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World Leaders Summit, High-Level Events, Round Tables, Side Events

WIF World Investment Forum

Civil Society Forum

Global Commodities Forum

Youth Forum

Global Services Forum

Session 3: Promoting tourism as an engine of inclusive growth and sustainable development in Africa

Room Tsavo 3

Kenyatta International Convention Centre, Nairobi

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Statement

from

Najib Balala

Cabinet Secretary for Tourism, Kenya

Republic of Kenya
MINISTRY OF TOURISM

Brief for the Cabinet Secretary on the Panel Discussion during UNCTAD slated for 21st July, 2016 as from 11:30am-1pm

THEME: PROMOTING TOURISM AS AN ENGINE OF INCLUSIVE GROWTH AND SUSTAINABLE DEVELOPMENT

1. INTRODUCTION

1.1. Why tourism?

Tourism is one of the fastest growing socio-economic sectors, accounting for an estimated 10% of world GDP, 1 in 11 jobs and 6% of global trade.

1.2. Tourism Contribution to Sustainable Development

- Tourism is a key instrument for sustainable development as it can stimulate *economic growth*, *create jobs*, *attract investment*, *foster entrepreneurship*, *preserve ecosystems* and *biodiversity*, *protect cultural heritage* and *promote the inclusiveness*, *empowerment* and *ownership* of local communities.

- Tourism relies on a peaceful and stable environment hence it can support efforts to *build and consolidate* **peace and security.** There is need for the developed countries to avoid **double standards** when it comes to terrorist attacks. Developed countries are quick to issue **travel advisories** when a developing country is attacked (Egypt, Kenya, Nigeria) but **stand in solidarity** with other developed countries when attacked. This is double tragedy for the developing countries who suffer for being attacked and also economically due to the advisories.

- Tourism can contribute to the *promotion of economic, trade and cultural links between developed and developing countries and*

regions by enhancing cooperation at all levels, nurturing mutual **respect, tolerance and understanding among nations.**

- Tourism is based on human interaction between visitors and host communities, creating a link that can **promote intercultural understanding and reduce stereotypes.**

2. INCLUSIVE GROWTH

- In many countries **inequality is growing** (*across age, gender, regions, urban and rural areas, and access by disadvantaged groups*) as the benefits of economic growth go to the richest members of society.

- Inclusive Growth is all about economic growth that creates **opportunity for all segments of the population** and **distributes the benefits/dividends of increased prosperity**, both in monetary and non-monetary terms, **fairly across society**.

a) Inclusive growth requires listening to lots of diverse voices in shaping policies and service delivery: VOICE, INCLUSION AND ENGAGEMENT
Kenya:
- Instituted a **Tourism Round Table** which meets bi-annually (*all stakeholders*)
- Regular meetings with **Counties Executives**, **Stakeholders** (Committees) and **Ministries** (Inter-ministerial and Sectoral Committees)
- Inclusion of the **representatives from the industry (KTF)** in all parastatal boards

b) Designing policies, programs and projects which foster inclusive growth
Kenya:
- Tourism Investment in marginalized areas/**opening up other regions** (*resort cities,* parks, hotels, conferences etc.)
- **30% of all government procurement** is reserved for Women, Youth and Persons with Disability.
- **VAT exemptions** (*tour operators and service charge*)

- Affirmative in Action **admissions to Kenya Utalii College** and sponsorships for children from disadvantaged families or regions

c) Making service delivery more inclusive: Improving Access and Reach

Kenya:

- *Ease of doing business* and reducing Government **red tape**
- Adoption of **digital platforms** in provision of public services: *e-visa, e-citizen (business registration), itax,*
- **Social media** is being used to deliver real time information(70% of our population is youth)
- **Regional integration efforts**: E.A. Tourists Visas; One Stop Border Posts; and Use of IDs as travel documents in the Northern Corridor

d) Inclusive growth objectives are met when results are measured and people are accountable.

Kenya:

- National **Performance Indicators** and targets which are reported quarterly/annually

3. SUSTAINABLE DEVELOPMENT

- It aims at supporting development that meets the needs of the *present* (generation) without compromising the *ability of the future generations* to meet their own needs**.**

3.1. Sustainable Development Goals (SDGs)

- Tourism potential to contribute to Sustainable development is reflected in the 2030 Agenda for Sustainable Development with *the inclusion of tourism in 3 of the 17 Sustainable Development Goals (SDGs)*.

- The 3 goals for the Tourism sector are as follows:
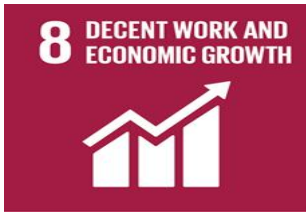
Target 8.9- *By 2030, device and implement **policies to promote sustainable tourism** that creates jobs and promotes local culture and products*

Target 12.b- *Develop and implement **tools to monitor sustainable development impacts** for sustainable tourism that creates jobs and promotes local culture and products*

Target 14.7- *By 2030, increase the economic benefits to Small Island Developing States (SIDS) and Least Developed Countries (LDCs) from the **sustainable use of marine resources**, including through sustainable management of fisheries, aquaculture and **tourism***

3.2. Tourism and Sustainability

- Issues of Sustainable Tourism refer to tourism activities that are:

  i. **Energy** efficient
  ii. **Climate change conscious**
  iii. Reduce/Minimize **wastage of water** and **harvesting of water**
  iv. Conserve the **ecosystem (habitat, wildlife and marine animals)**
  v. **Promotes Cultural heritage** and **traditional values**.
  vi. Enhance **Peace and Security**
  vii. Generate **local income** and **integrates local communities** with a view of improving livelihoods and reducing poverty.

- Measures on Sustainable Tourism in Kenya
  a) The National Tourism Policy is anchored on sustainable tourism. The policy is titled **"Sessional Paper No.1 of 2010 on Enhancing Sustainable Tourism in Kenya"**.
  b) **Environmental Management Coordination Act (EMCA)** and other statutes ensure environmental protection and conservation necessary for sustainable development.

c) **Community tourism** efforts as well as small and medium tourism enterprises which support the local stakeholders such as cultural troupes; curio sellers; beach operators; conservancies; tour guides; local boat operators and home stays etc.

d) The **under-utilized and over-utilized park initiative under vision 2030 seeks** to disperse tourism activities to all parts of the country to ensure sustainable management of the parks.

e) Kenya has been a leader in **wildlife conservation** through efforts undertaken in the country since pre-independence days *(such burning of ivory and advocating for total ban on trade in ivory)*.

f) **Eco tourism initiatives** that encourage environment friendly practices through eco-rating, eco labelling and eco-warriors awards done by Eco-Tourism Kenya

END.