



## **BUNGOMA COUNTY TOURISM POLICY**

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## BUNGOMA COUNTY TOURISM POLICY

### FOREWORD

### PREFACE

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### **ACRONYMS AND ABBREVIATIONS**

BOK	- Bomas Of Kenya
CBTE	- Community Based Tourism Enterprises
CIDP	- County Integrated Development Plan
COK	- Constitution Of Kenya
EMCA	- Environmental Management and Coordination Act
GDP	- Gross Domestic Product
HRD	- Human Resource Development
KIA	- Kenya Investment Authority
KICC	- Kenyatta International Convention Centre
KNBS	- Kenya National Bureau of Statistics
KPHC	- Kenya Population and Housing Census
KTF	- Kenya Tourism Federation
KUC	- Kenya Utalii College
LREB	- Lake Region Economic Block
MICE	- Meetings, Incentives, Conventions and Exhibitions
MOU	- Memorandum Of Understanding
NEMA	- National Environmental Management Authority
NGO	- Non-Governmental Organizations
NTB2030	- National Tourism Blue Print 2030
PLWD	- People Living With Disability
SDGs	- Sustainable Development Goals
SMEs	- Small Medium Enterprises
TB	- Tourism Board
TF	- Tourism Fund
TFC	- Tourism Finance Corporation
TIC	- Tourism Information Centre
TRA	- Tourism Regulatory Authority

## **EXECUTIVE SUMMARY**

Tourism is the third largest contributor to our National Gross Domestic Product after agriculture and manufacturing. Bungoma County despite having enormous potential in attractions, hospitality and labour has to harness tourism as a vehicle that shall not only contribute to economic development but also put Bungoma County on the national and even global tourism map. The policy proposes strategies to ensure the tourism sector becomes a leading revenue earner for the County Government and a major socio-economic force as the County tourism sector has been touted as a sleeping giant.

Therefore, this Bungoma County Tourism Policy outlines the framework within which sustainable county tourism development to international standards shall be undertaken. The Policy covers various aspects as per the chapters in the Policy as follows:-

Chapter One provides the background within which the Policy has been developed and highlights the process of developing the policy in addition to international and national policies and legal framework that have influenced its development.

Chapter Two provides policy direction with regard to tourism in Bungoma County by outlining the goal, specific objectives and guiding principles that will underpin the implementation of the policy.

Chapter Three clearly outlines policy framework consisting of the core policy priority areas and specific strategic interventions to be followed to achieve its aspirations.

Chapter Four outlines approaches to policy implementation. It also sketches the key stakeholders and requisite institutions framework for effective implementation

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Chapter Five outlines the processes of monitoring, reporting and review the policy. It anchors the monitoring, reporting and review processes in the institutional frameworks.

CHAPTER ONE

## The Context and Rationale of the Bungoma County Tourism Policy:

### 1.0. Introduction:

This first Chapter presents the context within which the Bungoma County Tourism Policy has been developed. It outlines key policies both at National and County level that have influenced its development in addition to the rationale for the Policy; Drivers of Tourism in Bungoma County and finally outlines the process of developing this policy.

### 1.1. Background:

The tourism sector has been identified in various policy and planning documents such as Kenya's Vision 2030, County Integrated Development Plan (CIDP) II 2018 -2022 as a key sector that can aid in the achievement of Sustainable Development Goals (SDGs). Tourism in Kenya currently accounts for about 10% of the Gross Domestic Product (GDP) making it the third largest contributor after Agriculture and Manufacturing. Its contribution is attributed to the fact that in 2018 Kenya received 2,025,206 tourists representing a 37.33% increase from 1,474,671 tourists in 2017. These represented a 31.26% increase in revenues/receipts from Kshs.119.9 Billion in 2017 to Kshs. 157.3 Billion in 2018. In 2019, travel and tourism grew by 5.6 per cent to contribute Sh790 billion and 1.1 million jobs to the Kenyan economy. This was attributed to among other factors; - political stability, improved security situation, withdrawal of travel advisories, revitalized marketing efforts, open border policy, investor confidence, hosting of international conferences among other factors.

Tourism offers opportunities for economic and social development where few other economic opportunities exist. Tourism jobs are geographically widespread and they can be created with lower capital investment unlike in other sectors. Furthermore, the large variety of jobs in the sector offers employment opportunities for people lacking formal qualifications that can thereafter acquire skills and advance their careers. Tourism creates jobs that help conserve the

**Commented [GN1]:** How do you pick up from that introductory statement on tourism in Kenya in general; link it to Bungoma, bring in the rationale for the policy in brief and highlight the key aspects of the policy!!!

Note – my insistence on the fact that the executive summary is not for signing off:

This policy needs a preface for Waziri to sign off

1.NOTE: NOTE: An introductory essay written by a different person is a **foreword** and precedes an author's **preface**. The **preface** often closes with acknowledgments of those who assisted in the literary work.

2.NOTE overall: a PREFACE: 1 Explain why the policy was written.

3.Reveal their motivation and inspiration for developing the policy.

4.Describe the process of researching the development of the policy.

5.Outlines the process of **writing** the policy, including any challenges and how long it took.

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nation's magnificent natural environment and wildlife. In short, tourism offers the opportunity to achieve economic and social development for communities throughout the county, while at the same time help to conserve the county's unique flora and fauna.

### 1.2. The Context and Rationale for the Policy:

#### **The Context**

Tourism in Kenya has contributed and continues to be a key sector in spurring economic growth. This is due to its ability to create jobs, provide income, generate revenue and improve standards of living. However, its development had been centred around specific areas in the Country until the advent of devolution whereby Counties had a key role to play in ensuring its residents had access to better services and better quality of life which tourism can play a key role in achieving. Therefore, tourism development is a priority for Bungoma County however, legislative framework such as policies must be developed to provide the roadmap for the development to ensure maximum benefits are achieved with none or minimal negative impacts.

This County Tourism Policy shall compliment other policies and is also informed by the following policy and legislative framework such as:-

- I. The Constitution of Kenya, 2010 the fourth schedule distributes various sector functions between the County and National Governments. Tourism policy and regulation is allocated to the National Government whereas the County Governments are responsible for local tourism development
- II. County Government Act (2012)
- III. The Environmental Management and Coordination Act (1999) cap 387 amended in 2015
- IV. National Gender and Equality Commission Act (2011)



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- V. Occupational Health and Safety Act (2007) that provides for the safety, health and welfare of all workers and all persons lawfully present at workplaces.
- VI. National Land Policy (2009)
- VII. Physical Planning Act (1996) cap 286
- VIII. Land Act (2012)
- IX. Water Act (2016)
- X. Forest Conservation and Management Act (2016)
- XI. Public Health Act, cap 242
- XII. Wildlife Conservation and Management Act (2013) that provides for the protection, conservation, sustainable use and management of wildlife in Kenya and for connected purposes
- XIII. The National Tourism Policy, 2010 that lays the foundation of tourism development
- XIV. **The Tourism Act, 2011** that creates semi-autonomous government agencies for tourism development, regulation and promotion. These include; Tourism Regulatory Authority (TRA), Tourism Fund (TF), Tourism Finance Corporation (TFC), Kenya Utalii College (KUC), Bomas of Kenya (BOK), Kenyatta International Convention Centre (KICC), Tourism Board (TB)
- XV. **The Government's Big Four Agenda** which is to implement projects and policies that will accelerate economic growth and transform lives by creating jobs, enabling Kenyans to meet their basic needs, improve health standards, improve living conditions, lower the cost of living and reduce poverty and inequality.
- XVI. **The National Tourism Blueprint 2030 (NTB2030)** is the long-term strategic framework for the Kenyan tourism industry. It sets policies and identifies programmes to make tourism a catalyst and engine in economic development and the country's attainment of middle-income status, as

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stipulated in the Kenya Vision 2030, protecting the environment, Preserving Kenya's cultural heritage, creating shared value of tourism to surrounding communities and Enhancing gender equality.

- XVII. The National Climate Change Action Plan 2018-2022
- XVIII. LREB Economic Blue Print
- XIX. Lake Region Tourism Pillar Strategic Plan

### The Rationale

The County Tourism industry before devolution was underdeveloped largely due to lack of focus by the National Government over the years and the community's reliance on agriculture as the main economic activity. This was despite having enormous tourism potential which ranges from her wildlife resources, an unexplored and unspoilt environment, spectacular landscapes and sceneries, diverse cultures with a friendly people.

The devolved system of governance bestowed local tourism development to the Counties making counties the new frontiers in tourism development. Tourism numbers to the County as per the Kenya National Bureau of Statistics (KNBS) are low leading to low bed occupancy in the hospitality industry hence, low revenues and incomes. This state of affairs could be attributed to inadequate development, marketing and investment in tourism experiences and events. Traditional tourist attractions (such as beach and *safari*) have become routine, yet tourists are increasingly looking out for vibrant, innovative and inclusive experiences. This provides an opportunity for tourism growth in hitherto non-traditional tourism destinations such as Bungoma County. Tapping into this opportunity will improve the quality of Kenya's tourism offerings and above all market Bungoma County as a new tourism destination.

The county government in collaboration with relevant stakeholders must undertake sustainable tourism development in order to facilitate realization of its development goals. Bungoma County Tourism Policy will be instrumental in

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advancing County environmental, social and economic development. Therefore, this policy has been developed in order to:-

- a) Provide a policy mechanism for implementing County Tourism functions as assigned under the Constitution of Kenya
- b) Provide for a sustainable tourism development to international and national standards approach in the County for posterity
- c) Facilitate the realization of Kenya`s vision 2030 and the CIDP II 2018-2022 aspiration as regards to tourism development
- d) ensure all stakeholders, the private sector, civil society, communities, partners and investors are part of proactive, coherent, integrated and sustainable development of Bungoma County Tourism Industry

All these efforts will work to ensure Bungoma County becomes a leading tourist destination with attractive and high quality products.

Commented [GN2]: Part of the rationale!!!!

### 1.3. The Drivers of Tourism in Bungoma County:

The drivers of tourism in Bungoma County include:-

- a) **Diversity of tourist attractions that have largely been unexplored** ranging from nature based such as Mt. Elgon Forest Reserve, Nabuyole falls to cultural such as our circumcision ceremonies, cuisine; and even historical including chetambe fort ruins, Sudi Namachanja mausoleum and Elijah Masinde Shrine
- b) **Presence of Mt. Elgon National Park and Chepkitale National Forest Reserve** that has unique flora and fauna including elephants, over 300 species of birds
- c) **Existing County, Regional and even National Tourism Associations and Groups** that have pushed for diversification of tourism to the western circuit and have provided a platform for County tourism stakeholders to network
- d) **Devolved System of Governance** that has spurred economic growth in various sectors that have also had an effect on tourism development such as

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good road network and urban planning that has seen increased investment in our hospitality industry

- e) **Existing national agencies: T.B, T.F, K.U.C, K.W.S, K.F.S**, that have provided platforms for the growth of Bungoma County tourism through collaborations in marketing of county tourism products, human resource development, conservation and protection of key tourism products
- f) **Proximity to Kisumu and Eldoret international Airport and presence of the Trans Africa Highway** that has enhanced accessibility of destination Bungoma County

### 1.4. The Process of Developing the Policy:

A participatory process was adopted in the development of this policy. It involved various stakeholders. Consultations among the County Executive Committee members, desk researchers, drafting by a team from the host department; presentation of the draft to the Executive followed by presentation to the County Assembly's Committee on Environment, Natural Resources, Water and Tourism; and other stakeholders were key activities in the evolution of the policy. The ultimate was the discussion and approval of the policy by the County assembly.

**Commented [GN3]:** Not necessary for such a high level document

## **CHAPTER TWO**

### **The Policy Framework:**

#### **2.0. Introduction:**

This Chapter outlines the goal, objectives and guiding principles that will provide a framework for the implementation of the Bungoma County Tourism Policy.

#### **2.1. Goal:**

The goal of this policy is to achieve sustainable County tourism that contributes to sustained economic growth, employment creation and general improvement in the living standards of the residents.

#### **2.2. Objectives:**

The objectives of this Policy are to:

- a) Provide policy direction for development of sustainable tourism in the County;
- b) Mainstream tourism-related issues into the County development planning, budgeting and decision-making processes;
- c) Provide a framework for public-private partnerships in the tourism sector with a view to attracting investments.
- d) Enhance community participation in tourism activities;
- e) Improve the quality and breadth of the country's tourist offerings.
- f) Promote and encourage domestic and regional tourism; and
- g) Profile Bungoma County as a premier tourist destination where tourists spend more per visit.

#### **2.3. Guiding Principles:**

The implementation of this policy will be guided by the following principles adopted from Sessional Paper No. 1 of 2010 on Enhancing Sustainable Tourism in Kenya of November 2010 which is the Policy that guides Kenya's tourism development.

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They include:

- (a) **Community Values:** Tourism should represent the past, present and future aspirations of Kenyans while respecting positive natural and cultural values.
- (b) **Code of Practice:** A code of practice should be established for tourism at all levels benchmarked on internationally accepted standards.
- (c) **Environmental Assessment:** Tourism operations will be undertaken in conformity to the Environmental Management and Coordination Act, 1999 and related regulations to minimize or prevent environmental degradation
- (d) **Equitable Benefits:** all benefits accruing from tourism must be shared equitably among the host communities, visitors and investors.
- (e) **Value for Visitors:** quality services that meet international standards and therefore provide value for money, excellence, convenience and quality service to the visitors shall guide the implementation of this policy.
- (f) **Sustainable Use:** tourism development and operations will be undertaken in manner that caters for the present and future

## CHAPTER THREE

### Opportunities for Tourism in Bungoma County and Strategic Policy Interventions:

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**Commented [GN5]:**

#### 3.0. Introduction:

This chapter outlines tourism priorities in Bungoma County and the requisite strategic policy interventions that should guide the exploitation of the identified potential. The County is endowed with several opportunities around which tourism interventions can be designed and implemented.

#### 3.1. Opportunities and strategic policy interventions:

Bungoma County recognizes tourism as a priority economic activity given its contributions to the County economy and the ‘multiplier’ effect across various sectors. Therefore, the following strategic policy interventions will be emphasized during implementation of this policy to achieve the set objectives;-

#### County Tourism Product Development and Diversification.

The NTB 2030 identifies failure to adapt and innovate in line with global trends and the changing world that has limited the range of tourism products on offer for the decline of the Kenyan tourism industry. However, it also places counties at the heart of tourism industry in Kenya with a key role in tourism product development.

The County Government in collaboration with stakeholders will endeavour to;-

- a) *Develop relevant Tourism legislative framework and tourism strategy to guide County tourism product development and diversification,*
- b) *Undertake mapping and inventory of all County tourism products, attractions and facilities,*
- c) *Undertake development of the County`s tourism products that enhance economic growth, environmental sustainability and preserve the County`s cultural heritage,*
- d) *Undertake County tourism product diversification through agro tourism, sports tourism, cultural tourism and eco-tourism,*

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- e) Encourage County tourism product diversification through Community Based Tourism Enterprises (CBTEs) such as Homestays,*
- f) Ensure high quality standards of tourism products and services,*
- g) Provide incentives for investment in County tourism products and services.*

### **Community Participation**

Stakeholder and community participation which is a key component of the COK 2010 is critical for the implementation of the County tourism policy. Therefore the County Government will endeavor to:-

- a) Undertake community tourism awareness campaigns to sensitize the community on the role of tourism in overall economic development*
- b) Encourage and support communities in Community Based Tourism Enterprises (CBTEs) and ensure modalities are in place for communities to receive significant share of the benefits from tourism ventures*

### **Infrastructure, Transport and Communications**

Destination attractiveness is enhanced through good and well-functioning infrastructure and transport such as road, rail, air, water transport, telecommunication and electricity as well as water and sanitation. The County Government in collaboration with all relevant stakeholders will endeavor to;

- a) Work towards providing better and efficient infrastructure such as a good County road network including access roads to tourism products and amenities with clear signage,*
- b) Work with relevant stakeholders to enhance air transportation services that entails having a fully functional airstrip within the County,*
- c) Ensure efficient, quality and well-functioning telecommunications systems including broadband and internet, energy (electricity) supply, sufficient clean water supply and sewerage connection across the County*



### **Environment, Natural Resource Base and Sustainable Development**

Tourism development for a competitive destination depends on its entire resource base including labour and natural resources. Therefore, development within the industry must be regulated to prevent or mitigate undue harm to the environment.

The County Government in collaboration with relevant stakeholders will;

- a) Work with the relevant stakeholders including the National Environmental Management Authority (NEMA) to fully ensure all new and existing developments within the County tourism industry adhere to the provisions of the Environmental Management and Coordination Act (EMCA) amended in 2015.*
- b) Closely monitor and control tourism land-use activities contributing to pollution (including vehicle exhaust pollution, which is a major nuisance and health hazard), eutrophication and sedimentation of valuable rivers and reservoirs.*
- c) Support initiatives to introduce an eco-rating system in all accommodation facilities (to be eventually included in classification and accreditation schemes thus underpinning the entire county's accommodation product with responsible and sustainable tourism principles).*
- d) Enhancing community participation in tourism activities shall in general, also promote protection of the tourism resources.*
- e) Resolve conflicts resulting from land-use and human-wildlife-tourism conflict through a participatory approach to ensure fair distribution of tourism infrastructure, services and benefits (roads, airports, information centres, communications, incomes, investment, security, etc.) to previously neglected regions and localities.*
- f) Encourage recycling of water and appropriate disposal of waste.*

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*g) Promote installation and use of renewable energy such as solar, wind, biogas and micro-hydro power as sources of energy by tourism enterprises.*

*h) Provide incentives for investment in alternative sources of energy*

### **Conflict Resolution and Land-Use Planning**

Conflict resolutions and land-use planning within the tourism sector shall be guided by relevant legislation. However, the County Government shall work in collaboration with all stakeholders to ensure all disputes relating to wildlife conservation and management, protection of endangered species, wildlife cropping, wildlife hunting, land ownership, land-use, etc. are resolved amicably in order to minimize areas of conflict and contention. Compensation for injury or death or for damage of property caused by wildlife to any person, including tourists who have paid to enter a protected area, shall be paid according to established law.

Recognizing that issues of land-use and human-wildlife-tourism conflict can be resolved more realistically through a participatory approach, implementation of the policy shall place strong emphasis on Sub County and ward tourism development. This shall also help to ensure sustainable use of resources, fair distribution of tourism infrastructure, services and benefits (roads, information centres, communications, incomes, investment, security, etc).

The County Government in collaboration with all stakeholders will establish tourist information centres across the County to serve as County tourism outlets in addition to designing new tourist circuits that encompass the whole County.

### **Sikele Sia Mulia Tourism attraction site**

This importance site is existing on a private land. With growing demand for land, the private owner of the land may sell it out to a road contractor who may use it as a quarry to excavate murrum for road construction.

### Way forward

1. We need to acquire it compensate the owner and preserve it from private ownership.  
-If at one time in the future the site is disposed off and excavated ,the county may loose on the tourism attraction centre

### Safety and Security

The safety and security of both the hosts and the visitors is a key factor for the continued growth of any tourism destination. The County Government in collaboration with relevant stakeholders will endeavor to:-

- a) Promote and encourage collaboration and partnerships between security agencies, private sector and local communities in provision of security and safety to both hosts and visitors*
- b) Ensure appropriate tourism sector safety guidelines, procedures and measures are developed and implemented*
- c) Encourage all tour operators and travel agents to ensure all visitors to the County take insurance covers*

### Marketing, Promotion and Branding

Competitive destination comparative advantage is depended upon effective and creative marketing and promotion. This calls for a coordinated and structured approach between the County Government and all stakeholders in order to:-

- a) Build the brand image of Bungoma County in a manner that reflects the diversity of the tourism product and a strong and distinct appeal with niche products unique to the County such as Homestays,*
- b) Create a distinct market image and position as a quality tourism destination through offering rich cultural tourism experiences that encompass exhibitions, events and festivals,*

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- c) Establish Tourist Information Centres (TICs) at the sub county level equipped fully with maps and visitor guide book, documentaries and other appropriate tourism information,*
- d) Undertake regular joint marketing campaigns with all stakeholders including the County Hotel industry, Conservation groups and CBTEs in collaboration with the Kenya Tourism Board(KTB) and the Kenya Tourism Federation (KTF) to target new segments in established source markets and core segments in emerging markets particularly in Africa and Asia,*
- e) Promote joint tourism marketing initiatives by the Lake Region Economic Block (LREB) and to facilitate multi-destination tourism within the region,*
- f) Take full opportunities accorded by the internet and encourage the making of documentaries and feature films to increase destination visibility,*
- g) Encourage and promote domestic tourism within the County through rotational events, festivities to enable locals to experience County tourism products within their County border*

### **Investment and Finance**

Bungoma County Government recognizes that for continued tourism growth there is need for investment in the sector. Therefore, the County Government in collaboration with all relevant stakeholders such as Kenya Investment Authority (KIA) will strive to create an enabling and supportive environment for investors through incentives and appropriate regulatory framework. This will also include collaborative initiatives to remove barriers to tourism investment opportunities in rural areas and on communal lands.

The County Government in collaboration with relevant stakeholders will support SMEs in tourism and CBTEs to improve and develop skills in business planning, management, operations and marketing in addition to enabling their accessibility to affordable capital. The County Government shall examine the feasibility of

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establishing a special fund for tourism enterprise development. The County may acquire land to support tourism investments.

The County Government will further allocate a minimum of 0.5% of its total annual budget towards development and promotion of local tourism. Furthermore, various institutions such as TF, TFC will be continuously engaged to provide funding for tourism development.

### **Employment, Training and Human Resource Development**

Bungoma County Tourism Industry Human Resource development and capacity building is key for effective and efficient tourism management as this ensures delivery of the highest standards of service. This is due to the fact that the industry is labour-intensive that contributes substantially to the labour market. The County Government in collaboration with relevant stakeholders will endeavour to:

- a) Enforce general labour laws on acceptable working conditions for tourism industry employees,*
- b) Encourage employers to ensure a good percentage of their staff who are skilled and trained are on permanent terms as opposed to casual in order to maintain service standards,*
- c) Conduct tourism training needs assessment within the industry and preparation of HRD strategy and Plan for the industry which shall inform engagement with the Tourism Fund for staff training,*
- d) Work with the department of education to have quality hospitality and tourism courses in the County Polytechnics,*
- e) Establishment of an effective co-ordination forum for tourism and hospitality training and education involving all institutions within the County,*
- f) Encourage employers to attract and retain skilled and motivated work force through ensuring employees welfare and health including HIV/AIDS is addressed accordingly,*

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- g) Address the specific needs of SMEs, emerging entrepreneurs and community groups by making training more accessible in terms of appropriateness, affordability, location, duration, costs and language of instruction,*
- h) Implement continuous public awareness activities at all levels of society in partnership with the local media and NGOs especially in new tourism areas, so as to familiarize local populations with employment and other opportunities in the tourism sector.*

### **Tourism Information Management and Research**

Tourism destination growth and development requires accurate data on visitor numbers, spending, movements, use of facilities and amenities. The destination should also collect information relating to economic, social and environmental impacts of tourism on the environment and society. The County Government in collaboration with stakeholders will endeavor to:

- a) Ensure timely collection, storage and dissemination of comprehensive high quality information about tourism products and services,*
- b) Provide necessary statistical information in a coordinated manner and ensure that market and other research necessary for tourism planning and operations is available,*
- c) Encourage development of websites both for the private and public sector.*

**CHAPTER FOUR**  
**The Policy Implementation Framework:**

**4.0. Introduction:**

This chapter outlines the approach to policy implementation. It sketches the key stakeholders and the requisite institutional framework for effective implementation.

**4.1. Integration of Tourism Concerns in Sectoral Policies, Development Planning and Budgetary Processes:**

The County Department responsible for tourism shall take a leading role in ensuring that all sectoral policies, planning and development documents and process mainstream tourism considerations. The following strategies will be undertaken;

- (a) Establishment of an Inter-Departmental Committee on Tourism to provide a platform for tourism development planning and budgetary processes,*
- (b) Enhance cooperation and coordination among County Departments and Tourism stakeholders including Semi-Autonomous Government Agencies,*
- (c) Strengthen mechanisms for coordinating and harmonizing the development and implementation of the integrated tourism development area plans.*

**4.2. Institutional and Regulatory Framework:**

Bungoma County Tourism Policy will be implemented through institutions which shall be strengthened through support from various stakeholders and subsequent legislative framework. Institutional structures shall be key in embracing responsibilities at all levels in relation to destination marketing, product development, regulation and licensing, training and certification, research and statistics and other related matters.

**Commented [GN6]:** An excellent attempt at formulating this section. Please look at the example I provided and tighten up this chapter to read well.

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Bungoma County Tourism Act shall be enacted through a participatory process to provide the required legislative framework. Furthermore, a County Tourism Strategic Plan will also be developed to guide the implementation of this policy.

### Roles of Stakeholders

Bungoma County Tourism Policy implementation shall be shared by all stakeholders and institutions. The roles of stakeholders and institutions in implementation of the policy and for the growth of destination Bungoma County are as below:-

#### A. County Government

The key roles will include:-

##### *a) Planning, Policy-making and Co-ordination*

- Support tourism development including the implementation of this policy,
- Development of integrated county tourism development plans in collaboration with relevant stakeholders,
- Enhance coordination between County Departments and other stakeholders within the County Tourism Industry,
- Promote and enhance co-operation in tourism within the Lake Region Economic Block (LREB)

##### *b) Facilitation and Implementation*

- Work to ensure the County has a stable political and economic environment for tourism to flourish,
- Work with relevant security agencies, private sector and stakeholders to ensure the safety and security of residents and visitors is upheld,
- Invest in infrastructure including tourism infrastructure,
- Promote wildlife and natural resources conservation,
- Enhance cultural heritage protection, promotion and preservation,



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- Allocate adequate funds in its annual budget for tourism development and marketing and where possible seek additional funding from donors,
- Facilitate and provide appropriate incentives for private sector, SMEs and residents investment in the County tourism industry,
- Enhance tourism training and education through working jointly with the private sector and institutions,
- Undertake research and compilation of statistics for the tourism sector

### *c) Regulation and Monitoring*

- Enact and enforce the Bungoma County Tourism Act,
- Provide for settlement of disputes on matters relating to land and environmental issues,
- Ensure proper mechanisms are in place for the collection of government revenue accruing from licenses, prescribed fees and other relevant charges,
- Promote and encourage standardization of the County tourism industry in collaboration with the Tourism Regulatory Authority (TRA),
- Work with relevant agencies and departments such as TRA, Tourism Fund, Public Health, NEMA to inspect and monitor compliance within the industry with regard to taxation, health and safety, environmental standards etc.
- Ensure tourism development adheres to land use plans and is done in accordance to Environmental Management and Coordination (Amendment) Act 1999 for sustainable utilization of natural and cultural resources.

### *d) County Tourism Development and Promotion*

- Ensure effective marketing and promotion of the County,

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- Promote and encourage involvement of communities in CBTEs at different levels,
- Prepare and disseminate marketing, branding and promotional materials on a regular basis,
- Improve and extend tourist information services within the County.

### ***B. Private sector***

The private sector shall be key in the implementation of the County tourism policy by playing the following roles;-

- Promote and encourage the involvement of local communities in tourism and establishment of partnerships with them,
- Ensure that they contribute towards poverty alleviation which is one of the Sustainable Development Goals(SDGs) of tourism,
- Establish tourism associations for self-regulation that will create synergy within the industry to spur growth through adherence to a code of conduct for high standards of service

### ***C. Labour***

Labour shall play a key role in the development and growth of the County tourism industry through not only creating employment but also delivering high quality services. Therefore, the County Government in collaboration with stakeholders such as TF and KUC will ensure that the tourism labour is continuously upgrading its skills through taking advantage of available refresher courses. Furthermore, negotiations for fair equitable terms and conditions of service will be encouraged within the County tourism industry and support measures to eliminate child labour.

***D. Communities***

Bungoma County Tourism Policy places community involvement and benefit sharing between communities at the heart of its implementation. This policy shall encourage community groups to participate fully in the development and growth of the County Tourism industry through:-

- a) Identifying potential tourism resources and attractions within their communities,
- b) Exploiting opportunities for tourism training and awareness, finance and incentives for tourism development (for product identification, preparation of business plans and proposals),
- c) Organizing themselves to play a more effective role in the tourism industry by participating in decision-making with respect to tourism developments within the county,
- d) Entering into partnerships with the established tourism private sector players for benefit-sharing out of the proceeds from tourism activities within their areas.

***E. Women/Youth/PLWD***

Tourism ‘multiplier effect’ cuts across all sectors of the society including women, youth and PLWD. However, women/youth/PLWD have been sidelined in development and therefore, this policy shall support and encourage women initiatives and self-help projects in tourism development. Women/Youth/PLWD shall play a key role through:-

- a) Awareness creation on the importance of tourism to community members to stimulate economic growth,
- b) Actively participate in development of sustainable community-based tourism projects,

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- c) Ensure equality in the conditions of employment as regards security of tenure, maternity leave, investment in career development and other areas,
- d) Promote and ensure respect for the dignity of women/youth/PLWD in the development, marketing and promotion of tourism.

### ***F. PUBLIC BENEFIT ORGANIZATIONS***

The role of PBOs in the implementation of the policy shall be:

- a) Support the implementation (jointly with other stakeholders) of the County Tourism Policy and the subsequent legislations, strategies and action plans,
- b) Provide technical and financial assistance to community-based tourism projects to ensure high quality products and return on investments,
- c) Support the linking of community projects with tourism industry operators. This should include assistance with regard to the preparation of MoUs for benefit-sharing between communities and private investors,
- d) Provide educational and training services and bringing these courses within the reach of local communities;
- e) Support the role of the Community Based Tourism umbrella organization representing the interests of community organizations involved in tourism.

### ***G. CONSERVATION AGENCIES***

The roles of conservation agencies in the implementation of this policy shall be:-

- a) To enhance good governance and proper management of the wildlife sector and natural resources,
- b) To win stakeholder support for improved management and sustained utilization of wildlife resources,

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- c) To ensure the protection of biological, cultural and heritage diversity within the network of protected areas and other areas which contribute to nature conservation and tourism,
- d) Where appropriate, to provide tourist facilities and experiences in areas under their control in a responsible manner,
- e) To facilitate and support the establishment of biosphere reserves, conservancies, community-owned game reserves, cultural and heritage centres,
- f) 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,
- g) To assist tourism authorities in the conduct of environmental tourism awareness programmes,
- h) To contribute to the development of policies and plans for the industry,
- i) To encourage local communities to develop wildlife based tourism and educate people in appropriate skills – guiding, bird watching, etc. - thereby spreading tourism benefits directly to the people.

### ***H. MEDIA***

The role of the media shall include promotion of positive tourism initiatives, support for tourism awareness programmes to the population at large and co-operation with the County Government and other local tourism organizations in promoting their areas to the domestic market.

## CHAPTER FIVE

### Policy Monitoring and Evaluation, Reporting and Review

#### 5.0. Introduction:

This chapter wraps up the policy with highlights on how to monitor, report and review the policy. It anchors the monitoring, reporting and review processes in the institutional frameworks outlined in chapter three.

#### 5.1. Monitoring and Evaluation:

The Department of Environment and Tourism will have the overall responsibility for the implementation of this policy. The CECM responsible for Environment and Tourism, jointly with relevant sector representation will be responsible for ensuring the implementation is followed through. The implementation of the policy will comply with the national laws and regulations governing monitoring and evaluation at all times. To effectively ensure this happens, there shall be an integrated monitoring and evaluation system on Tourism Management policy in the county. A baseline will provide the foundation upon which progress of in shall be measured.

It is among county government intervention policies responsible to market the County tourism attraction sites and stimulate economic development and growth. Performance evaluation by the lead department and other relevant sectors will be carried out through Key Performance Indicators (KPI). The monitoring will also be both formative (taking place during the policy implementation period with the aim of improving the outcomes) and summative [drawing and implementing lessons from policy objectives already achieved (or not achieved)].

#### 5.2. Reporting:

With regard to reporting the Department of Environment and Tourism in Bungoma County shall develop a mechanism for recording and reporting Tourism activities in the county. Such a mechanism will focus on both domestic and foreign

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direct investors in the county. To ascertain how it is doing with regard to industrialization, the county government shall institute a framework of standards in keeping with national and international standards.

### **5.3. Operationalization and Review of Policy:**

The Tourism policy shall only be submitted to the County Assembly of Bungoma upon being approved by the County Executive Committee. It shall become operational as soon as it is passed by the County Assembly, published and publicized by the County Government of Bungoma. Such policy operationalization shall be undertaken through requisite relevant legislations.

This policy is flexible and open to adjustments going forward. To adjustments. There may arise the need to deviate from or realign the policy goals, objectives, orientations or provisions based on the results of the monitoring and evaluation status reports and prevailing circumstances. There shall therefore be a window to review and revise/update this policy once in every five years to ensure its relevance. Any deviations or alterations to the policy must be informed through status reports and measurable changes in prevailing circumstances. The deviations or alterations should aim to achieve objectives that meet the “SMART” criteria and should be within the available resources.

### Terminologies

The United Nations World Tourism Organization (UNWTO) defines Tourism as "*activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, pleasures, business and other purposes.*" This movement however, also involves people spending money on the leisure and pleasure in those destinations outside their places of residence.

*Visitor:* A person travelling to a country other than the country in which He/she has usual residence for a period not exceeding one year without seeking work in the country visited.

Visitors are divided into

*Day visitors:* Staying in the country visited for less than 24 hours.

*Tourists:* Staying in the country visited for more than 24 hours (at least one overnight stay)

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

- *Pleasure or holiday tourists*
- *Business and official travelers*
- *Participants in conferences, workshops or meetings*
- *Visiting friends and/or relatives (VFR)*
- *Plus other reasons for travelling (study, sports, religious gatherings, etc.)*

Categories can then be further sub-divided e.g. into group 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.)

*"ecotourism"* refers to responsible travel to natural areas that conserves the environment and improves the well-being of local people.

*"sustainable tourism"* means tourism development meeting the needs of present tourists and hosts while protecting and enhancing opportunity for the future.