovers not only from tour operators, but from full-time dealers at major cities such as Nairobi City.

Kenya has a network of regular buses, but they are not suitable for tourists, because they are very crowded, especially in Nairobi City. There is no regular sightseeing bus in Kenya, but chartered buses are available for group tours.

1.4.2. Railway Transportation

Limited routes and poor operation services constrain the use of railway for tourism. Besides the old operating system, meter-gauge tracks and severe gradients to cross the Rift Valley restrict operating speed and railway capacity. As for passenger transport, the KR operates mainly on long distance routes, that is Nairobi-Mombasa, Nairobi-Kisumu and Nairobi-Kampala.

Only one night train with sleeping and dining cars runs daily between Nairobi and Mombasa, and Nairobi and Kisumu. Night trains run three times per week between Nairobi-Malaba (Uganda border). All trains operate very slowly and take a long time to their destination.

1.4.3. Air Transportation

Nairobi is an established hub of international air traffic connections. Commercial activities within Kenya attract an increasing volume of tourists and aviation services from Wilson airport located to the South-east of the city centre.

A Nairobi-centred network by air is regularly connected to main cities, smaller towns and certain NPs. Chartered flights by small planes are also available for air safaris.

The air services for access to tourism destinations are limited, because of small aircraft services and poor air port facilities .

1.4.4. Water Transportation

There is no water transport activity in the region.

1.4.5. Water Supply

The water supply situation in Kenya has become increasingly critical, due to insufficient water supply from existing Water supplies, increase of population and economic activities in the region, especially in Nairobi City and its surroundings. The water quality in hotels is relatively good, but domestic water quality is not so good. Ground water is utilised in many places from bore holes and shallow wells in the whole country and also in the region.

1.4.6. Waste Disposal

There are some final disposal facilities in Nairobi City, however, its management is not adequate. In the other areas, the condition of the sanitary system is still very unsatisfactory. A sewerage system is provided in only limited urban areas, while in other urban areas, waste water is stored in pits installed at each house and dumped into a manhole. Waste disposal treatment is gradually becoming a serious problem in the region, especially in Nairobi City.

1.4.7. Power Supply

The power transmission system in Kenya consists of 220 kV, 132 kV, 66 kV, 40 kV and 33 kV lines. The distribution systems consist of 11 kV on the high voltage and 415/230 kV on low voltage. This system is

the high voltage and 415/230 kV on low voltage. This system is supervised and controlled from the National Control Centre in Nairobi.

The power supply system is established in Nairobi City and its surroundings and the areas along the Nairobi-Nanyuki Transmission Line. These areas are, therefore, supplied relatively well. However, other areas are not so well supplied.

2. Environmental Considerations

Environmental considerations are made in this section taking into account present problems and measures for environmental conservation and management.

2.1. Environmental Problems

2.1.1. General Problems

The agricultural potential in the region is relatively high. Although the human population is at present the second largest as compared to the Western Tourism Region, it is predicted that in 2010 the population will be the largest among all the tourism regions, due to the highest increasing ratio. On the other hand, there are abundant natural forests remaining with high biodiversity and expanded dispersal areas of large mammals including elephants. Therefore, environmental problems occur mainly from human activities, such as agriculture and pastoralism, and their conflicts with wild animals. Major general problems are :

- Degradation of wildlife habitat and disruption of their dispersal and migration areas by expansion of human settlements and agricultural land, increase of livestock and land sub-division with fencing, for example in Laikipia and Kajiado Districts
- Land use conflict between environmental conservation and large-scale development for public use such as hydro and geo-thermal electric plant (Hell's Gate/Longonot NPs), water supply and drainage plants (Lake Nakuru NP), irrigation scheme (Mwea NP) and military training (Shaba NR)
- Ecological isolation of small NPs and NRs and possible genetic deterioration of some wild animals, for example in Lake Nakuru NP, Ol-Doinyo Sabuk NP and Mwea NR
- Soil erosion on agricultural land and mountain slopes by unsuitable cultivation, over-grazing and road construction. This causes land deterioration in that area and siltation in the coastal area

- Water pollution from industrial and domestic sewage, agrochemicals and siltation, for example in Lakes Nakuru and Naivasha
- Air pollution from industrial and car exhausts, especially in Nairobi
- Illegal tree logging and charcoal burning, for example in Mt. Kenya FR and Ol-Doinyo Sabuk NP
- Illegal grazing and over-grazing by livestock, for example in and around Buffalo Springs, Shaba and Samburu NRs
- Bush Fire in montane moorland and forest, for example in Mt. Kenya NP and Aberdare NP
- Subsistence poaching, for example in Mwea NR
- Human settlement in NR (Laikipia NR) and land privatisation
- Drought and flood in the lowland
- Decrease of the water level, for example of Lake Nakuru, and
- Crop damage by elephant, buffalo, baboon, monkeys and human injury by elephant, for example around Mt. Kenya and Aberdare Mountains.

2.1.2. Tourism Problems

Since the region involves many popular NPs, such as Nairobi NP, Lake Nakuru NP and Aberdare NP, the region is one of the main tourism destinations in Kenya. Therefore, there are many and various impacts caused by tourism :

- Construction of tourism facilities, such as hotels, lodges and roads in and around NPs and NRs
- Off-road and over-speed driving, for example in Nairobi NP, Buffalo Springs, Shaba and Samburu NRs
- Litter and sewage, for example in Nairobi NP, Lake Nakuru NP, Buffalo Springs, Shaba and Samburu NRs
- Feeding on garbage by animals like baboon, monkeys and hyrax by tourists, for example in Nairobi NP, Buffalo Springs, Shaba, Samburu NRs and Mt. Kenya NP in case the garbage is clamped at unprotected Sites accessible to wild life
- Harassment of attractive animals like lion and cheetah by surrounding with and following by vehicles, for example in Buffalo Springs, Shaba and Samburu NRs.

2.2. Environmental Conservation and Management

2.2.1. Conservation Areas

There are a total of 12 protected areas in the region, that is 6 National Parks, 5 National Reserves and 1 National Sanctuary. Forest Reserves are mainly distributed on Mt. Kenya, Aberdare Mountains and the Mathews Range. Two internationally designated areas are included, that is the Mt. Kenya Biosphere Reserve and the Lake Nakuru Ramsar Site.

2.2.2. Present Measures

There are various agreements and project plans for environmental conservation and management. The region is given high priority for environmental conservation with some funds, because of its value as water catchment area and main tourism destination. Therefore, many projects in comparison with other tourism regions have been implemented in an effective manner. A fencing programme around NPs is one of the typical projects, reflecting many wildlife conflicts occurring in the region.

Present measures and their progress for wildlife conservation and management with initiative by KWS are as follows :

(1) Five Year Management Plans for Protected Areas (after 1990) :

- Aberdare NP, Mt. Kenya NP, Hell's Gate/Longonot NPs, Laikipia NR, Nairobi NP and Lake Nakuru NP (the later two in progress); but only little progress in some NPs and NRs because of lack of funds

(2) Agreements for NR Management between KWS and County Councils :

- Laikipia NR (Laikipia C.C), Buffalo Springs/Shaba NRs (Isiolo C.C.) and Samburu NR (Samburu C.C.)

(3) Memorandums of Understanding for the Joint Management of Selected Forests between KWS and Forest Department :

- For example in Mt. Kenya FR, Aberdares FR and Mathews Range FR

(4) Specific National Parks Management :

- Fencing programme in Nairobi NP, Lake Nakuru NP and Aberdare NP
- Population control and introduction or re-introduction of some animal species in Nairobi NP, Lake Nakuru NP and Aberdare NP

- Regular censuses for wild animal populations in Nairobi NP and Lake Nakuru NP, and
- Monitoring of water quality in effluents to Lake Nakuru.

(5) Elephant/Rhino Conservation Programme :

- Elephant programme, in Laikipia District
- Rhino programme with the establishment of the Association of Private Rhino Sanctuaries, in Nairobi NP, Aberdare NP and Laikipia District.

(6) Community Wildlife Programme :

- Consumptive use of wild animals through culling programme by some private ranches, in Laikipia District
- Process of eco-tourism in participation with traditional nomadic pastoralists in a planning conservation area, in Laikipia District
- Afforestation by the Community Afforestation Programme and resumption of the "shamba system", which is a kind of shifting cultivation, for example in Mt. Kenya FR
- Regulation on tourist activities with the establishment of the Association of Mt. Kenya Operators and rescue and forest patrol teams, and
- Problem animal control by fencing, driving away, trapping and shooting.

(7) Community Service by the Isiolo County Council :

- Use revenues from Buffalo Springs/Shaba NRs for public purposes, such as school and clinic construction, as a district special fund, and
- Establishment of grants for school children.

2.3. Environmental Considerations for Conservation and Management

2.3.1. General Considerations

The region is characterised by highland, mountains, forest, wildlife dispersal areas and expanded human activities. Thus, environmental problems are summarised as deforestation, soil erosion, pollution and wildlife conflict.

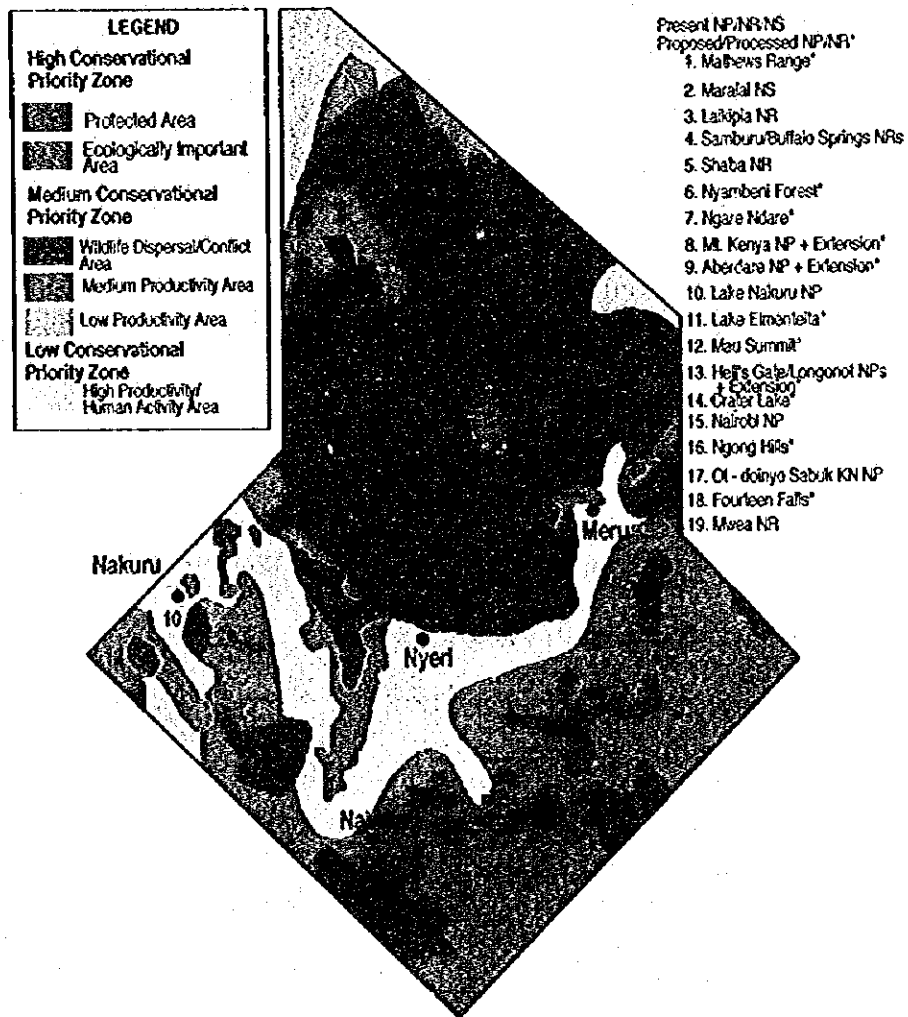
In order to comprehensively pursue environmental conservation and management, the Five Year Management Plans for Protected Areas compiled by KWS must be implemented as soon as possible in co-operation with other institutes, such as MOTW, the Forest Department,

the Department of Fisheries, County Councils, foreign aid organisations and NGOs.

Apart from the present protected areas, there are many ecologically important areas, in which some conservation measures should be taken depending on their importance and condition. The following areas have been processed or promoted to be gazetted as protected areas by KWS, because of their high priority for conservation of Kenya's bio-communities : Aberdare NP extension, Crater Lake, Hell's Gate/Longonot NPs extension, Lake Elmenteita, the Mathews Range, Mt. Kenya NP extension, Ngong Hills, Mau Summit, Nyambeni Forest, Ngare Ndare Forest and Fourteen Falls. They are shown in Figure 2. 2. In addition, Lake Naivasha is in process to be registered as a Ramsar Site.

Main environmental considerations with proposed measures should be put on these issues as follows :

Figure 2. 2 Nature Conservation Areas in the Central Tourism Region



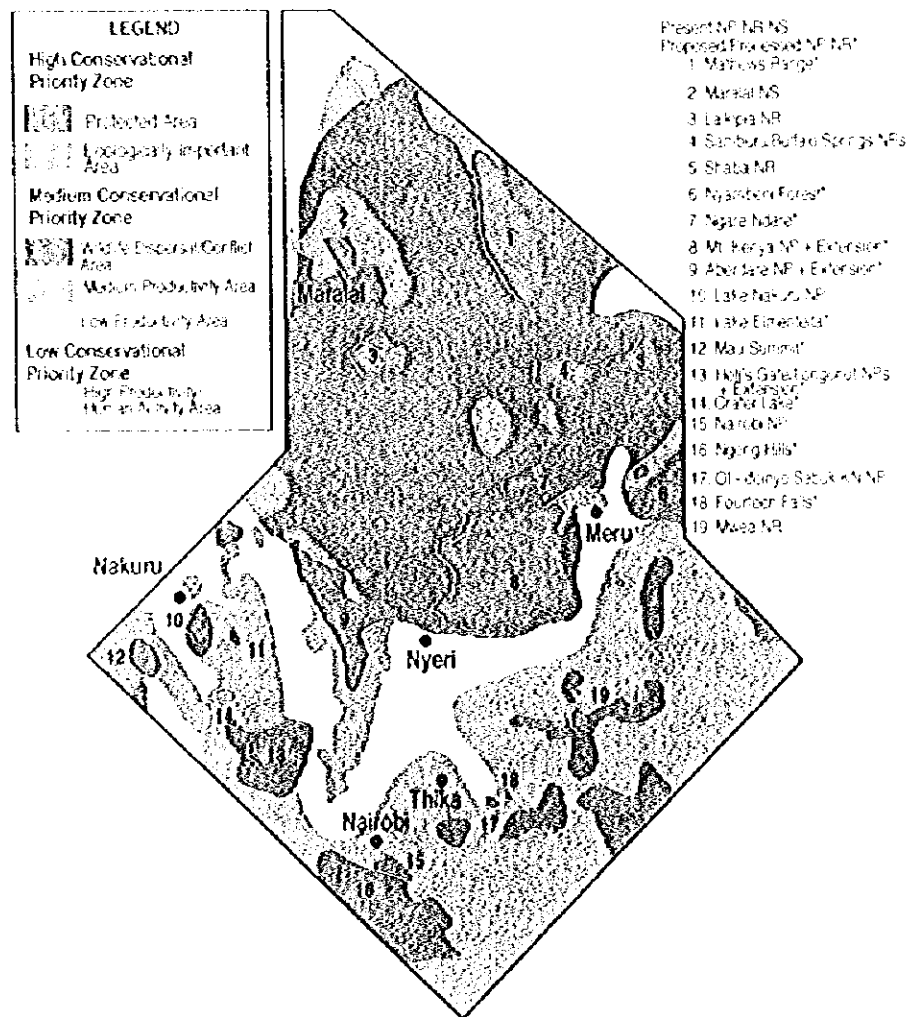
Source: JICA Study Team

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Figure 2. 2 Nature Conservation Areas in the Central Tourism Region



(1) Forest Conservation: Montane and Highland Forests, Especially on Mt. Kenya and the Aberdare Mountains

- Reinforcement of FR regulations and management, such as for tree logging, field patrol and fire control
- Development of sustainable use of forest resources, such as harvesting forest products other than timber and encouraging eco-tourism
- Intensification of afforestation of exotic trees for fire-wood use and indigenous trees for conservation of water catchment and biodiversity, and
- Gazettement of new FRs and promotion of important FRs to NPs.

(2) Prevention of Soil Erosion: Highland around Mt. Kenya and Aberdare Mountains

- Enhancement of afforestation and agro-forestry
- Protection of riverine forest from tree logging
- Suitable land use based on the agricultural potential and improvement of agricultural methods, and
- Control of livestock populations, especially of goats, which are the worst affecting animals for over-grazing.

(3) Wetland Conservation : Rift Valley Lakes

- Pollution control by effluent treatment, restriction, reduction and monitoring
- Restriction on reclamation and irrigation works, and
- Prevention of soil erosion and siltation.

(4) Mitigation of Wildlife Conflict

- Enhancement of the Community Wildlife Programme by KWS
- Wildlife-based development, including eco-tourism, in wildlife dispersal areas, both private and group ranches, and
- Prevention of damage by wild animals through fencing programme around protected areas surrounded by agricultural land.

2.3.2. Tourism Considerations

In the case of tourism development in mountain or forest areas, such as Mt. Kenya and the Ngong Hills, it should be avoided as much as

possible to alter the natural landscape, to fell trees, to construct large-scaled facilities and to pollute the drainage basin. Once construction of the facilities are planned, sewerage and waste disposal systems of a high standard should be installed as perfect counter-measures; because unsuitable development can affect not only that area, but also the lower land. Siltation and water pollution in the coastal area may take place around the Tana Delta through Tana River in the case of Mt. Kenya and around Malindi through Sabaki River in the case of the Ngong Hills.

As for wildlife dispersal areas, which are expansively utilised for private ranches, such as in the Laikipia and Kajiado Districts, establishment of fences or other measures obstructing migration routes for wild animals need to be avoided. It is also required to take care of road expansion and improvement, which may increase traffic accidents with wild animals. Wildlife conflicts are prominent around ranches and should be reduced by extension of wildlife-based development including both, consumptive and non-consumptive use of wildlife like eco-tourism.

Tourism activities can easily affect the natural ecosystem. The bad behaviour and illegal activities by tourists and tour personnel should be reduced by common proposed actions for all tourism-related impacts as follows :

- Reinforcement of regulations and field patrol on tourism activities
- Development of visitor services, such as environmental education, information and interpretation services, and
- Instruction to and training of tour operators, drivers, guides and lodge operators.

In order to realise these actions, it is recommended to establish or improve some facilities for visitor services and human resource training. Those facilities are a Visitor Centre in Nairobi, Environmental Education Centre with Animal Orphanage in Nairobi NP, Field Study Centres in Lake Nakuru/Mt. Kenya NPs, Wildlife and Fisheries Training Institute in Naivasha and Information Centres for all NPs and NRs.

Other proposed actions for each specific problem are as follows :

(1) Facility and Road Construction

- Avoid changing of the natural landscape by construction works and rather adopt making good use of the natural landscape

- Avoid the construction of buildings on slopes and near water resources
- Prohibition of the felling of indigenous trees for building construction and replantation of trees, in the case of felling exotic trees
- Examine preventive measures for avoiding traffic accident with wild animals on roads
- As for other details, observe the facility development guidelines mentioned in Chapter 5 of Volume 1.

(2) Off-road and Over-speed Driving

- Physical prevention by new road designs and construction methods
- Maintenance and careful expansion of road networks with effective signposts, and
- Closing of illegal roads made by off-road driving with physical blocks and warning signs.

(3) Litter and Sewage

- Installation and maintenance of litter-bins at lodges and camping sites
- Installation and maintenance of a sewerage system with septic tanks and soak pits at lodges and camping sites; especially toilets at camping sites, and
- Monitoring of operation conditions of the sewerage and water quality in effluents from lodges and camping sites.

(4) Feeding on Garbage by Wildlife

- Installation and maintenance of garbage-pits, incinerators and composts with enclosures or ditches at lodges and camping sites
- Driving away of wild animals visiting lodges and camping sites to feed from garbage, and
- Prohibition of the setting up of feeding places for wild animals at lodges and camping sites.

(5) Harassment of Animals

- Establishment of a guideline for game viewing of attractive animals, such as for approach distance, encirclement range and vehicle numbers, and
- Reinforcement of prevention of off-road and over-speed driving.

3. Targeted Arrivals and Room Requirement

The target number of visitor arrivals to the region up to the year 2010 are set as follows.

Table 2. 2 Targeted Visitor Arrivals

		Year	1993	2000	2005	2010
Nairobi	Visitor Arrivals ('000)		531	785	1,213	1,636
	Average Length of Stay (Nights)		6.0	5.8	5.4	5.0
The rest of Central Tourism Region	Visitor Arrivals ('000)		200	261	462	684
	Average Length of Stay (Nights)		3.0	4.0	4.0	4.0

Source: JICA Study Team

The regional framework for room capacity by tourism area up to 2010 is distributed as follows.

Table 2. 3 Room Requirement by Tourism Area

Tourism Region/Area	Sub-area	Hotel/Lodge/Permanent Camp		Homestay/Vila/Apartment/Tent				Unit: Number of Rooms					
		Existing	2000	2005	2010	Existing	2000	2005	2010	Existing	2000	2005	2010
11 Nairobi	Sub total	4,000	6,700	9,700	11,400	600	600	800	1,750	4,600	7,300	10,500	13,150
	Suburban	608	2500	4200	5100		100	200	750	608	2,600	4,400	5,850
	City area	3,392	4200	5500	6300	600	500	600	1000	3,992	4,700	6,100	7,300
10 Central	Sub total	1,901	2,370	3,750	5,400	370	720	1,140	1,220	2,271	3,090	4,890	6,620
12 Lake Nakuru/Naivasha	Naibasha	155	300	600	1100	50	90	170	170	205	390	770	1,270
	Nakuru	518	600	850	1100	10	30	50	70	528	630	900	1,170
13 Mt. Aberdare	Nyeri	459	500	860	1100	50	80	100	120	509	580	900	1,220
14 West Samburu	Mararat	31	50	100	150	100	120	170	170	131	170	270	320
15 East Samburu/Somali	Ishiolo	323	400	500	600	100	100	100	100	423	500	600	700
	Ishiolo					50	250	400	440	50	250	400	440
16 Mt. Kenya	Nanyuki	296	400	700	1100	10	50	150	150	306	450	850	1,250
	Meru	51	50	100	150					51	50	100	150
17 Embu/Muranga	Embu	69	70	100	150					69	70	100	150

Source: JICA Study Team

4. Tourism Products Development Strategy

4.1. General Directions

Nairobi and a mountain resort planned in Naro Moru are proposed as the cores of tourism in the region. Its Northern part's similarity with Masai Mara is an opportunity for the region, since dispersion of tourists to other parks and reserves is an issue for the most popular national reserves. Colonial remnants could be useful to direct a favourable tourism image and differentiate the region from other regions. The general planning directions for the region should therefore be as follows :

- Development of a mountain resort as a new attraction for general interest tourists
- Development and promotion of parks, reserves and private ranches in the Northern part as a substitute safari destination for Masai Mara
- Utilisation of the "white highland" image for creating a favourable tourism image, and
- Enhancement of the gateway and hub functions of Nairobi for wildlife safari tours and new inland resorts.

4.2. Target Markets

The marketing strategy of the region should be two-pronged as both, domestic and international tourists would visit the region. The percentage of European tourists is lower than at the coast as nature and wildlife tourism in the region could attract tourists from further areas of the world than the resort belt of Kenya. The cool climate in the mountain area would attract tourists from South Asia and South East Asia in a long-term perspective. The target markets of the Central Tourism Region are summarised as follows :

- General and advanced safari tourists
- Upper-market segment (for private ranches)
- Tourists from new target markets (Pacific Rim, South Asia, and North America), and
- Nairobi residents.

4.3. Regional Development Concept

Being a good substitution for Masai Mara with better amenity and exclusiveness is the most important point to appeal. Colonial architecture that remains in the region could be useful to direct the exclusiveness.

- Less congested and more exclusive wildlife tourism
- Remains of "white highland"
- Private ranches
- Mountain and forests resort, and
- The hub for East African safaris (for Nairobi).

4.4. Potential Tourism Products and Their Development Plans

4.4.1. Rail Safaris

(1) Directions for Development

Introduce luxurious rail safaris from Mombasa to Kitale (Mt. Elgon) targeted at the upper-market segment and advanced safari tourists with the following rationale :

- Diversify tourist attractions
- Lure tourists out of Nairobi and the coast to the inland of Kenya. It would also contribute greatly to the tourism development of the Western Tourism Region
- Enhance the "exclusive" image of the Central Tourism Region
- Give variety to tour itineraries to inland parks and reserves, and avoid the monotonous "same way back" to the coast, and
- Reduce congestion on the Mombasa-Nairobi road.

(2) Measures

a. Classical Design for Coaches

Coaches should have a classical design as used for the former Uganda Rail to provoke a luxurious safari image as "in the good old days".

b. Importance of Luxury and Topicality

The rail safari should not be a transportation measure, but a tourist attraction itself. Amenity, luxury, quality of meals and the mood in the dining car require special sophistication.

c. Rail Safari Route and Schedule

The rail safari should operate between Mombasa and Kitale. The preliminary schedule would be as follows :

1st day: Mombasa (evening)-

2nd day: - Nairobi (morning) - Kitale (evening) -

3rd day: Nairobi (morning) - Mombasa (evening).

4.4.2. Wildlife and Nature Tourism

(1) Directions for Development

Promote the utilisation of parks, reserves and private ranches in the Northern part of the region as a substitute for Masai Mara. While its Southern part, namely Aberdare and Mt. Kenya National Parks should appeal to the market with their distinctive differences of flora and fauna as against the established safari destinations with savannah landscape.

(2) Measures

a. Substitution Strategy for Masai Mara

Landscape similarity with Masai Mara, or more specifically, the tourists' image of African safari destination, would facilitate wildlife tourism to develop in the Northern part of the region. A strength of the area over Masai Mara would be lower tourist density and opportunities for safaris in a more exclusive atmosphere.

As the utilisation of private ranches has special importance in developing wildlife tourism, it will be discussed in detail in the next section.

b. Facilitation of Mt. Kenya Trekking and Climbing

Mt. Kenya is a major nature and wildlife attraction in the region, which is enjoyed mostly by mountaineers at present. With the setting of trekking routes for general tourists and improvement of facilities on the climbing routes, the mountain will be open to a wider range of people.

c. Promotion of "Forest" Image

The "forest" image needs more promotion in the long-term perspective in order to diversify Kenyan tourism. This strategy would also apply to the Western Tourism Region that also abounds in lush forest areas.

d. Environmental Education for Excursionists and Weekend Tourists from Nairobi

Nairobi is the major source of domestic tourism in Kenya. Game parks and reserves in Nairobi's vicinity must receive excursionists and weekend tourists. These wildlife parks should provide education and publicity of environmental conservation for domestic tourists.

4.4.3. Private Ranches

(1) Directions for Development

Private ranch utilisation would be a focus for the wildlife and resort tourism in the region. It has a strength in that it is more flexible to introduce alternative methods for enjoying wildlife, and it also provides tourists with a more intimate and exclusive experience, because of the low tourist density on a ranch.

Utilisation of the "white highland" image as discussed in general directions would be useful for some private ranches.

Private ranch tourism would help to develop the upper market that Kenyan tourism industry seeks for. It also contributes to wildlife conservation as the introduction of tourism at private ranches would discourage fencing that currently hinders wildlife migration.

(2) Measures

a. Low Density Tourism

The basic strategy for private ranch tourism would be a "low-volume high-income" strategy targeted at the upper-market segment. This would be further strengthened by utilising the fascinating image of an era as typically represented by the movie "Out of Africa."

b. Introduction of Alternative Wildlife Tourism

Flexibility is a great advantage of private ranches. Private ranches should introduce varied styles of wildlife observation that are rarely found in national parks and reserves. Good examples are as follows :

- Horseback safari
- Camel safari
- Night safari
- Walking safari (nature walk), and
- Bird and butterfly watching.

An important consideration would be to satisfy the market needs for ecotourism or closer contacts with nature.

c. Establishment of Tourist Ranch Organisation

This aims at introducing a tourism organisation, which is operated by the private sector to enhance members' capability for tourism. The services of the organisation would typically be :

- Sales promotion and advertisement for member establishments
- Provision of information to potential markets
- Operation of a reservation centre, and
- Assistance in tourism development.

4.4.4. Inland Resorts

(1) Directions for Development

Resort tourism that assumes a long-term perspective, like resorts in the coast, is almost non-existent in the inland of Kenya. The Central Tourism Region, however, should make efforts to introduce resort tourism to fully exploit its tourism potential and to increase economic benefits.

Mountain resorts as the base for Mt. Kenya trekking and climbing will be the principal resort area in the Central Tourism Region. It should include a plan to facilitate climbing and trekking of the mountain. Lake resort areas are planned to cater for itinerant safaris and domestic tourists from Nairobi, as well as international resort tourists as expected by the regional plan. Private ranches for tourists are also a type of resort establishments, the details of which have already been discussed in the previous section.

(2) Measures

a. Introduction of Resort Tourism

Wildlife safari tours are generally itinerant that is the principal tourism demand to the region. Resort areas, however, should make efforts to extend the length of stay by providing various attractions as well as good living amenity in and around resort areas. Wildlife is the prime attraction, but the development of attractions other than photo safari is vital to transform the stop-over points to resort destinations.

b. Development of Mt. Kenya Gateway Resort

Develop a resort area with a function as the base for Mt. Kenya climbing. The resort targets general interest tourists in addition to mountaineers and special interest tourists. The tourism promotion zone system should be applied for the development with a tourist centre that provides trekking and mountaineering information, tourism services, food and water and equipment for climbing. Facilities and signboards on trekking routes should be improved, so as to cater for ordinary tourists.

c. Development of Lakes Resorts

Accommodation at Naivasha and Nakuru serve currently as stop-over points for safari tourists, but the future direction would be towards the formation of resort areas composed of hotels and various tourism related establishments. Introduction of spa and sports facilities would be useful to increase the number of attractions enjoyed at the resorts. Because of their proximity to Nairobi, the resorts should also cater for the needs of domestic weekend tourists as well.

d. Development of Golf Resorts

The region has good opportunity for golf resorts, because of the ideal climate, absence of off-season and proximity to Nairobi, which is the major source of domestic tourists as well as the international gateway to Kenya. A point to note is that the image of golf resort is quite consistent with the "white highland" image and therefore preferable in the region.

e. Utilisation of Spa for Resort Development

Kenya abounds in hot spas though the use of them for health treatment and tourism is almost unknown. The Naivasha area is a possible site for a "Kurhaus" (hot spring cure facility), because of the availability of hot springs and proximity to the market of Nairobi. This is planned as a pilot project to introduce the use of spas. The potential market is expected from Nairobi residents and international tourists as well.

4.4.5. Nairobi Urban and Suburban Tourism

(1) Directions for Development

Nairobi is not only the gateway to Kenya but tourist attraction in itself. It is one of the few cities in Africa, which provides modern amenity for tourists to Africa. Although it currently serves only as a stop-over for shopping for safari tours, it provides museums, historical buildings, monuments and Kenya's contemporary culture, including art and

art and music. These attractions are often overlooked by tourists, or inaccessible for tourists.

Its suburb has potential for resort type development, because of its ideal climate and scenic view of the Rift Valley. This is the area where the "white highland" image could be most effectively utilised to direct a favourable tourism image.

(2) Measures

a. Development of Ngong Hill Resort

The area has suitability for highland resort development, because of its cool climate, scenic view of the Rift Valley, and the topicality related to the famous novel "Out of Africa." The resort should utilise the white highland image as much as possible for designing of facilities and directing of a tourism image.

b. Improvement of Existing Museums and Tourist Facilities

As Nairobi is the gateway to Kenya and East Africa, museums have special importance for tourists to obtain background knowledge for their safaris. Although there are many museums in Nairobi, most of them leave much room for improvement. As they have relevant improvement plans, the study team supports their implementation.

c. Introduction of Kenya's Contemporary Art and Music to Tourists

Kenya's contemporary culture is overlooked by tourists, or not accessible for tourists. As tourist information on this aspect is missing from most of the tourist literature, MOTW should provide more detailed information on live music, modern paintings and carvings, and any movements that would attract the attention of tourists.

d. Improvement of Shopping Attractions

Nairobi should be the shopping centre of Africa. However, considerable efforts should be made to introduce more attractive shopping items for tourists. Important points are summarised as follows:

Promotion of Kenyan brands

To increase tourists' spending, promotion of Kenyan product brands seems obligatory. Brands promote sales of products by providing guidelines for shoppers.

More items for daily use for tourists in their countries

The more people experience overseas' travel, the less they prefer to buy mementoes of their travel, such as wall decorations. Instead, they prefer items that can be used for their daily life in their country. This requires intensive research into the lifestyles of people, who visit Kenya. Viyondo shopping bags and T shirts with African design seem to be successful at present.

Indigenous elements or materials

Although this may sound contradictory to the former statement, tourists prefer articles, in which both elements are intricately combined together.

Beautification of city centre

The shopping district in Nairobi needs beautification so as to provide tourists better shopping experiences.

e. Conservation of Colonial Architecture

Old British style architecture and the suburban landscape that is almost identical to that of Europe need conservation to enhance the white highland image of tourists.

4.4.6. Convention , Seminar and Incentive Tourism

(1) Directions for Development

Nairobi could be the centre of convention tourism making use of its ideal climate, well-known name, location as a transportation hub, existence of UN agencies, and the fact that it is one of the few cities in Africa that could host international conferences. Though Nairobi, at present, is not competitive enough with the cities in Europe and North America, it has opportunities for conventions for African countries, and themes concerning Africa. Target markets are not only the international market, but the domestic market as well.

(2) Measures

a. Demarcation between Nairobi and Mombasa

Mombasa is another possible convention centre in Kenya. Nairobi should concentrate at authentic conventions, such as academic meetings, while Mombasa should concentrate on "resort convention" making use of its suitability for incentive travel.

b. Rehabilitation of Kenyatta Conference Centre

The Kenyatta Conference Centre needs rehabilitation and enhancement of its facilities.

c. Establishment of a Convention Bureau

An organisation that promotes conventions, conferences and expositions in Kenya needs to be established. Its roles should be as follows :

- Promotion of Kenya as a conference, seminar and incentive destination
- Support for convention organisers, and
- Consultation and information provision for the trades relevant to convention.

4.4.7. Local Museums

(1) Directions for Development

Hyrax Hill is the principal archaeological attraction in the region. Although a small museum already exists, further expansion is necessary to fully exploit the potential of the site.

(2) Measures

a. Upgrading of Museums in Nairobi

This includes the National Museum, Railway Station Museum and Karen Blixen Museum.

b. Expansion of Hyrax Hill Museum

"Museum park" style development with better interpretation facility is preferable to the archaeological site.

4.4.8. Local products and Industry

(1) Directions for Development

Machakos is the important handicraft centre of the Central Tourism Region and could be a destination for excursions from Nairobi. Efforts should be made to utilise local cuisine for a tourists' exotic experience. Both of them aim at extending tourism benefits to a wider range of people and to stimulate tourists' spending in Kenya.

(2) Measures

a. Promotion of Workshop Visits to Machakos Carving

Promote excursions to workshops in Machakos. Watching of the production process itself becomes a tourist attraction. It also promotes sales of products at the workshops.

b. Utilisation of Local Cuisine for Tourism

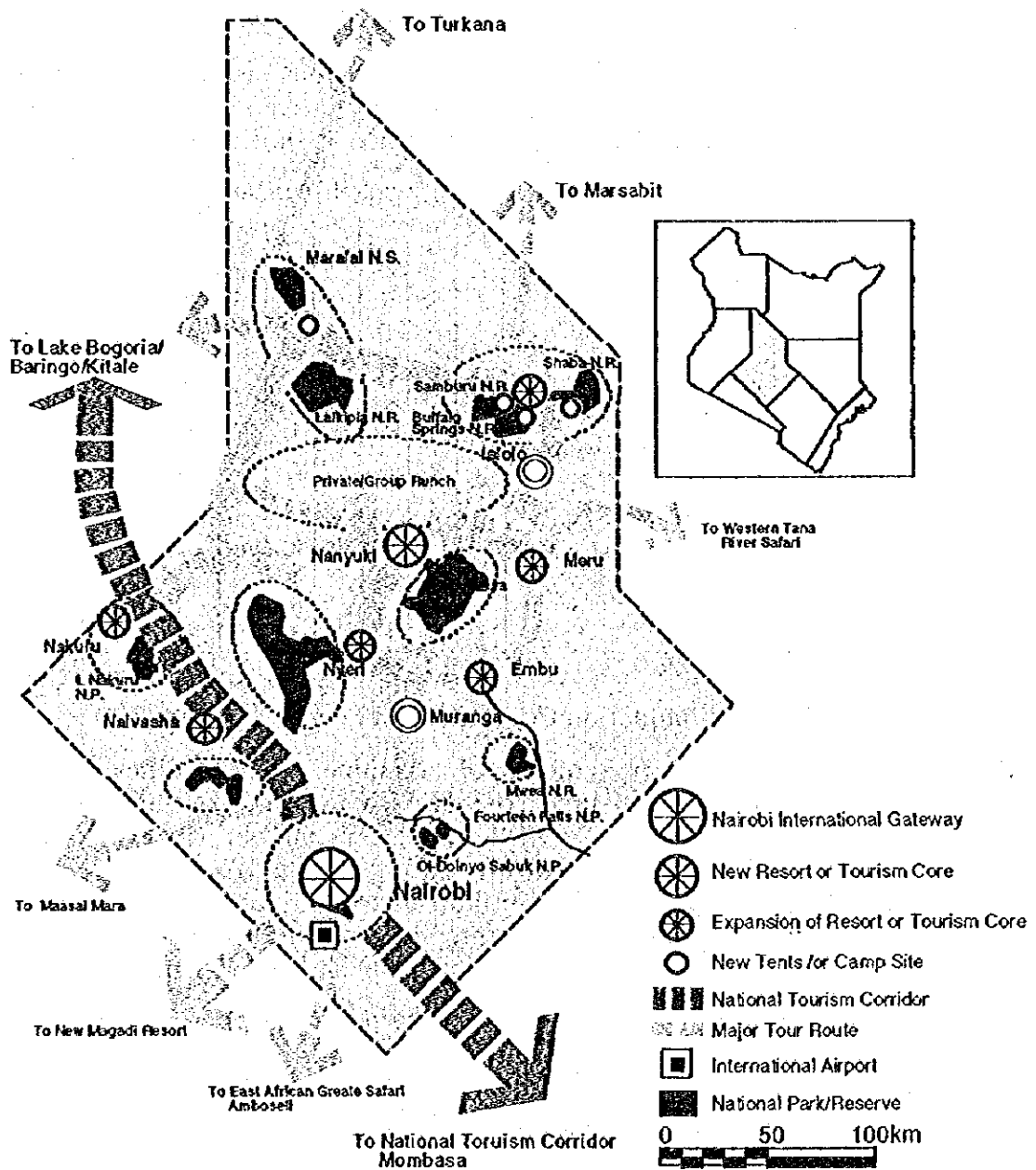
Game meat and river fish are the principal prospective products in the region. Tourism related establishments can use them to appeal the locality of the region.

4.5. Spatial Tourism Structure and Priority Tourism Area

4.5.1. Spatial Tourism Structure and Development Scenario

A spatial structure of the Central Tourism Region has been formulated based on tourism resources, environmental conditions, transport network and utilities' availability. It consists of major tour routes, tourism cores and spheres of tourism activities. Scale and location of tourism cores have also been examined. The spatial structure of the Central Tourism Region is shown in Figure 2. 3.

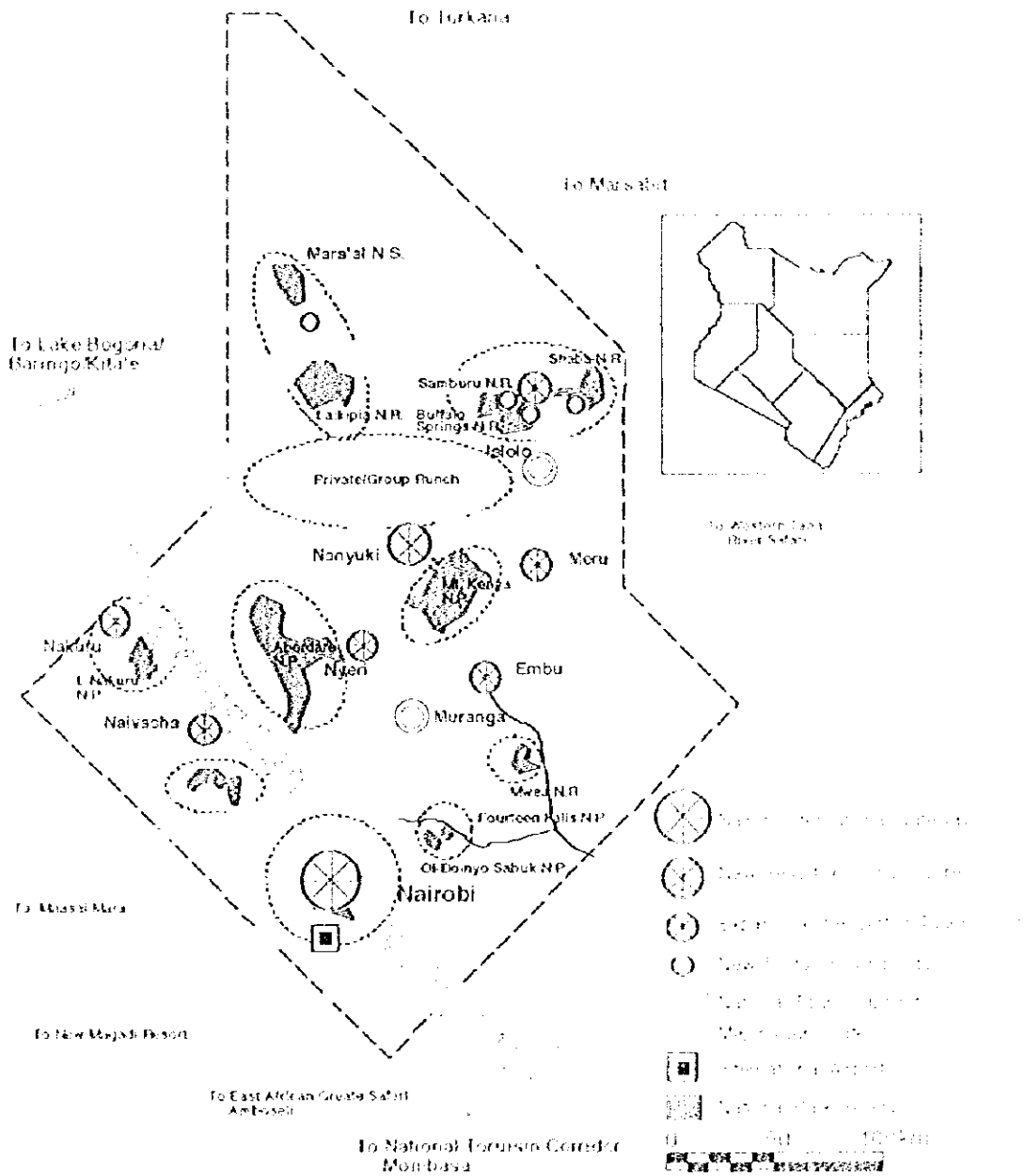
Figure 2.3 Spatial Structure of Central Tourism Region



Source: JICA Study Team

Formation and improvement of tourism cores indicated in the structure are significant for the realisation of the target tourist's arrivals in the tourism region. Infrastructure development such as transportation network, water supply, sewerage, power supply to support the tourism cores are also planned based on this structure.

Figure 2.3 Spatial Structure of Central Tourism Region



Source: JICA Study Team

Formation and improvement of tourism cores indicated in the structure are significant for the realisation of the target tourist arrivals in the tourism region. Infrastructure development such as transportation network, water supply, sewerage, power supply to support the tourism cores are also planned based on this structure.

4.5.2. Tourism Areas in the Central Tourism Region

(1) Characteristics of the Tourism Areas

Based on the tourism product development strategy for the Central Tourism Region, suitability of tourism areas for respective development directions are identified as shown in Table 2. 4.

Table 2. 4 Tourism Areas in the Central Tourism Region

NO.	Development Direction	Tourism Area name						
		Nairobi	Lake Nakuru/ Naivasha	Mt. Abardare	West Samburu	East Samburu/Somali	Mt. Kenya	Embu/Muranga
1	Development of Mountain resort as a new attraction							●
2	Inland resort development	●	●					
3	Kenya's contemporary culture	●						
4	Private ranches utilisation			●	●	●	●	
5	Wildlife & nature tourism	●	●	●	●	●	●	●

Source : JICA Study Team

(2) Accommodation Concentration Level

Appropriate percentages of accommodation facilities to be located within the tourism core(s) of each tourism area are determined as shown in Table 2. 5. The supporting infrastructure for the tourism cores are planned based on the scale of the cores calculated from the accommodation concentration levels. No concentration (0%) means that almost all of the accommodation is located in a dispersed manner, but a service town should be available in the tourism area.

Table 2. 5 Accommodations Concentration Level

Tourism Area	Accommodation facilities		Utilities in Tourism Core		
	* Accommodation concentration level	**Number of rooms located inside the core(s)	Water supply	Sewerage	Power supply
Nairobi	0.8	more than 10000	P/I	P/I	P
Lake Nakuru/ Naivasha	0.5	1000-1500	P/I	P/I	P
Mt. Abardare	0.3	300-500	I	I	P
West Samburu	0	NA	I	I	-
East Samburu/ Somali	0	NA	I	I	-
Mt. Kenya	0.3	1000-1500	P/I	I	P
Embu/ Muranga	0.7	NA	P/I	I	P

Note : P - connect to public line, I - provide individually

* Type of accommodations are Hotels and Lodges only, ** Number of rooms in year 2010

Source: JICA Study Team

4.5.3. Priority Tourism Area

Seven (7) tourism areas are designated in the Central Tourism Region. Tourism areas are evaluated considering the potential development of the tourism core. The formation of tourism core(s) in the designated tourism area is quite important for tourism development. The evaluation result of the tourism areas are summarised in Table 2. 6.

Table 2. 6 Tourism Areas in the Central Tourism Region

NO.	Evaluation Items	Tourism Area name						
		Nairobi	Lake Nakuru/Narvasha	Mt. Abadare	West Samburu	East Samburu/Somali	Mt. Kenya	Embu
1	Suitability for resort accomodation	3	3	3	1	1	3	1
2	Environmental stability	3	2	2	1	1	2	1
3	Accessibility to major tourism products	3	2	2	2	2	2	2
4	Contribution to up-market shift	2	2	2	2	2	3	2
5	Contribution to rural employment	1	2	2	2	2	2	2
	Total score	12	11	11	8	8	12	8

Source: JICA Study Team

The results of the evaluation indicate that Nairobi and Mt. Kenya have high development potential. In this Master Plan Nairobi and Mt. Kenya are selected as priority development tourism areas. Tourism core development in Nairobi will be integration of existing tourism resources and suburban resort development to expand accommodation capacity and the tourist's length of stay. Highland resort development and private and group ranches will be encouraged in Mt. Kenya.

4.6. Tourism Facilities Development Plan

4.6.1. Tourism Products related Facilities

(1) Formulation of Programmes and Projects of Tourism Products

To facilitate realisation of the tourism products identified in the preceding section, several programmes for improving and upgrading of existing promotional activities, the institutional set-up and

organisations and infrastructure and facilities projects for supporting tourism products are necessary. Table 2.9 shows the proposed programmes and projects for each tourism product in the Central Tourism Region.

4.6.2. Accommodation Facilities

The required number of rooms are determined in accordance with the framework presented in Table 2.7. The accommodation facilities are roughly classified into three classes, which are high class, medium class and low class. The cost estimate is shown in Table 2.8.

Table 2.7 Number of Rooms Required in the Central Tourism Region

Tourism Region	Class	-2000	-2005	-2010	Total	
		Increase No of Rms	Increase No of Rms	Increase No of Rms	Increase No of Rms	%
Nairobi	High	875	942	524	2,340	32
	Med	1,013	1,119	634	2,766	37
	Low	815	939	542	2,297	31
	Total	2,700	3,000	1,700	7,400	
Central	High	149	446	541	1,136	32
	Med	176	522	622	1,320	38
	Low	144	413	487	1,043	30
	Total	469	1,380	1,650	3,499	

Source: JICA Study Team

Table 2.8 Cost Estimate of Accommodation Facilities

		(Million K€)			
		-2000	2000-2005	2005-2010	Total
Nairobi	High	369	331.25	261.5	961.75
	Med	227.5	211	166.5	605
	Low	76.25	73	57.5	206.75
	Total	672.75	615.25	485.75	1,773.75
Central (Total)	High	134	237.75	212.75	584.5
	Med	94	167	132.25	393.25
	Low	9	16	27.75	52.75
	Total	237	420.75	372.75	1,030.50

Source: JICA Study Team

Table 2.9 Formulation of Programmes and Projects of Tourism Products for Central Tourism Region (1)

No.	Products	Description	Location	Resources to be Utilised	Necessary Programme and Project	
					Institutional Promotional Programmes	Intra. & Facility Project
Central Tourism Region						
CE-HP-1	Conservation of Colonial Architectures	Conserving old architecture and landscape in the suburban area of Nairobi to utilise them for a tourism attraction	Nairobi	Existing Old Buildings at Suburban area of Nairobi	Building Conservation Programme	
CE-MU-1	Improvement of Field Museum	Developing new museum park	Lake Nakuru/Naivasha	Hirax Hill Museum and excavating field		Museum Improvement, Excavation Field Conservation, Visitor Facilities Development
CE-MU-2	Improvement of National Museum	Improving Nairobi National Museum including attaching tourist supporting facilities	Nairobi	Nairobi national Museum		Museum Improvement, Visitor Facilities Development
CE-MU-3	Improvement of Science Museum	Improving Nairobi Science Museum including attaching tourist supporting facilities	Nairobi	Nairobi Science Museum		Museum Improvement, Visitor Facilities Development
CE-MU-4	Improvement of Botanical Garden	Improving Nairobi Botanical Garden including attaching tourist supporting facilities	Nairobi	Nairobi Botanical Garden		Museum Improvement, Visitor Facilities Development
CE-MU-5	Improvement of Railway Museum	Improving Railway Museum including attaching tourist supporting facilities	Nairobi	Railway Museum		Museum Improvement, Visitor Facilities Development
CE-MU-6	Improvement of Karen Blixen Museum	Improving Karen Blixen Museum including attaching tourist supporting facilities	Nairobi	Karen Blixen Museum		Museum Improvement, Visitor Facilities Development
CE-MU-7	Development of Kikuyu District Museum	Improving Nairobi National Museum including attaching tourist supporting facilities	Mt. Kenya (Naro Moru)	Kikuyu culture and traditional tools and equipment		Museum Improvement, Visitor Facilities Development
CE-MU-8	Development of Nyen District Museum	Developing new museum park	Nyen	Nyen District Museum		Museum Improvement, Visitor Facilities Development
CE-MU-9	Improvement of Masooda Arts	Promoting new souvenir by improving variety and techniques of Masooda arts	Nairobi (Masooda)	Traditional handicraft artists	Art Improvement Programme, Training Programme	Kamba Carving Museum Development Project
CE-NP-1	Improvement of Nakuru National Park	Providing visitor supporting facilities	Nairobi	Nairobi National Park		Visitor Amenity Facilities
CE-NP-2	Improvement of Fourteen Falls and Oi Doiyo Sabuk National Park	Providing visitor supporting facilities	Embu/Muranga	Fourteen Falls, Oi Doiyo Sabuk National Park		Visitor Amenity Facilities
CE-NP-3	Improvement of Lake Nakuru National Park	Providing visitor supporting facilities	Lake Nakuru/Naivasha	Lake Nakuru National Park		Tourist Centre, Visitor Amenity Facilities
CE-NP-4	Improvement of Hell's Gate National Park	Providing visitor supporting facilities	Lake Nakuru/Naivasha	Hells Gate National Park		Visitor Amenity Facilities
CE-NP-5	Improvement of Longoot National Park	Providing visitor supporting facilities	Lake Nakuru/Naivasha	Longoot National Park		Visitor Amenity Facilities
CE-NP-6	Improvement of Aberdare National Park	Providing visitor supporting facilities	Aberdare	Aberdare National Park		Tourist Centre, Visitor Amenity Facilities
CE-NP-7	Improvement of Laikipia National Reserve	Providing visitor supporting facilities	West Samburu	Ulupia National Park		Visitor Amenity Facilities
CE-NP-8	Improvement of Maralal National Sanctuary	Providing visitor supporting facilities	West Samburu	Maralal National Sanctuary		Visitor Amenity Facilities
CE-NP-9	Improvement of Samburu National Reserve	Providing visitor supporting facilities	East Samburu	Samburu National Reserve		Visitor Amenity Facilities
CE-NP-10	Improvement of Buffalo Spring National Reserve	Providing visitor supporting facilities	East Samburu	Buffalo Spring National Reserve		Visitor Amenity Facilities

Source: JICA Study Team

Table 2.9 Formulation of Programmes and Projects of Tourism Products for Central Tourism Region (2)

No.	Products	Description	Location	Resources to be Utilised	Necessary Programme and Project	
					Institutional/Promotional Programmes	Infra. & Facility Project
CE-NP-11	Improvement of Shaba National Reserve	Providing visitor supporting facilities	East Samburu Shaba National Reserve			Visitor Amenity Facilities
CE-NP-12	Improvement of Mt. Kenya National Park	Providing visitor supporting facilities	Mt. Kenya			Visitor Amenity Facilities
CE-NP-13	Improvement of Mwea National Reserve	Providing visitor supporting facilities	Embu/Muranga	Mwea National Reserve		Tourist Centre, Visitor Amenity Facilities
CE-NP-14	Promotion of Tourism Use of Private Ranches	Promoting tourism use of existing private ranches	Aberdare, West Samburu, Mt. Kenya	Private Ranch, Wildlife	Land Use Control Programmes (Introduction of Local Reserve Scheme)	
CE-NP-15	Promotion of Group Tourism Firms	Co-ordinating private ranches for introducing a tourism firm	Likipia, Meru	Private Ranch, Wildlife	Ranch Owner Groups Tourism Participation Programme, Land Use Control Programme (Introduction of Local Reserve Scheme)	
CE-WF-1	Improvement of View Point at Malahia	Creating appropriate atmosphere to tourists and providing adequate information facilities	Malahia	Wayside Facility		Tourist Wayside Facility Area Development
CE-WF-2	Improvement of View Point at Lake Elmentaita	Creating appropriate atmosphere to tourists and providing adequate information facilities	Lake Elmentaita	Wayside Facility		Tourist Wayside Facility Area Development
CE-WF-3	Improvement of View Point at Salama	Creating appropriate atmosphere to tourists and providing adequate information facilities	Salama	Wayside Facility		Tourist Wayside Facility Area Development
CE-WF-4	Improvement of View Point at Karatina	Creating appropriate atmosphere to tourists and providing adequate information facilities	Karatina	Wayside Facility		Tourist Wayside Facility Area Development
CE-WF-5	Improvement of View Point at Meru	Creating appropriate atmosphere to tourists and providing adequate information facilities	Meru	Wayside Facility		Tourist Wayside Facility Area Development
CE-WF-6	Improvement of View Point at Rift Valley	Creating appropriate atmosphere to tourists and providing information facilities	Nairobi	Scenery of Rift Valley		Tourist Wayside Facility Area Development Project
CE-WF-7	Development of Resting Facilities at Lake Elmentaita	Increasing visitors by providing appropriate tourists facilities	Lake Nakuru/Naivasha	Lake Elmentaita		Tourist Resting and Amenity Facilities Development Project
CE-VA-1	Development of Resting Facilities at Muranga	Increasing visitors by providing appropriate tourists facilities	Embu/Muranga	Scenery of Mt. Kilimanjaro		Visitor Amenity Facilities
CE-AI-1	Introduction of Rail Safari	Promoting tourism use of railway by introducing luxurious trains and special design	Mombasa-Nai railway, Rail Station, Nairobi-Kilale	scenery, NP & NR	Tourism Train Introduction Programme	Introduction of luxurious and special design coaches, Railway Track Improvement Project
CE-AI-2	Improvement of Tinga-Tinga Art	Promoting new souvenir by improving existing Tinga-Tinga Arts	Not specified	Tinga Tinga arts	Art Improvement Programme, Training Programme	
CE-AI-3	Development of T-Shirts	Promoting new souvenir by improving variety of size and design of T-shirts	Not specified		Art Improvement Programme, Training Programme	
CE-BT-1	Improvement of Kenya International Conference Centre	activating international conference center by improving facilities and promotion activities	Nairobi	International Conference Centre		KCC Improvement Project
CE-BT-2	Improvement of Tourist Amenity at Nairobi City	Creating appropriate atmosphere to tourists and providing adequate information facilities	Nairobi	Nairobi City		Beautification
CE-BT-3	Improvement of Tourist Amenity at Nakuru City	Creating appropriate atmosphere to tourists and providing information facilities	Lake Nakuru/Naivasha	Nakuru City		Beautification
CE-BT-4	Improvement of Tourist Amenity at Naivasha City	Creating appropriate atmosphere to tourists and providing information facilities	Lake Nakuru/Naivasha	Naivasha City		Beautification
CE-BT-5	Creation of "Sense of Arrival"	Creating appropriate atmosphere to tourists by improving services/hospitality/beautification	Nairobi	Nairobi International Airport	Hospitality Improvement Programme	Tourist Sign Board Provision Project, Beautification of parks

Source: JICA Study Team

Table 2.9

Formulation of Programmes and Projects of Tourism Products for Central Tourism Region (3)

No.	Products	Description	Location	Resources to be Utilised	Necessary Programme and Project	
					Institutional/ Promotional Programmes	Infra. & Facility Project
CE-FU-1	Utilisation of Game Meat	Promoting tourism use of wildlife's meat, especially for local use	Not specified	Wildlife	Local Government Wildlife Management Introduction Programme, New Cuisine Development Programme, Education Programme, Goods Distribution Improvement Programme	Cold Storage, Training Facilities Development
CE-FU-2	Utilisation of Fresh Water Fish	Improving cuisine of fresh water fish and promoting it	Not specified	fresh water fish	Farmers Group's Tourism Participation Programme, New Cuisine Development Programme, Education Programme, Goods Distribution Improvement Programme	Cold Storage Training Facilities
CE-IN-1	Creation of Nairobi Urban Resort	Promoting long-term stay with sports facilities	Nairobi	Tourism Products, Scenery, Sports	Land Use Control Programme (introduction of Tourism Promotion Zone), Commercial and Public facilities Development programme	Infrastructure Provision Projects for Tourism Promotion Zones
CE-IN-2	Development of South Nakhasha Resort	Promoting long-term stay with sports facilities and spa	Lake Nakuru/ Nakhasha	Lake Nakhasha National Park, Longport National Park, hot spring	Land Use Control Programme (introduction of Tourism Promotion Zone), Commercial and Public facilities Development programme	Infrastructure Provision Projects for Tourism Promotion Zones
CE-IN-3	Development of Lake Nakuru Resort	Promoting long-term stay with sports facilities and spa	Lake Nakuru/ Nakhasha	Lake Nakuru National Park, Longport National Park, hot spring	Land Use Control Programme (introduction of Tourism Promotion Zone), Commercial and Public facilities Development programme	Infrastructure Provision Projects for Tourism Promotion Zones
CE-IN-4	Development of Mt. Kenya Gateway Resort	Developing a climbing and trekking base	Mt. Kenya	Mt. Kenya, Trekking and climbing	Land Use Control Programme (introduction of Tourism Promotion Zone), Commercial and Public facilities Development programme	Infrastructure Provision Projects for Tourism Promotion Zones

Source: JICA Study Team

4.6.3. Tourist Service Facilities

The following tourist service facilities are proposed in the Central Tourism Region.

- Visitor Facilities Development Project
- Visitor Amenity Facilities Project
- Tourist Centre Project
- Tourist Wayside Facility Area Development Project
- City Beautification Project

Table 2. 10 Tourist Service Facilities in the Central Tourism Region

	Number of Projects
Visitor Facilities Development Project	8
Visitor Amenity Facilities Project	13
Tourist Centre Project	2
Tourist Wayside Facility Area Development Project	4
City Beautification Project	3

Source: JICA Study Team