Global Services Forum

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

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Statement

from

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THREE: 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.

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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
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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