



AN ASSESSMENT OF THE STATUS OF BLUE ECONOMY SECTORS IN KENYA

*Sector Report on Coastal, Marine and Inland
Tourism*

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Section I

1.1 Tourism in the Blue Economy Context

Tourism involves activities of individuals or groups of individuals, traveling and staying in destinations away from their familiar environment for leisure, business, and other purposes for not more than a year consecutively (WTO 1993). It is the temporary short-period movement of people to destinations outside the places where they usually live, work, and activities during their stay at these destinations; and could be classified broadly as international or domestic depending on the form and extent of movement, among other considerations. The tourism industry is among the significant contributors to Kenya's economic development and most economies in the world, both developed and emerging. In Kenya, it is a crucial driver of economic growth and development, accounting for 8.2 % of total gross domestic product (GDP) in 2019 (WTTC, 2020). The sector also contributes to a total employment of about 1.1 million people (Ministry of Tourism & Wildlife, 2018), besides creating forward and backward linkages with other sectors of the economy, adding its contribution to about 1.6 million jobs, or 8.5% of total employment (WTTC, 2020). The ocean economy is approximated to account for only 4% of Kenya's national total GDP with coastal tourism, the largest contributor to the ocean economy, accounting for about 65% of blue economy contribution, followed by marine tourism with around 28%. Most of the other subsectors contribution are way less than 1%. Tourism in Kenya can be traced to colonial times. A few decades after the establishment of British rule, the first tourists arrived at the Kenyan coast. These tourists were Europeans from upcountry such as Nairobi and the surrounding highland areas attracted to the site by the sandy beaches and the warm climate. International tourists visited the coast in significant numbers in the 1960s following the introduction of "all-inclusive package" holidays (Jackson 1973). Small numbers of visitors characterized the period before 1965. By this time, Kenya had not become a popular tourist destination, and tourist facilities such as beach hotels and diving sites were few on the coast. The period between 1965 and 1975 witnessed a small but steady growth in the number of visitors. Local entrepreneurs became increasingly involved in tourism development by establishing tour operations and hotel businesses with financial assistance from The Kenya Tourist Development Corporation (GOK 1966). Foreign investors rushed to purchase prime beach plots and began to put up tourist class hotels.

By the 1980s, Kenya had become a top tourist destination, and both wildlife and coastal tourism formed the backbone of the country's tourism industry (Sindiga 1999; Irandu 2004). By this time, both Nairobi and the coast jointly accounted for 80 percent of bookings, with the coast having a lion share of 60 percent. Overtime, beaches got crowded as coastal recreation had become popular for many, both domestic and foreign. Recent data on the development and growth of coastal and marine tourism in the country is however scanty posing a challenge for development of new products and services. This notwithstanding, Blue Economy resources hold a great promise and opportunity to build greater prosperity for all through such opportunities as deep-sea mining, fisheries development, smart shipping, aquaculture, tourism, maritime transport etc. Blue Economy and its link to the UN's SDGs offers a way to develop, and harnessing it appropriately will enhance the country's ability to achieve most of the SDGs directly or indirectly.

The blue economy is highly linked to SDG 14 which aims to conserve and sustainably use the oceans, seas and marine resources for sustainable development. Managing this very vital resource is essential for humanity as whole, and to counterbalance the effects of climate change. The ten targets of SDG 14 are linked to key blue economy sectors, and coastal and marine tourism is addressed in most of them. The Kenya's vision 2030 is also cognizant of blue economy and states that; coastal marine resources offer a great potential to sustain a number of economic activities along the coast such as tourism, agriculture, fishing, mining and water sports. In the Vision 2030, the country aims to promote the tourism sector and become one of the top ten long-haul tourist destinations in the world, offering a high-end, diverse, and distinctive visitor experience. Specific strategies for realizing this aim include;

- (i) achieving higher tourist revenue yield by increasing the quality of service and charges in country's premium safari parks, and by improving facilities in all under-utilised parks
- (ii) creating new high value niche products (e.g. cultural, eco-sports and water-based tourism)
- (iii) attracting high-end international hotel chains
- (iv) investing in new conference facilities to boost business tourism.

Kenya's tourism product offers memorable products in its three major product lines of safari, coastal, and business and conference travel. Cultural heritage tourism activities cut across each of these product lines and, in particular, offer potential to develop further as the next distinct product line. Safari tourism is dependent on natural and wildlife assets, which are typically remote and difficult to access, and is highly seasonal with peaks and valleys tied to animal migration patterns. It has limited capacity given the fragility of ecosystems and the sensitivities of the animal population (WB, 2010). The country's coastal tourism offering ranges from the mass-packaged tourism of Mombasa's large coastal resorts to sleepy and culturally rich destinations, such as Lamu Island, appreciated by more independent tourists. Coastal tourism offers the allure of a relaxed beach experience with the potential for day trips to nearby animal parks and cultural sites. The third major tourism product line is business and conference travel. Independent business travelers originate from domestic, intraregional, and international source markets and choose specific Kenyan destinations depending upon their business activities. In contrast, conference and meeting attendees are drawn to major meetings. While Africa has a relatively small share of the growing global convention and conference demand, Kenya has East Africa's largest convention facility (ibid).

Kenya has set out to diversify and improve coastal products by; attracting new investments in existing as well as new hotels with emphasis on 4-5 star hotels; increasing bed capacity to cope with the projected growth in tourist arrivals; constructing two resort cities; and promoting Kenya as an international tourist destination, with a unique coastline. Moreover, the Vision commits to intensify conservation of coastal, mangrove and marine wildlife resources and to initiate Coastal zone and marine assessment; that will involve assessing the potential opportunities provided by Kenya's coastal ecosystem and to produce a databank to be used by investors and regulatory agencies. Tourism was identified as key sector under the economic pillar of the MTP III (2018-2022). The main target for the Tourism Sector in the Plan is to increase tourist arrivals from 1.3 million in 2016 to 2.5 million by 2022 and to increase tourism earnings from Ksh.99.7 billion to Ksh.175 billion and bed-nights by domestic tourists from 3.5 million to 6.5 million. The country

aims to be a top 10 long haul tourist destination offering a high-end, diverse, and distinctive visitor experience. Specific Flagship programmes/projects planned for implementation were:

1. *Coastal Beach Tourism:* this entails improvement of beach products and enhancement of priority beach nodes (popular beach areas) used by visitors. Specific initiatives include: Mombasa waterfront development (Mama Ngina Drive and Jomo Kenyatta Public beach); development of little theatre in Mombasa; development and implementation of a beach strategy; Cruise ship Programme; Incentive Programme to Drive Tourists; establishment of Hotel's Refurbishment Fund; development of Shanzu Creek Tourism Development City; tapping into the blue economy; and attraction of international hotel brands to invest in the coastal region.
2. *Cultural and Heritage Tourism:* A key programme here is the rehabilitation and development of heritage assets (The Cradle of Mankind and Fort Jesus Wall Projects) among other programmes.
3. *The Lamu Resort City:* The Lamu Resort City is proposed to be at Mokowe and is premised on the rich cultural history including the Swahili village, beaches, unique cultural identity, world heritage sites and national reserves/parks. Other tourism attractions include mangrove forests, deep sea fishing, archeological sites and water sporting activities. The construction of the resort city is expected to make Lamu one of the leading tourist destinations in the world.
4. *Tourism Infrastructure and Enabling services:* the Sector will lobby for prioritization of development of key road networks serving key tourism circuits (Malindi – Watamu beach road, Mombasa – Malindi Dual carriage among others). The Air Growth Strategy will be implemented to maximize the air travel potential for Kenyan tourism. This is a facilitative policy to expand affordable local air travel, incentives for low-cost airline operators, lobby for upgrade of airports prioritized by the National Tourism Blueprint 2030 and implementation of open sky policy.

1.2 Coastal and Marine Tourism in Kenya

Coastal tourism refers to land-based tourism activities including swimming, surfing, sunbathing, and other coastal recreation activities taking place on the coast for which the proximity to the sea

is a condition including also their respective services. Coastal tourism covers various activities, patterns, and infrastructure, making it the heart of the scientific research area when analyzing and studying the tourism industry's different patterns. It includes many tourism, recreation, and entertainment-oriented activities such as swimming, snorkeling, diving, beaches, recreational fishing, various water sports, cruises, sports competitions, recreational and sailing boats, etc. A critical sub-sector of coastal tourism, global cruise tourism has experienced massive growth in recent years, with a total 75% of growth in passenger numbers from 2008 to 2018.

Coastal tourism in Kenya is dominated by mass tourism involving the movement of large numbers of international tourists to often all-inclusive enclave beach resorts. This form of tourism is inimical to inclusive development; as local entrepreneurs are typically excluded from the tourism value chain's benefits. By contrast, other forms of coastal tourism have firmer and more secure entry points that enable local people (including marginalized groups such as women and youth) to participate in the industry. Coastal and marine tourism has been a thriving exotic beach destination that matured into a popular mass tourism destination. Over time, due to the slow innovation pace, the sector has been offering outdated products, unable to compete with new destinations offering stylish tourism experiences at a reasonable price or value. The sector, however, holds much potential and requires a change of tact. The creeping economic giant could be made vibrant again by designing and offering a demand-driven mix of established and innovative coastal tourism options for mass, mid-scale, and boutique segments, drawing niche and special interest segments such as cultural heritage and adventure. (World Bank 2010)

Although many people converge at the country's coastal and marine sites, they have different tastes and preferences as diverse as the countries of their origins, culture, lifestyles, values, and needs. This drives the tourism market segmentation based on different characteristics to satisfy diverse needs. Different criteria have been used to segment the tourism market:

- *Geographic*- This segmentation considers factors such as tourists' place of origin as different people with different origins have different cultures and beliefs.

- *Demographic*- The segmentation looks at tourists' gender, age, marital status, ethnicity, occupation, religion, income, education, and family members.
- *Psychographic*- This segment looks at people's interests, attitudes, way of living life, opinions, social class, values, and overall personality.
- *Behavioral* - Grouping tourists based on their past actions, like spending habits, browsing habits, and brand engagements.

Demographic and geographic criteria are the most commonly used methods. A reason for the popularity is the possible correlation between demographic characteristics such as a consumer's income and occupation and psychographic factors such as lifestyle.

Maritime tourism refers to sea-based activities such as boating, yachting, cruising, nautical sports, as well as their land-based services and infrastructures (Ecorys, 2013). It covers a wide range of activities in the deep oceans, the most predominant being cruising and sailing (Diakomihalis, 2007; Honey and Krantz, 2007). Other leisure water-based activities and nautical sports (often carried out in coastal waters) are scuba diving, underwater fishing, water skiing, windsurfing, tours to maritime parks, wildlife mammal watching, etc. (European Commission, 2014; Diakomihalis, 2007). Coastal tourism is also a form of tourism in which the water/sea element is predominant and is considered the main asset and advantage. According to Hall (2001), coastal tourism is very closely related to marine (maritime) tourism (since it covers activities taking place at the coastal waters too), although it also covers beach-based tourism and recreational activities, such as swimming and sunbathing, coastal walks, etc. (European Commission, 2014; Diakomihalis, 2007). As several scholars (see Honey and Krantz, 2007; Hall and Müller, 2004 and others) argue, the most important and extended type of coastal tourism is the one related to second homes (second home tourism), organized either as part of urban development projects (second home developments), or within tourism resorts (i.e., along with hotel facilities, etc.), or autonomously (without previous planning). In Kenya, the following types of coastal and marine tourism are identified:

- *Cruising and sailing*: Although cruising and sailing have been popular at the Mediterranean and the Caribbean islands, the West Indian ocean coastal destinations have been seen as an alternative option to ease competition and crowding. Kenya has been receiving increased cruise ship traffic in the recent past. To tap this market, the government, in collaboration with other stakeholders, has constructed a fully equipped cruise ship terminal in Mombasa that can handle 2000 passengers at a time.
- *Water sea sports*: A diverse range of sports activities have already been established in Kenya (Mombasa, Malindi, and Diani). The most popular ones are scuba diving, speed boat riding, water skiing, windsurfing, swimming, sunbathing and coastal walk. The Kenyan coast is particularly favorable for water sport activities as it is protected by a continental shelf that makes it relatively safer for such activities. There is potential for other deep-sea sports activities (deep sea fishing which is already being done in Mombasa, Kilifi, Shimoni, and Watamu but on a small scale, etc.) but their exploitation is limited due to lack of proper equipment and skill gaps.
- *Marine wildlife tourism*: Kenya is home to some of the richest marine ecosystems with diverse sea flora and fauna; Malindi, Watamu, Kisite Mpunguti, and Mombasa marine parks. These are popular attractions to most coastal tourists.
- *Heritage and cultural tourism*: Kenya's coast has a rich history with several cultural and heritage attraction sites such as Fort Jesus, the Gede ruins, Kaya Kinondo sacred forests, etc. This segment has many potentials when blended with other attractions to bolster coastal and marine tourism. For instance, The Lamu annual cultural festival week attracts a vast number of tourists from diverse backgrounds/ origins to come and experience the rich cultural heritage of coastal people. Under such events gastronomy could flourish. Heritage and cultural tourism are especially important because they rely on sharing the indigenous peoples' traditional knowledge and practices. Therefore, this offering is a unique experience of the region that is highly inclusive of the people. Therefore, heritage and cultural tourism add a unique dimension to Kenya's overall tourism offering while protecting and preserving the social, cultural, economic, and political identity of the people.

The above coastal and marine tourism segments are the most common attraction on the Kenyan coast. However, other segments are either being practiced at a very small scale or not practiced at all but possess a huge potential for development. Some of these are complementary activities like conferencing, thematic Itineraries, ecotourism; Health and spa; Underwater hotels, and sea-floor Floating resorts, among others.

As the third-highest contributor to gross domestic product, Kenya's tourism is being promoted by the government as a source of economic growth and poverty alleviation. Tourism in the country has grown through offering unique products in its three major product lines: safari, coastal, and business and conference travel. Cultural heritage tourism activities cut across each of these product lines and, in particular, offer the potential to develop further as the next distinct product line. In addition, Kenya is home to rich marine ecosystems and natural resources, including mangroves and other coastal forests, estuaries, coral reefs, marine species, among others. According to the Kenya Tourist Board (KTB), of the tourists coming to Kenya, about 65% visit the Kenyan Coast making tourism an essential part of the coastal economy. Despite notable successes, coastal and marine tourism is subject to seasonal fluctuations and multiple external factors, such as changes in foreign exchange rates, health and security concerns, and catastrophic events. It is perishable, competes in a global marketplace, and is susceptible to consumer trends. It is also a cornerstone of the country's Vision 2030, and achieving the country's vision for the sector will involve protecting natural and wildlife asset protection against degradation; development of dynamic product offerings; streamlining the enabling and regulatory environment; improving the institutional framework, and attending to capacity-building needs (World Bank 2010).

Section II

2.1 Potential for development of coastal and marine tourism in Kenya

Coastal and marine tourism account for 93% of ocean economy's 4% contribution to GDP with most of the other subsectors contribution being way less than 1%. Therefore, the full economic potential of marine resources has not been exploited. With a maritime territory of 230,000 square kilometers and a distance of 200 nautical miles offshore, Kenya's Coastal and marine tourism could make a much larger contribution to the economy. Coastal and marine tourism is widely regarded as one of the fastest-growing areas of contemporary tourism. In contrast, tourism development has been spatially focused on the beach for much of the past decades, as witnessed, for example, in the slogan of the three 's' of tourism sun, sand, and surf. The ocean and the marine environment as a whole have become one of the new frontiers and fastest-growing areas of the world's tourism sector. The development of this sector in Kenya started way back before colonial rule. However, modern coastal and marine tourism did not begin until after the establishment of British Colonial rule at the end of the 19th century (Sindiga 2000). Coastal and marine tourism in Kenya is relatively developed. Many international and domestic leisure lovers visit the coast every year to enjoy the rich diversity of marine and coastal ecosystems which include mangrove wetlands, coastal forests, estuaries, sandy beaches and sand dunes, coral reefs, and seagrass beds. The ecosystems constitute an important life-support system for local communities supplying vital resources that support livelihoods and economic development. Additionally, these ecosystems maintain the health of marine and coastal landscapes and seascapes at large. Kenya ratified the sustainable development goals. Among them are goals 14 that strives to Conserve and sustainably use the oceans, seas, and marine resources for sustainable development. There is massive potential for the country to sustainably increase earnings from coastal and marine resources, including coastal and marine tourism. The coastal and marine tourism sector can expand and grow as most areas are yet to be exploited or are underexploited.

Kenya boasts some of the richest coastal ecosystems. However, their potential has remained unpolished diamond. There are aspects of coastal and marine tourism that Kenya can take advantage of and improve the earning potential by enriching and diversifying the tourism offering. They include:

2.1.1 Cruise ship tourism

Cruise ship tourism attracts high net worth tourists, with industry experts pointing out that 400 cruise tourists are equivalent to 4000 air travel tourists. Kenya Ships Agent's Association notes that with only 40 cruise ships calling at the Kenya coastal destination, the country could earn up to 20 million US dollars. The development of cruise ship tourism infrastructure is vital in promoting and popularizing Kenyan coastal and marine tourism. In this regard, the construction of the cruise ship terminal at the Mombasa port has been completed. The terminal contains restaurants, duty-free shops, conference facilities, offices, baggage conveyor belts, migration, and health facilities. The terminal is well equipped to handle 2000 cruise ships' passengers at a time. The propinquity of the port of Mombasa to Moi international airport makes it ideal for cruise-fly services. There are also well-developed hotels, beaches of international standard. The proximity of the seaport to some of Kenya's iconic game reserves and national parks also makes it possible to have cruise-safari. This terminal is however under-exploited currently as it is not occupied all the time. There is therefore need to start Port tourism. Investors can take opportunity to offer trips for tourists arriving at the terminal, from Mombasa to other places like Zanzibar, Pemba etc. Kenya has the edge over other countries on the Indian coast and is ideal for cruise ship tourism destinations.

2.1.2 Water sports tourism

Kenya has great potential for water-based tourism activities. The country has extensive beaches and coastal lines protected by the continental shelf, making it relatively safe for water sports tourism. Some of the activities that are taking place include Skydiving at Diani Beach, snorkeling at Malindi, windsurfing, Kite surfing, and jet skiing, among others. Although these activities exist, their potential has not been fully exploited due to a lack of equipment and skilled human resources. This could serve the hugely youthful regional and domestic population. It will also help reduce the seasonal effects of coastal and marine tourism in Kenya. There is need for more investors to invest in more machines for different sporting activities. Moreover, there is need for coastal counties to partner with the national government, marketing Kenyan coast as one destination, to organize annual events like sky diving. Such events will be quite inviting, attracting tourists from across the globe to participate or witness an annual sporting event. This will bring more benefits to the

communities and other coastal and marine tourism activities as those attending such an event may want to explore other activities.

2.1.3 Cultural Tourism /Heritage tourism

The Kenyan coast has a long and exotic history. Cultural heritage resources include historical sites and monuments, ethnographic resources, arts and crafts religious centres, traditions and festivals. The Kenyan coast is home of Swahili culture and the monuments at Fort Jesus and ruins of ancient settlements exhibit a rich cultural heritage. There are endemic coastal forests such as the Arabuko Sokoke and Shimba Hills Reserve. Kaya is the traditional name used to describe the indigenous coastal vegetation of mangrove forests occupying approximately 480-kilometer coastline. They are identified in the coastal counties of Kwale, Mombasa and Kilifi. Kayas are forested areas of spiritual and cultural significance to the Mijikenda people in the Kenyan coast. Kayas are fortified settlements whose cultural spaces are indispensable for the enactment of living traditions that underscore the identity, continuity and cohesion of the Mijikenda communities. A survey conducted by the National Museums of Kenya (NMK) reported that Kaya forests are botanically diverse and have a high conservation value. The survey also determined that more than half of Kenya's rare plants are found in the coastal region, many in the Kayas. The Kaya forests are botanically diverse and have a high conservation value. Kaya forests support endemic botanical and animal population. Kaya forests provide some of the most scenic sites along the Kenyan Coast. Cultural tourism is currently done on a very low scale, yet it is very important in boosting local economies. The counties can work with local communities and organize events that allows they local people to show case their cultures. Harnessing the opportunity presented by the established Beach Management Units (BMUs) will enhance achievement of this.

2.1.4 Thematic Itineraries

Diversification and integration of coastal and inland attractors, including cultural, religious, or ancient trade routes. The Kenyan Coast is among the oldest trade ports where early explorers,

missionaries, merchants, and sailors docked for supplies and rest as they continued with their missions at sea and inland. For those tourists indenting to revisit these old trade routes, for example, Mombasa and Malindi's coastal town will be ideal and promote coastal tourism. This could target both domestic and international tourists. There is a need to market the country as an ideal destination for such activities.

2.1.5 Health and Spa

Health and spa facilities are expanding along coasts, including alleged medicinal and therapeutic qualities of the sands and clays and thermal waters. Upgrading the facilities to ensure international standards could help attract more tourists to the coast. Domestic tourists also are increasingly demanding for such facilities as the growing middle class and high net worth individual's value for leisure increases.

2.1.6 Complimentary Activities

By expanding activities such as wine-tasting, gastronomy (food and culture), conferencing, special events, festivals, health, and well-being. Enriching and diversifying the tourism product can reduce seasonality in many coastal and marine destinations. Although most of these activities have been compromised by the Covid-19 pandemic, this area could prove vital for the sector recovery once the world returns to normalcy.

2.1.7 Underwater hotels and sea-floor/floating resorts

The Kenyan tourism industry can learn from advances in construction know-how developed by other emerging ocean industries. This is an area that the country can build on to diversify and enrich coastal and marine tourism. There are no underwater hotels or sea flow resorts on the Kenyan coast and areas, and that could be exploited to increase targeting both international and domestic high net worth clients.

2.1.8 Deep-sea tourist expeditions

Locations range from shipwrecks to hydrothermal vents and other beautiful deep-ocean ecosystems. Kenya is host to the Malindi marine national park with exciting sea flora and fauna. Embracing technology to open access to these parks without disturbing the ecosystems can enrich coastal and marine tourism. Deep-sea expeditions are not common on the Kenyan coast. With the

increasing popularity of deep-sea expeditions, Kenyan coastal and marine tourism could take advantage of the rich ocean resources and design and starting offering it to attract more tourists.

2.1.9 Sustainable exploitation of natural resources and attractions

Marine Parks, underwater archaeological parks, coral reefs, and other locations with archaeological, ecological, or historical value can be exploited sustainably. Kenya is host to such resources that remain unexploited. This can be an attraction to academia, researchers, and explorers, both domestic and international.

Moreover, marine ecotourism benefits local communities, preserves culture and conserves the ecosystem. This is at the core of blue economy concept and thus should be the main focus of future developments in coastal and marine tourism. The good reception from communities also creates good environment for investors hence it's a win-win.

2.1.10 Recreational boating and Yacht Tourism

Brings particularly high-value, low-impact tourism to coastal regions, stimulating the local hospitality, transport, construction, and supporting trades. It also offers a particularly valuable opportunity to retain or revive the economies of smaller ports and port communities at risk of being bypassed due to changes in commercial marine and fishing traffic. This could be ideal for Lamu and other smaller islands.

2.1.11 Deep-sea Sport fishing, sea safari, and mountain trips

Sport fishing is attracting more tourists, both domestic and international. The Kenyan sea waters, including Exclusive Economic Zone (EEZ), are rich in fish species. For example, it is only in Malindi where you can catch five different types of billfish in a day; broadbill, swordfish, black, blue, and striped marlin, and sailfish. Such a spectacular deep-sea fishing sport can be an attraction for both domestic and internal deep-sea fishing enthusiasts. Although sport fishing is existing currently, the methods are unsustainable. Local fishers are fishing along the shores and fish resources are slowly depleting in the shores. More investment in the sector is imperative. There is need to build capacities of local fishers through training to fish in the deep seas. Moreover, investing in right boats to enable fishers go into the deep seas is imperative as many fishers use canoes currently. With such investment in the right fishing equipment and capacity building

through training there is potential for sport tourism where stakeholders can organize and market fishing expeditions. The tourists, will be accompanied by competent fishermen into the deep seas for fishing, boosting the lives of the local communities. There is also need for partnerships between communities, public institutions like KWS and private investors. Such collaborations will reap more benefits and conserve the ecosystems.

2.1.12 Hotel Tourism

There are many hotels that are closed in the Kenyan Coast either as a result of death of owners or insolvency. Moreover, there are many prime plots of land on the coastline that are lying dormant. The cost of acquiring such land is very high and a turn off to many potential investors. It is imperative to either impose heavy taxes on such dormant land or pass a bill in parliament to ensure that such prime land is being utilized. This will thus make land owners who are not able to invest to lower prices or partner with investors and hence boost the economy.

Most potential areas that need exploitation to add value to the sector require specialized skills to ensure quality and safety. The country's institution mandated to provide such training lacks facilities limiting the countries power to take advantage of the unexploited and underexploited sectors.

Other areas that present opportunities for further explorations in include;

- *Heritage Tourism:* Activities such as coastal and marine archaeology, maritime heritage, lighthouses, museums, military heritage sites, natural heritage along the coast, maritime towns, and cities should be explored.
- *Health and Spa:* Health spa offering medicinal and therapeutic experiences remain unexplored.
- *Complimentary Activities:* The limited range of activities offered can be enriched and diversified by expanding into wine-tasting and gastronomy to reduce seasonality of coastal tourism.
- *Deep-sea tourist expeditions:* Locations range from shipwrecks spots to hydrothermal vents and other especially attractive deep-ocean ecosystems.

- *Marine Ecotourism:* These include marine parks and underwater archaeological parks
- *Yacht Tourism:* Yachting is a booming tourist activity all over the world. It contributes to the promotion of revenue and job creation. However, the promotion and advertising of yachting tourism are not sufficient. Additionally, yachting infrastructure should be improved, in particular, the building up of adequate marinas which meet legal requirements and extending their capacity.
- *Underwater hotels:* Kenya tourism industry can explore construction of underwater hotels and restaurants by emulating know-how developed by other emerging ocean industries.
- *Thematic Itineraries:* Diversification and integration of coastal and inland attractors, including cultural, religious, or ancient trade routes joint products.
- *Recreational boating:* This offers a particularly valuable opportunity to retain or revive the economies of smaller ports and port communities that are at risk of being bypassed due to changes in commercial marine and fishing traffic stations and hence a barrier to development.

2.2 Barriers to coastal and marine tourism

Various factors will guide the ability to achieve and actualize any coastal and marine opportunity potential. The policy and legal gaps need to be bridged, capacity and skill fissures need to be addressed, the infrastructural development ought to be sped up, provision of adequate and powerful equipment such as deep-sea boats also need to be addressed as some of the opportunities lie deep in the sea. It will also be important to develop and implement robust marine spatial planning to control the extent of coastal and marine tourism and to protect the delicate and fragile ecosystems. The realization of the coastal and marine potential is foreseeable and achievable. However, some limiting factors like the Covid-19 pandemic restrictions on travel and human interactions slow down the speed. Kenya has made notable milestones towards increased cruise ship tourism via the construction of a 2000 passenger capacity terminal fitted with all essential facilities. The achievement of tapping this frontier of marine and coastal tourism is well on course to be fully achieved by 2030.

Deep-sea sport fishing is already happening in Mombasa, Kilifi, and Watamu. However, there is a need to tap into the domestic market as most of the deep-sea sport fishing tourists are international making the subsector susceptible to seasonality. Promotion of domestic tourism will reduce the effect of the seasonality problem and ensure continued revenue generation to the sector. There is a need for rigorous marketing of the Kenyan coast as an ideal destination for deep-sea sport fishing.

Marine Ecotourism is another frontier with potential to simultaneously contribute to the sector's growth and conservation of marine resources. With robust marine spatial planning in place, marine ecotourism potential could be realized. This is easily achievable as the marine ecosystem is already protected, and more efforts are underway to limit certain human activities that could compromise these essential ecosystems.

Heritage and cultural tourism, gastronomy, among other exciting activities, do not require much investment to actualize. The tourism sector players must, however, create a conducive environment for such activities. Policy and legal framework and incentives to the private sector investors need to be aligned with these activities.

A number of barriers are also likely to influence the evolution of coastal and marine tourism development in the future. These include:

- *Capacity Building, Education and Training:* The coastal and marine tourism sector has often had difficulties attracting or maintaining enough skilled personnel to work in its various sectors due to both seasonality and lack of career opportunities. This can lead to problems in service quality and erode destination competitiveness.
- *Low Level of Innovation:* Changing consumer values have increased the demand for attractive and sustainable products that provide unique and customized experiences. The current outdated products are unable to compete with new destinations offering stylish tourism experiences at an appropriate price or value (WB, 2010). The lack of a culture of innovation constrains entrepreneurship and the creation of new product development, hindering the competitive advantage required to secure a more significant market share. It

is important to offer demand-driven mix of established and innovative coastal tourism offerings for mass, midscale and boutique segments drawing niche and special interest segments (that is, cultural heritage, adventure, and etc.)

- *Licensing, regulations and taxation:* The regulation of the tourism sector is highly fragmented. There are many different legislative instruments regulate the tourism sector, including coastal and marine tourism; which are further complicated by the overlapping functions of more many public organizations regulating the sector, associations and civil societies representing different markets. The many bureaucratic procedures and controls including policing of licenses can undermine the competitiveness of coastal and marine tourism operators in Kenya. An addition of tourism heavily taxes on essential inputs necessary for improving their quality of service also compromises growth and profitability of the sector.
- *Lack of Information/data:* Reporting of marine and coastal statistics is not easy, and neither is it a standardized task (Miller, 1993 and Orams, 1999). There is substantial uncertainty concerning the data needed for public policy formulation and private sector decision-making regarding coastal and marine tourism. Information is often incomplete, outdated, or inconsistent, which makes country comparisons challenging. There is a need to identify and address the data gaps to improve planning and destination management. In particular, tourism statistics are critical for policymakers and businesses to understand tourism sector performance and emerging trends. Data on tourist values and needs allows a destination to adapt to changing market conditions through its marketing and product development strategies (Dwyer et al., 2009). A lack of specific and sectorial information restricts networking opportunities in coastal and marine tourism, particularly for SMEs. Gaps in crucial data adversely affect investment and increase the risks of project failure.
- *Climate Change:* Rising sea levels associated with climate change will cause coastal erosion, loss of beach area, higher costs to protect and maintain waterfront tourism precincts. Rises in sea surface temperature cause coral bleaching, marine resource degradation, and species extinction, reducing destination attractiveness. Changes in

weather patterns will severely damage or destroy tourism attractions. Many attractions may survive, but the visitor experience's quality will decline, resulting in reduced visitation and reduced economic impacts (UNEP, 2014).

- *Financial Constraints:* Constraints on investment funding impede the potential growth of coastal and marine tourism (Gossling, 2006). There is limited or no access to credit to support investments and innovation. Banks often lack the particular knowledge required to assess business plans and make risk assessments in various tourism market segments. Greater attention must be paid to the Public-Private Partnerships (P3) to support coastal and marine tourism (UNDP, 2012).
- *Leakages and offshoring:* A key requirement for sustainable coastal and marine tourism development is for the local communities to benefit from the industry, thereby alleviating poverty, improving livelihoods, and encouraging better management and conservation practices by the local communities. However, high leakages of tourist expenditure occur through the high import content of tourists' consumption bundle as a result of a narrow production base in many coastal and marine destinations (Gossling, 2006). Coastal regions often struggle to create and fully capture economic benefits generated by cruise tourism in particular.
- *Poor Governance:* There is a failure of good governance of coastal and marine tourism regionally, nationally, and internationally as it is loosely structured, i.e., has ineffective regulatory regimes (Gossling, 2006). Issues of governance are complex, and space limitations prevent comprehensive discussion of the approaches that could be adopted in the context of the development of coastal and marine tourism.
- *Pollution:* According to several studies, yachts and cruises represent the largest marine tourism segment responsible for high levels of water and air pollution. Water pollution is due to waste disposal practices such as oil spills, while air pollution is mainly due to gas emissions of cruise ships (Copeland, 2008; Brida and Zapata, 2010). These causes environmental decline in the coastal and marine resources. For instance, many hotels are using plastic bottles which end up in the beaches and ocean. If not addressed urgently, this

poses a major threat to coastal and marine tourism. There is need to come up with alternatives for plastics. There is need to bring the manufacturers and hoteliers together and come up with best methods for managing plastic waste.

- *Safety and Security:* Tourism development depends on safety and security. Tourists avoid insecure destinations (Sharifina, 2014). In the past, Kenya's tourism sector suffered from incidents of insecurity. One of the major sources of this insecurity are terrorism, post-election violence, political instability in the region, and crime which led to increasing cross-border traffic in small arms. Other sources of insecurity include cattle rustling, income inequalities, and unemployment. This calls for strengthening of the Tourist Police Unit (TPU).
- *Weak marketing:* Promotional and marketing weaknesses deter tourism development. Having numerous international promotional campaigns and marketing representatives would attract more tourists and improve their perception of the tourist destination. There is also need for integrated and coordinated campaigns to inform potential tourists about Kenya's attractions and facilities. Several efforts have been made by the government but more needs to be done to market the country. For instance, there is need to market Kenyan Coast as one destination as one, listing all existing tourism activities and potential ones. Moreover, implementing an Open Sky policy will encourage many airlines to land in Mombasa without having to transit through Nairobi. This will be a motivation to tourists since many visiting the Coast usually have no business in Nairobi. Currently, there are 38 destinations worldwide mainly in the Caribbean and Asia that have an Open Sky Policy and are beating Kenya in Coastal and Marine Tourism just because of this policy.
- *Language barrier:* The shortage of tourist guides who speak a foreign language is a significant problem as many tourists expect assistance during travel. Therefore, to influence tourist experience, good communication skills significantly could enhance tourist development.
- *Coastal land alteration:* Resource extraction such as hydrocarbon and energy infrastructure (pipelines) cause increased environmental impacts and pressures to the

coastal and marine ecosystem. The potential for offshore and other forms of mining in the coastal zone is likely to create environmental pressured on the different coastal and marine ecosystems supporting tourism.

- *Global communicable diseases:* Covid-19 is one of the greatest challenges facing the world today. Among the measures economies put forward was to ban international travel hence threatening the achievements made in the travel and tourism industry. The tourism industry is the hardest hit by Covid-19.
- *Bureaucracy:* So many licenses and documentation are required for investment, which is a turn off to many investors. There is need to create better environment for investors by easing the procedures e.g. by establishing a ‘one stop shop’, where investors can process all the documentation they require.
- *Infrastructure barrier:* The government has continually improved infrastructure in the coastal areas by constructing new roads and bridges to improve connectivity. Electricity supply has also improved although hotels are supplementing this with solar generated power. Telephone connectivity has also improved over the years. The main challenge is in marine tourism because of limited port infrastructure, which restricts cruise tourism by limiting the number and size of vessels that can visit. Other gaps include lack of a clear cruise homeport in the region; poor roads leading from ports to crucial tourism attractions, limited opportunities for local businesses to offer services to cruise passengers; inadequate visa and immigration processing services in port areas; and a lack of environmental regulations for cruise ships (UNWTO, 2013). Gaps in any of the cruise destinations hinder the entire region's ability to attract more cruise ships.
- *Water and sanitation:* Hotels and lodges in coastal Kenya and elsewhere in the country have historically suffered from poor drinking water service and most hoteliers and lodge operators have developed backup sources, knowing the generally poor quality of public service. On sanitation, remote lodges and camps certainly do not have access to sewerage but can provide adequate sanitation services through septic tanks (such as Imhoff tanks). Thorough and proper sewage treatment continues to be a challenge especially along the

coast with immediate to long-term negative consequences if not addressed. The issue of safe drinking water and sanitation especially in the coast are to be addressed in coastal and marine tourism is to thrive.

- *Poor hospitality and other related services:* The hospitality and other related services include accommodation, food, and beverages, entertainment, etc. The unavailability of accommodation facilities and few luxury hotels (less than 20% being 4-5 star) distort tourist expectations. To increase competitiveness, there is need to expand product choice and improve on quality of facilities and services. There is also need to address the unexploited and underdeveloped products. With the increase in visitor arrivals, the bed occupancy levels during the peak season are close to full capacity and the reverse occurs during the low season. As a result, the country has to grapple with the rapid growth in demand, principally due to limited investment in tourist accommodation. It would be imperative to substantially increase investment in accommodation in order to meet the ever-increasing demand for the Kenyan products.
- *Pressures on resources:* The coastal population is growing at a rate of 3.7% annually and exerts significant pressure on fisheries resources (Obura 2001). High dependence on natural resources is an essential factor that increases the demand for fisheries resources as well (Kitheka, 2002). Population increase and high dependence levels on coastal and marine fisheries constitute the main driving factors for the decline in fisheries resources in Kenya. The increasing human population in the coastal region has resulted in a higher demand for fisheries resources and, therefore, significantly contributed to the overexploitation of the fisheries' resources. The use of destructive fishing gears in artisanal fisheries amplifies the pressure exerted on these resources. The prohibited fishing gears such as beach seines and monofilament gill nets result in capturing of large quantities of immature and small-sized individuals in this fishery (Fondo et al. 2014; Munga et al. 2014b; Osuka et al. 2016). Annual production of coastal and marine fisheries estimated to be slightly more than 20,000tons annually (GOK 2015) but had previously been estimated to be at about 9.000 tons annually (Oduor 1984; Aloo et al. 2014). However, some studies

have qualitatively confirmed the existence of localized decline of coastal and marine resources in various parts of the Kenya coast over time. For example, Fondo et al. (2014) showed a decline in reef fish catches in 1998 in Kenya's southern coast, while Osuka et al. (2016) indicated the decline in Kenya's north coast. This may be attributed to habitat degradation, such as loss of mangrove cover, seagrass, and corals, with an impact on fisheries production (Fondo et al., 2014).

Observed conflicts between artisanal fishery and the semi-industrial bottom trawl prawn fishery signify more impacts on fisheries. Munga et al. (2014) recorded a similarity in catch composition between the two fishery sub-sectors, which is highly likely to be the root cause of fisheries resource-use conflicts. Kenya has adopted several regulative and legislative measures to manage the coastal and marine fisheries that have been described as good instruments in providing sustainable fisheries management (Hoof and Steins 2017). The possibility of environmental degradation needs to be investigated (Hoof and Steins 2017). This is mainly because of poor enforcement of fisheries regulations as well as low compliance by the artisanal fishers (ibid). Because of the inadequate implementation of the National Oceans and Fisheries Policy, Prawn Fisheries Management Plan, and the Integrated Coastal Zone Management policy (GOK 2008, 2010, 2013), artisanal fisheries resources along the entire Kenyan coast will still experience much exploitation and various management issues. The responses are characterized by a lack of commitment in implementation and enforcement (Ruwa 2006; Hoof and Steins 2017). Besides, the fisheries policies are developed with no consideration regarding economic, social, biological, and environmental sustainability, thus encouraging conflicts among and between fishing communities (Ruwa 2006). The review has identified these elements by applying the DPSIR framework and thus serves to provide crucial facts needed in enhancing the management of coastal and marine resources in Kenya.

- *Marine ecosystem health:* Economically, the tourism and maritime transport industries employ many people. Bio-based materials and components made from oceans' species

provide packaging and vaccines solutions. Coastal zones are also the habitat of incredible biodiversity. At the same time, increasing challenges threaten our coasts and its species' health, whether these are connected to the overexploitation of resources, pollution, or climate change effects. The Ocean Health Index measures the ability of oceans to sustainably provide food, artisanal fishing opportunity, natural products, carbon storage, coastal protection, tourism & recreation, livelihoods & economies, sense of place, clean waters, biodiversity. This measure for the marine ecosystems in Kenya is on the decline due to over exploitation of marine ecosystem services.

- *Grabbing of sand beaches*: There is massive grabbing of sand beaches in the coast which is home to turtles.

Section III

3.1 Governance Framework for Coastal and marine tourism

The main piece of legislation governing the tourism sector in Kenya is the Tourism Act 2011. The Act provides for the development, management, marketing and regulation of sustainable tourism and tourism related activities.; and establishes the Tourism Regulatory Authority as the state corporation in charge of formulating and prescribing measures to ensure sustainable

establishments to realize sustainable tourism development throughout the country. The Authority also conducts regular grading, classifying and rating of the country's tourism facilities in the country. The Tourism fund is also established under the Act Section 66 of the Act. The Fund is mandated to finance tourism products and services in the country. The Fund also collects all levies remitted by persons engaged in tourism activities and services in the form of tourism levies. The Act does not make provision for marine tourism specifically, which instead is a reserve of the relevant county governments.

The Wildlife Management and Conservation Act provides for the establishment of the Kenya Wildlife Service (KWS). KWS provides for overall protection, conservation, sustainable use and management of wildlife in Kenya. KWS's functions include the conservation and management of national parks, wildlife conservation areas and sanctuaries under its jurisdiction. KWS also has the duty to develop mechanisms for sharing benefits with communities living in areas where wildlife is found. Benefit sharing is included as a key objective of wildlife management.

Coastal and marine tourism is recognized as a vital Blue Economy sector in Kenya. The Constitution of Kenya 2010 makes a commitment to protect culture by stating that: *"Promote all forms of national and cultural expressions through literature, the arts, traditional celebrations, science, communication, information, mass media, publications, libraries and other cultural heritage."* In line with provisions of the Constitution of Kenya 2010 and the Trust Land Act, the County Governments of Kwale and Kilifi hold the land in trust for the communities. The Constitution also enlists government forests, water catchment areas, specially protected areas inter alia as public land. Further, the Constitution provides that public land vests in and is held by the relevant county government in trust for the people resident in the county. Such public land is administered by the National Land Commission on behalf of the people. It also recognizes culture as a foundation of the nation. By dint of Section 53 of the Trust Land Act, the Commissioner of Lands has the power to enter and administer the land on behalf of the County Governments. From a practical angle, the roles and experiences of the traditional management practices are not acknowledged or integrated in the National Heritage Act or the Forests Act. The museums and forest departments are given exclusive responsibilities, and they become the ones to share out

limited authority to indigenous communities. The central government has usufruct and access rights to the forests, while the customary rights have in essence been taken away from the people. The protection and legal angle present two polarities. On one hand, the people residing around this area value the kayas and forests as cultural centers. On the other hand, there is need to conserve and use the forests and resources sustainably for the benefit of other future generations. Managing these two paradoxes, by examining their possibilities alternatives for positive and negative consequences is crucial in balancing both.

Kenya has domesticated the international conventions by enacting the Protection of Traditional Knowledge and Cultural Expressions Act, 2016, aims at providing a framework for the protection and promotion of traditional knowledge and cultural expressions to give effect to provisions of the constitution. Kenya National Commission for UNESCO Act, No. 5 of 2013 establishes the Kenya National Commission for UNESCO (KNATCOM UNESCO). KNATCOM UNESCO is the State Corporation responsible for promoting and coordinating UNESCO's activities in Kenya and support UNESCO's agenda at the international levels. Kenya is a member of the UNESCO the specialized Agency of the United Nations that promotes peace and security by promoting collaboration among nations through education, science, culture and communication. Kenya is a party to the Convention for the Protection of the World Cultural and Natural Heritage, 1972. The World Heritage Convention, 1972 establishes the UNESCO World Heritage List comprising of sites deemed by the UNESCO World Heritage Committee to have outstanding universal value for humanity. The World Heritage sites remain the property of the country on whose it is located, but it is considered in the interest of the international community to protect it for future generations. Kenya is also a signatory to the Convention for the Safeguarding of the Intangible Cultural Heritage, 2003. Kenya is also a signatory to the Convention on the Protection and Promotion of Diversity of Cultural Expressions, 2005.

The Kenyan Parliament is also charged with the responsibility of enacting legislation to ensure protection of Kenya's cultural heritage. The National Museums and Heritage Act, No. 6 of 2006 aims at providing for the establishment, control, management and development of national museums and the identification, protection, conservation and transmission of the cultural and

natural heritage of Kenya. In recognition of their rich natural and cultural heritage, gazettelement of Kaya forests as national monuments began in 1992, under the National Museums and Heritage Act. The total number of kaya forests recognized as National Monuments stands at 39. Four of these kayas are also gazette as Forest reserves under the Kenya Forest Act. Notably, the government gazette certain Kaya forests under the National Museums and Heritage Act as places of important paleontological and historical heritage while some parts were declared forests and gazette under the Forests Act. This gives the national government access and usufruct rights.

The national government reserves the function of developing national policy and guidelines on tourism. On the other hand, functions relating county parks, beaches and recreational facilities are devolved to the county level. To this end, the coastal counties have enacted legislation aimed at providing for the development, management, marketing and regulation of sustainable tourism and tourism activities within the individual counties. The Mombasa County legislation regulates various aspects of local tourism including: the establishment of a council of tourism and service delivery; a local tourism reserve, and sources of revenue for the reserve; management of public beaches; and taxes, fees and charges. Mombasa County is the only coastal county with a substantive legislative framework addressing beach management. However, some lobby groups in the region have argued that the counties need to develop Beach Management Law encompassing all aspects of an effectively managed beaches which provide for clean, safe and profitable beach product which will enhance the growth of the tourism sector. Kenya's Coastal counties came together to form the Jumuiya ya Kaunti za Pwani (JKP) as the economic development organization. The organization aims at catalyzing economic development in the coast by harnessing the regions key points of development including promoting coastal tourism.

Despite these interventions, there are negative impacts of coastal tourism on the coastal area ecosystem are water pollution, beach and shoreline erosion, abuse and destruction of coral reefs, habitat destruction, extinction of certain threatened species, destruction of flora and fauna, increased plastic wastes, increased pressure on different energy resources, and physical and economic displacement of local communities. Due to these negative effects and the importance of coastal tourism in the global and local economy, it is necessary to apply the Blue Economy

approach to achieve sustainability principles in coastal tourism. The Kenyan coast has extensive white sand beaches fringing the warm waters and coral reefs of the Indian Ocean. The management, administration and co-ordination of tourism is a shared responsibility between the central and county government.

In some instances the Kenyan government put in place boards of management to manage certain facilities. One such facility is the Mama Ngina Waterfront Management Board. The management board was appointed by the Cabinet Secretary in charge of tourism vide Gazette Notice No. 8552 of 2019. The Board is in charge of putting in place control measures for traders in the facility, ensure garbage collection, maintenance of the grounds and ensure security. The Management Board draws membership from the local leadership, county government and the national government.

Planned and regulated tourism activities on land and sea are key in safeguarding sustainable tourism. Zoning of Coastal areas is essential in ensuring the realization of sustainable blue economy including tourism as one of the blue economy sectors. It is therefore critical to examine the integrated coastal zoning policies and guidelines in the Kenya towards guaranteeing sustainable coastal tourism. Spatial planning works to distribute land and sea for a number of functions while considering socioeconomic and environmental factors.

Kenya does not have a ICZM legislation, however, EMCA, a primary legislation for the management of the environment in Kenya, lays a foundation for the development of an ICZM framework. EMCA requires the Minister of Environment to conduct a survey of the coastal zone and prepare an integrated national coastal zone management plan based on the report of such survey, and to review such a plan, from time to time, not exceeding every four years. Additionally, Kenya does not have a specific legislation on Marine Spatial Planning, however, there exists some elements that support MSP in environmental laws and planning policies. For instance, EMCA states that all policies, plans and programmes for implementation that are likely to have significant effects on the environment shall be subject to Strategic Environmental Assessment.

With this foundation, Kenya made substantial progress in 2009 with the development of the first edition of the State of the Coast Report which provided a situational analysis of the opportunities and threats facing Kenya's coastal zone environment and drafting of ICZM policy. The second edition of the State of the Coast Report published in 2017 reviews the status of the coastal environment and its natural resources, the demography and rich culture of Kenya's coastal communities, as well as the pressures and threats to environmental health being experienced in the coastal zone. To further operationalize section 55 of EMCA, the ICZM Action Plan was developed, a first for Kenya, to elaborate the actions that will be implemented in the period 2011 to 2015 to address the numerous issues and resource management challenges facing the coastal and marine environment with a view to realizing sustainable development of Kenya's coastal zone; as identified in the State of the Coast Report and guided by the draft ICZM Policy. The Policy guides the work of stakeholders involved in coastal zone management and development in an effort to foster a more coordinated and integrated approach in management and development of the coastal zone.

Following the promulgation of the Constitution in 2010, environmental laws and policies were developed and reviewed to align them with the Constitution. The Constitution grants a right to a clean and healthy environment and obliges the state ensure sustainable exploitation, utilization, management and conservation of the environment and its natural resources. Accordingly, in fulfillment of this obligation, Kenya revised the draft ICZM Policy and presented a comprehensive ICZM Policy Framework in 2014 to guide the management and utilization of coastal and marine environment and its resources to ensure sustainable livelihoods and development. The ICZM policy is guided by the Constitution of Kenya 2010 and Vision 2030, Kenya's development blueprint covering the period 2008 to 2030.

In 2016, Kenya developed the National Spatial Plan covering the period 2015 to 2045. The purpose of the Plan is to provide a national spatial structure that defines how the national space is utilized to ensure optimal and sustainable use of land and land-based resources. It aims to balance economic planning and spatial planning resulting in a coordinated sectoral plans and policies. It

also guides the development the preparation of regional, county and local physical development plans.

In the Physical and Land Use Planning Act of 2019, one of the principles and norms of physical and land use planning as set out therein is that development activities shall be planned in a manner that integrates economic, social and environmental needs of present and future generations. The Act makes provision for development control whose objectives is to protect and conserve the environment.

The Land Act empowers the National Land Commission to make rules and regulations for the sustainable conservation of land based natural resources including measures to protect critical ecosystems and habitats. The Commission is also mandated to take appropriate action to maintain public land (including the coast foreshore) that has endangered or endemic species of flora and fauna, critical habitats or protected areas; and identify ecologically sensitive areas that are within public lands and demarcate or take any other justified action on those areas and act to prevent environmental degradation and climate change.

Notably, integrated coastal zoning and spatial planning in Kenya focuses on regulation of physical developments on land but does not adequately address tourism activities that emanate from such developments. In this case, activities that tourists engage in outside of the physical hotel structure such as swimming, leisure walks, sport fishing, souvenir collection, and snorkelling are not the subject of spatial planning leading to unsustainable use within the coastal zone. There is need for a holistic approach in regulation of tourism activities within both terrestrial and marine spaces to ensure sustainable tourism.

Security aids in ensuring safe and sustainable tourism. In addition to the established security systems in the country tourism in Kenya has been bolstered destination safety and security through establishment of a specialized unit within the National Police Service. This specialized unit is referred to as the Tourists Police Unit (TPU) is charged with ensuring destination safety and security of The National Police Service has an established specialized unit referred to as the

Tourism Protection Unit. The officers are stationed in major tourists' towns to ensure that the specialized unit bolsters security for tourists. The TPU is established to support the functions of the Kenya Police Service through protection of tourist's life and property, handle enquiries from tourist and investigate tourist related crime. With regards to coastal tourism in specific, the TPU patrols beaches, hotels and tourist circuits street/roads used by tourists with a view of averting attacks on them.

However, the TPU faces challenges of few officers who are stationed in major towns thus leaving other towns at risk. Additionally, there is lack of sufficient training of officers to handle tourists. Given that tourists are drawn from different countries and therefore cultural and language barriers may in some instances hinder the efficacy of the unit in delivery of services to tourists.

Additionally, to bolster security and safety at the Kenyan Coast, the Kenya Coast Guard Service is established under Kenya Coast Guard Service Act No. 20 of 2020. The Service is established to ensure security of territorial waters, port and coastal security and provide security for protection of archaeological and historical sites.

6. Further support for Coastal and Marine Tourism

To explore the full potential of coastal and marine tourism will require strengthening the existing support instruments. The framework for exploiting, developing and managing natural resources for sustainable development must include consideration for economic, social and environmental objectives while taking into account stakeholders diverse needs.

Maritime Zones: Under international law maritime zones include internal waters, the territorial sea, the contiguous zone, the exclusive economic zone, the continental shelf, the high seas and the Area. The natural resources base in the maritime zone is diverse and range from living to non-living resources that fall in various sectors i.e. mining, fishing and mariculture, Surveillance and research. The maritime zone management and exploitation of its resources (monitoring, control and surveillance) require local, regional and international partnerships provided by regional or international treaties, conventions and agreements. The admiralty and law of the sea govern the conduct and/or activities of private and public entities at sea. The laws relate to commerce and

navigation as well as issues over nautical and marine matters. The Maritime Zone Act is the law relating to the territorial waters and the continental shelf of Kenya; it aims to provide for the establishment and delimitation of the exclusive economic zone of Kenya; the exploration and exploitation and conservation and management of the resources of the maritime zones; and for connected purposes. These laws are structured to support exploration and exploitation of the maritime resources. However, defects in information sharing, search, investigation and sea-based enforcement creates gaps in implementation such as;

- Lack of integrated approach in the mapping of both living and non-living resources
- Lack of an integrated policy for coordination of exploitation, management and conservation to promote sustainable based management for both living and non-living resources
- Lack of a comprehensive integrated National Ocean Law addressing both living and non-living resource management, sustainable exploitation and conservation.

For effective implementation of United Nations Convention on Law of the Sea (UNCLOS) Kenya needs to strengthen its capacity to acquire knowledge of both its living and non-living resources in their jurisdictions for effective management exploitation and conservation. Kenya's national institutional capacity for achieving this is still inadequate although efforts are being made to improve these through regional and international collaboration and cooperative programmes. There is also need for capacity for an effective monitoring, control and surveillance system is inadequate and needs to be strengthened. This will assist in managing piracy which has grown into a regional menace in the Western Indian Ocean. There is also need to have in place a comprehensive Integrated Ocean Policy and Law to address living and non-living resources management including the ocean waters and environment for sustainable exploitation and conservation in an ecosystem based approach. The geographic Information System (GIS) could be used to map coastal resources and identifying overlapping uses hence assist planning to avoid conflict of interests.

Fisheries Act and Mariculture Policies: The Fisheries Department is mandated to manage the fisheries resources as provided by the Fisheries Act. Executive order no. 1 of 2018 further gives authority to among other things coordinate the development of policy, legal framework and institutional framework for the fisheries industry and the Blue Economy; and the coordination of Marine Spatial Planning and Integrated Coastal Zone Management. However, fisheries resources are directly and indirectly interlinked with the use of land, water, environment, wildlife and forestry and therefore interlinked with laws or Acts that manage these sectors and their institutions. It is thus clear that the institutional mandates provided by the different Acts cause various degrees of overlaps in their mandates and therefore weaken enforcement besides causing inefficiency. The gaps in this area include:

- The Fisheries Act requires to be fully reviewed to empower it with coordination role since it has been weakened by various overlaps in institutional mandates of institutions that directly or indirectly interlink with fisheries resources and its environment. The draft Fisheries bill does not address this observation as well.
- There is further need to review the Fisheries Act to domesticate the regional and international conventions, and agreements into Kenyan law for their efficient implementation. The draft fisheries bill lacks to address them.

There is need for a specific Ocean Fisheries and Mariculture Policy and Law is required to coordinate and implement fisheries activities. This legislation should take into a consideration the necessary elements identified in the existing National Oceans and Fisheries Policy which covers also inland freshwater resources and other sectors such as tourism necessary for an integrated economy. The law and policy should be should be detailed enough to address Marine and Coastal Fisheries issues in the context of ecosystem based management and ecosystem approach to fisheries. It should further support management of economically sustainable industrial or commercial fisheries by legislating issues, of Total Allowable Catches (TAC) port state issues, Rules of origin and Sanitary and Phytosanitary (SPS) issues which are all important especially in Economic Partnership Negotiations and Trade Agreements. Mariculture production is gaining a significant role in enhancing marine fisheries production. There is therefore a need for the Oceans

Fisheries and Mariculture Policy and Law to address this activity including Environmental Impact Assessment (EIA) for mariculture production and provide management guidelines that are in harmony with other maritime activities in the context of ecosystem based management.

Section IV

4.1 Tourism in Inland Blue Economy

The country's major focus has been on promoting the coastal or maritime blue economy, with less attention paid to inland blue economy opportunities (rivers and lakes), especially for the tourism sector. It should however be appreciated that apart from the popular coastal landscape and seascape, Kenya is blessed with inland blue economy resources whose potential has not fully been tapped for economic growth through economic activities such as fishing, mining, tourism etc.. The

country has over eight major lakes, such as Victoria, Turkana, Nakuru, Naivasha, etc., and over seven major rivers, including Tana River, Athi River, and Mara River.

4.1.1 Rivers

Rivers and their ecosystems are important to the country's development as they provide myriad essential ecosystem services such as cultural sites, cleaning of air, water purification, climate regulation, food, and many others. In addition, they also provide tourism services that are a source of leisure and revenues to communities and country. Several river tourist activities exist in the country. They include water rafting, sport fishing, site seeing, animal and bird watching, and cultural sites. Mara River, for instance, is one of the famous and popular river basins in Africa. It serves Kenya and Tanzania through the Masai Mara national park in Kenya and Serengeti in Tanzania. The famous wildebeest great migration, where millions of animals cross the river twice to Mara and back to Serengeti, has been recognized and included among the wonders of the world. As a result, the mara river tourism-associated activities, mainly wildebeest migration, contribute 8% of total Kenya's tourism income. The total value and income generated from the tourism activities along with the mara river amount to more than stated. However, climate change, human activities, and other factors affect the river basin's ability and its contribution to GDP.

The Tana River Basin covers 22% of Kenya's total landmass and is home to 18% of the country's population. The river itself stretches for 621 miles from the Aberdare Mountains to the Indian Ocean. Due to its rich biodiversity, the Tana River basin is home to Kora National Reserve, Arawale National Reserve, and Tana Primate National Reserve. In these reserves and conservation areas are the Red Columbus Monkey, Tana River Crested Mangabey monkeys, Elephants, and Heartbeats (Hirola). However, tourism along the river basin is not accorded much importance or at least promotion as it is shadowed by other economic activities such as hydroelectric power generation and agriculture. According to the African Bird Club, the delta hosts about 15,000 migratory birds from 69 bird species, including Allen's Gannets. It is also internationally important for the survival of no less than 22 species of birds (such as ibises, egrets, geese), making the delta one of the key sites in the country for waterbird conservation. The endangered Malindi Pipit and Basra Reed-warbler bird species have been observed in the river's habitats. It also holds

the breeding sites of valuable edible fish and shellfish and the rich biodiversity of other wildlife. Besides the flora and fauna, there are water sporting activities along with one of the Tana tributaries, River Sagana. The river has several rapids popular for local and international tourism, such as camping, rafting, kayaking, bird, and hippo watching. Despite having such spectacular and potential tourism attraction sites, the number of tourists per year has been minimal, adversely impacting the expected earnings.

Athi River, the second-largest river in the country, also offers exciting tourism destinations and attractions. It is one of the best water rafting places in Kenya, and offers the most interesting rafting adventure and wonderful game views of various wild animal species in their natural habitat. However, even with such natural and scenic promises, very few visitors frequent these sites where sightings of crocodiles, hippos, lesser kudus, waterbucks, dik-diks, and to a lesser extent, lions and leopards are relatively common. Upstream, near Thika, the river is home to Fourteen Falls, which attracts local and even international tourists. Downstream the river changes its name to Galana and has some beautiful sceneries such as Lugard's Falls, a wonderful landscape of water-sculpted channels and striated rocks. The Tsavo River which forms a part of the Athi-Galana-Sabaki drainage originates from the west side of the Tsavo national park drains to the Athi River. It is the main contributor to the watershed of the lower portion of the park region and is home to abundant fish. The River is the site of the famous 1898 Tsavo man-eaters. These are monumental sites that attract tourism inflows but are not well promoted.

Another important river is the Ewaso Ng'iro River which stretches for 435 miles from its source waters in Mount Kenya and eventually joins the Jubba River in Somalia. The riverbanks supports wildlife, including elephants, buffalo, rhinos, cheetahs, leopards, and Zebras. Wildlife protection areas such as the Lewa Conservancy and Samburu Game Reserve in Isiolo were founded to protect vulnerable wildlife. However, tourism is mostly attracted by the river's wildlife and is not directly associated with the river. Other rivers in the country have scenic landscapes such as waterfalls, rapids, and magnificent wildlife, and hold a great potential to contribute to the country's tourism activities, and revenues at both county and national levels. Nonetheless, the focus has been on

coastal tourism, while the inland area is famous for the national parks, game reserves, and the lakes to some extent. Rivers have largely been ignored and not treated as a priority tourism contributor.

4.1.2 Lakes

The country is also home to 64 lakes, both salty and fresh water lakes. The Lakes are an important source of livelihood in the country, and provide a plethora of benefits including fishing, water for agriculture, minerals, conservation areas, tourism activities etc. Lake Nakuru covers an area of 43.3 km², and is part of the 188 square km of the Lake Nakuru National Park. It is a nationally-protected area under the management of the Kenya Wildlife Service (KWS), and internationally classified as a Ramsar site, Important Bird Area (IBA), and a World Heritage site. It is renowned for hosting the largest population of Lesser flamingos worldwide – what has been described as “the world’s greatest ornithological spectacle”. The park also has more than 56 mammal species and over 450 bird species, including 70 species of waterbirds. In 2005, the Kenya Wildlife Service (KWS) branded Lake Nakuru a bird watcher's paradise. Tourists watch bird species, such as the lesser flamingos, greater flamingos, pelicans, and the African fish eagle, feeding in or flying over the lake. The Lake, therefore, offers a profusion of tourism activities which include bird watching and game drives, where tourists are treated to the rare and endangered Rothschild’s giraffe and the endangered White rhino and Black rhino, among other wildlife species. Other natural features surrounding the Lake are Baboon Cliff, Honeymoon Hill, Lion Hill, Hyrax Hill, Makalia Falls, Menengai Crater, prehistoric sites, caves, which are also great tourist attractions. Boat cruising is also common on the lake waters for local and international tourists. A study conducted by Ariya et al. (2017) on the perceived value of wildlife tourism products at Lake Nakuru National Park showed that many of the tourists visiting the lake are non-residents, especially from Europe and America. Further, it showed that the Lake and the adjacent park receive around 245,000 visitors each year, including over 146,000 international tourists and over 95,500 domestic visitors. The park also generates about Ksh. 17 million annually from the two privately owned lodges in the park leased as concessions from KWS. To maintain the potency of the lake as an important tourist site with a vibrant ecosystem; there is a need to continuously monitor the lake levels and the related

changes in water quality parameters including the pollution levels; and devise appropriately controlled methods of culling the high biomass of *Oreochromis niloticus* that has invaded the lake.

Lake Naivasha, the second largest freshwater Lake in Kenya located in Nakuru County, covers an average water surface area of 139 square km. The economic activities around the Lake include small-scale and large-scale agriculture, ranching, tourism, fishing, geothermal power production, and pastoralism. In addition, over 50 square km of land around the lake is under intensive commercial horticulture and flower (horticulture) farming. These activities provide livelihoods for over half a million people living within the basin. The lake has great potential for tourism since it is surrounded by a variety of wild animals and bird species. A trip to the lake treats visitors to a stunning forest of Acacia and the magnificent sight of buffalos wallowing in the swampy, marshy areas or the hippos sleeping in the shallow ends of the lake. The lake is also the perfect place to watch monkeys swing on treetops and watch giraffes striding across the acacia trees. The Lake's Forest is home to over 400 bird species and a perfect destination for bird watchers. These include the pink-backed pelicans, long-tailed cormorants, goliath heroine, black-lored babblers, grey-capped warblers, white-fronted bee-eaters, great white egrets, brimstone canaries, weavers, and the iconic fish eagles, among others. There are boat rides along the Lake which provide a perfect view of the crescent island dotted with animals such as the hippos, kongoni, and zebras. In addition, an Island in the Lake is ideal for activities such as hiking, biking, walking, and weekend retreats. It is also home to Impalas, Wildebeests, Giraffes, Zebras, Waterbucks, and elands.

The tourists could also hike up Mt. Longonot, a dormant volcano which is 16.1km away from the lake. There are game drives which can be done on bikes, foot, horse ride, and safari vehicles. Tourists also flock the lake for leisure sportfishing, targeting *Micropterus salmoides* (Largemouth bass). In addition, recreational fishing is a popular leisure activity that can potentially support species conservation and provide socio-economic benefits to the local economy. The area around the lake attracts thousands of local and international tourists to its resorts, camps, and two national parks. Despite its rich variety of tourism activities and vibrant fishing, there are environmental challenges affecting the Lake which emanates from poor land-use practices within the watershed e.g., watershed being cleared for farms, unregulated and excessive water abstraction for domestic

and agricultural or horticultural use, weak policy enforcement, and population pressure on natural resources. There is also water pollution caused by fertilizer runoff from flower farms that kill fish and causes climate change. These have resulted in degradation of ecosystem services, economic losses, worsening poverty, and reduction of biodiversity.

The Lake Victoria, the second largest freshwater lake globally and the largest Lake in Africa, has a surface area of 68,800 square km and a catchment area of 193,000 square km. It supports a large population through economic activities such as fishing (the largest source of freshwater fish in the country), agriculture, transport, and tourism. It is worth noting that, most of the tourist attractions are not found on the Kenyan front as Kenya occupies a small percentage of the lake. Attractions in the Lake include the Ngamba Island, a Chimpanzee sanctuary located south-east of Entebbe in Lake Victoria. It is also called the Chimpanzee Island and is home to more than 40 rescued chimpanzees that cannot return to the wild. Tourists also take boat trips to the Equator Island, also called Lwaji Island where Equator passes across Lake Victoria. The Island has many different bird species such as flying egrets and kingfishers flying along the surface of the water. In addition, tourists can also view the incredible and giant trees that grow on the island rock's surface. The Lake is also home to many water birds such as Shoebill in Mabamba wetlands, Malachite Kingfisher, Black-headed Weaver, African Jacana, Black-headed heron, Black kite, etc. The vegetation surrounding the Lake provides a breathtaking view to visitors in addition to the scenic views of the Lake shores.

There are also boat rides to the source of the Nile in Uganda, which provides beautiful gardens that attract thousands of tourists. There are also fishing trips in search of the giant Nile Perch. The Lake's water provides beautiful glittering sunset that people within and from outside the country travel to witness. In addition, people do swimming in the lake waters. However, the waters are dangerous because of diseases and animals, and swimming is done with caution. Being a transboundary resource, anthropogenic activities around the Lake and on catchments of the rivers draining into the Lake have resulted to various of challenges. These include; declining water quality, increased pollution loads, wetland degradation, decreasing biodiversity, and water hyacinth infestation. These environmental concerns threaten and undermine the Lake's ecosystem,

as well as the health and livelihoods of the millions of people who depend on its resources. These challenges threaten the lake's tourism potential. The county government of Kisumu has however, decided to take actions to save and conserve the lake for its natural and economic potential. For instance, the County Integrated Development Plan (CIDP) 2018–2020 outlines possible sustainable development strategies including monitoring water levels and quality, regulating wastewater and effluents from farms to fully utilize the cage fishing culture and water sports and industries, enacting harmonized laws, and lake surveillance.

Lake Turkana, formerly known as Lake Rudolf, is the largest desert lake globally. Three rivers namely the Omo, Turkwel, and Kerio flow into the lake, with nearly 90% of the lake's water coming from Ethiopia via the Omo River. In 1997, the 'Lake Turkana National Parks' were added to UNESCO's World Heritage List as a site of 'outstanding universal value'. This World Heritage site comprises Sibiloi National Park and the two island national parks, Central Island and South Island. Sibiloi National Park is the only Kenyan national park created for archaeological reasons. The lake's third island, North Island, is not a national park, and hence is not within the protected area. The island Parks were established to protect the breeding habitats of the Nile crocodile *Crocodylus niloticus*, hippopotamus *Hippopotamus amphibius* (VU), puff-adder *Bitis arietans*, cobra *Naja haje*, and Egyptian saw-scaled viper *Echis pyramidum*. The crater lakes of Central Island were formerly submerged and have progressively emerged as the main lake level declined (Hopson et al., 1982). Flamingo Lake became isolated in the late 1890s, followed by Crocodile and Tilapia Lakes in 1902 and 1972 respectively.

Despite the low carrying capacity of the area the fauna is relatively diverse, especially in breeding and migrant birds. The lake is an important flyway for migrant birds. Over 350 species of aquatic and terrestrial birds are known for the region, which is recognised by BirdLife International as an Important Bird Area, and a priority for conservation. At least 23 bird species are known to breed in the environs of the lake, including the goliath heron *Ardea goliath*. Mammals in the area include olive baboon, wild dog, striped hyaena, caracal, lion and cheetah, warthog, hippopotamus, reticulated giraffe *Giraffa*, plains and Grevy's zebras, Grant's gazelle, Beisa oryx, lelwel hartebeest, topi, greater kudu, lesser kudu, and dikdik. There are several tourist attractions in the Lake such as

*sport*fishing which normally done around Central Island, Kampi Turkana on the east side, and around the Alia Bay area in Sibiloi National Park.

The Lake hosts many waterbirds including flocks of flamingoes which are an attraction as they feed and fly over the lake waters. At the shores of the Lake boat rides to three craters or for scenic view of the lake. Boat visits to the Central Island national park and South Island National Park, known for Nile Crocodiles can also be organized. The Lake also hosts the Nabiyotum crater, is an impressive landform found in the middle of Lake Turkana. This crater, which was discovered in 1988 is of volcanic origin and offers special experience for nature enthusiasts. One can also swim at Eliye beach or enjoy cultural visits to the Turkana communities which offer a chance to experience the pastoralist way of life.

Wild safaris to the Sibiloi National Park are an attraction to a wide range of domestic and international tourists. The Park has a variety of wildlife animals including reticulated giraffe, beisa oryx, gerenuk, grevy's zebra, lions, leopard, and cheetah. Sibiloi is also home to important archaeological sites, including Koobi Fora, where the fossil remains have contributed more to understanding human evolution. Extensive palaeontological finds have been made in this area, starting in 1972 with the discovery of *Homo habilis*. This area is the only archaeological conservation area in Kenya gazetted as a National Park, with 100 archaeological sites have been discovered. Other findings include several ancestors of modern animal species. The area also has a unique archaeological site for hominid remains and relics of giant tortoise, crocodile and behemoth mammoth. Very few visitors travel to these National Parks although their tourist potential is quite high. There is an airstrip at the Turkwel dam, and camping facilities at the Koobi Fora Museum & Research Base and at Rocodoni facing Mount Sibiloi. There are also hotels which could host tourists during bird watching or game viewing. To make the Lake more attractive as a tourist destination, the county needs to develop infrastructure and tourism products for marketing, setup fish processing industry, and promote tourism (CIDP; 2018-2022).

Lake Bogoria is one of the lesser celebrated and important lakes in the Rift Valley. The lake has several hot springs, geysers and fumaroles which have high temperatures of between 100-170 °C,

are highly mineralized and are sourced from shallow aquifers in contact with lava intrusions. All the springs are alkaline with a pH above 8.0. Within the reserve, biodiversity inventories have identified approximately 210 plant species belonging to 53 plant families in the reserve and neighbouring wetlands. The area is rich in wildlife species characterized by a high diversity at low densities. Animals found in the area include the Greater Kudu and several reptiles that include monitor lizard, tortoise, crocodiles and various species of snakes. Over 373 species of birds have been recorded in the area including over 50 migratory species, making it one of the richest birdlife areas (IBA) in Kenya. The lake also holds huge congregations of lesser flamingo that feed on the high production of blue-green algae dominated by *Spirulina platensis*.

The first formal conservation initiative around the lake was gazettement in 1970 of the Lake Bogoria National Reserve (LBNR) under the wildlife Act by the Wildlife Conservation and Management Department (WCMD). The management of the reserve was later transferred to the Baringo County government. Currently there is a 10-year (2019-2029) management plan for Lake Bogoria National Reserve has been developed. According to Baringo county CIDP 2018 – 2020 the total number of domestic and foreign tourists visiting Lake Bogoria in 2017 were 66,561. Although small, the lake has plenty of tourism activities and attractions. The Lake is home to the lesser flamingos, and important attraction to visitors who come to see the wonderful blazing scene of the pink flamingoes feeding. There are also many other birds and wildlife, such as buffalo, zebra, baboon, warthog, caracal, spotted hyena, impala, and dikdik. The Lake has 200 natural hot springs close to the lake or are inside, and their water temperatures vary from 39 to 98.5C which offer cooking experiences to tourist.

The Lake Baringo situated in Northern Kenya's Rift Valley is an important freshwater lake with surface area of about 220 square Kilometres and an elevation of 1000 meters (3200 ft). The lake is an important tourist attraction because of its rich biodiversity, which comprises hippos, birds and crocodiles, among others. There are tour operators who own boats used by tourists for navigation in the lake and sport fishing. There seven islands on the Lake are important tourist exploration sites. These are Ol Kokwe Island, Devil's Island, Samatian Island, Rongena Island, Parmolos Island, Gibraltar Island, and Lokoros Island. Ol Kokwe is the largest island in the middle

of the Lake which has hot springs and fumaroles containing sulfur deposits, and houses Baringo island camp. There is also Roberts camp is situated on the shores of Lake Baringo. At night tourists can experience the thrill of seeing or hearing hippos and seeing floating crocodiles at the lake shores. There are also two reptile parks in the lakeshore i.e. the Lake Baringo Reptile Park and Dr. Richard Leakey's Snake Park. These house snakes, crocodiles, tortoises, turtles, monitor lizards, and offer a panoramic view of the Lake and Kampi Samaki Escarpment.

The Lake is also important for wildlife viewing as it hosts the last remaining population of the greater kudu. Other wildlife include impala, dikdik, zebra, Grant's gazelle, warthogs, hippos, crocodile, rock hyrax, and klipspringer. It is also habitat for over 450 bird species a paradise for birders. The birds which habit the shores and islands of Lake Baringo include flamingoes, Goliath heron, African eagle, African openbill stork, etc. According to Baringo county CIDP 2018 – 2020 the total number of domestic and foreign tourists visiting Lake Baringo conservation area in 2017 were 3606. The Lake offers several tourist attractions and activities which could be exploited and attract more tourists. Besides small-scale sand harvesting, there is no known mining activity carried out in or around Lake Baringo.

Lake Magadi is an important Lake for inland tourism and mining which lies slightly to the north of Lake Natron and at the bottom of a steep-sided valley, the lowest point in the eastern or Gregory Rift Valley. The lake is roughly 20 km long by 6 km wide and covers an area of 90 square km. It is one of the most saline Lakes and one of the smallest alkaline lake sumps in the Rift Valley. The main economic activity in the lake is trona/soda ash extraction and tourism. There are several wild animals to see around the lake, including the giraffe, wildebeest, zebras, antelopes, and gerenuk. Others are hyenas, lions, buffalos, and elephants. Tourists can also trek and hike around the lake, identifying the different bird species, the eggs on the ground, and the northern hot springs for egg boiling. The sky above the Lake is mostly clear blue, enabling visitors on a camping safari to gaze and identify the stars and milkyway pattern at night. Plans are currently underway to acquire equipment to view the stars. The Lake is also endowed with many bird species such as flamingos, water ducks, pelicans, white stalk, marabou stalk, blacksmith pullover, eared avocets, black wing

stilt, among many others. During the rainy season, the lake receives thousands of flamingos from Lake Natron's breeding grounds close by.

The hot springs in the Lake are a key attraction to many visitors for hot springs bath. The water is believed to have medicinal value to the skin, curing ailments such as skin rashes, pimples, acne, dry skin conditions, and helps in strengthening the bones in the body. They can also visit local traditional Maasai bomas, commonly known as manyattas: the visit is organized early in the morning or in the evening when the cattle and goats are in the homesteads. The visitors can learn about the community's lifestyle and beliefs and milk the goats and cows. Despite its economic and social importance, the lake faces imminent threats from increased human activities resulting in siltation.

Another small but important Lake is the Elmenteita located between Lakes Naivasha and Nakuru. It is a breeding and feeding ground for many threatened bird species, and its shores are important areas for animals such as zebra, gazelle, eland, hippopotami and warthog, and a sanctuary for the rare Rothschild giraffe. It also serves as a sanctuary for the nationally threatened colobus monkeys. The Lake is surrounded by hotels and resorts that attract domestic and international tourists.

Lake Kenyatta, or Lake Mukunganya, is also a small important lake in Lamu County which supports zebra monkeys, waterbuck, buffalo, hippopotami, and warthog. It also houses many wild birds. The Lake Jipe is another relatively small lake located in Tsavo West National Park. It lies on both the Kenyan and Tanzanian borders, and housed the Jipe Safari Camp, located on its shore, an ideal camping spot for travelers seeking peace and quiet. Lake Kamnarok is a seasonal lake at the base of the Kerio Valley. The lake was gazetted in 1984 when Lake Kamnarok Game Reserve was created. It occupies an area of approximately 1 square km; however, being a seasonal lake, the size may at times be much smaller. The Lake is home to 500 elephants.

Section V

5.1 Conclusion and Recommendations

The Kenya's vision 2030 is cognizant of blue economy and states that; coastal marine resources offer a great potential to sustain a number of economic activities, along the coast, such as tourism, agriculture, fishing, mining and water sports. In the Vision 2030, the country aims to promote the tourism sector and become one of the top ten long-haul tourist destinations in the world, offering

a high-end, diverse, and distinctive visitor experience. The country has set out to diversify and improve coastal products by; attracting new investments in existing as well as new hotels with emphasis on 4-5 star hotels; increasing bed capacity to cope with the projected growth in tourist arrivals; constructing two resort cities; and promoting Kenya as an international tourist destination, with a unique coastline. Coastal and tourism is the largest contributor to the ocean economy in Kenya, accounting for about 65% of blue economy contribution, followed by marine tourism with around 28%. Most of the other subsectors contribution are way less than 1%. Therefore, the full economic potential of marine resources has not been exploited. With a maritime territory of 230,000 square kilometers and a distance of 200 nautical miles offshore, Kenya's Coastal and marine tourism could make a much larger contribution to the economy. Coastal and marine tourism is widely regarded as one of the fastest-growing areas of contemporary tourism. In contrast, tourism development has been spatially focused on the beach for much of the past decades, as witnessed, for example, in the slogan of the three 's' of tourism sun, sand, and surf.

The country's major focus has been on promoting the coastal or maritime blue economy, with less attention paid to inland blue economy opportunities (rivers and lakes), especially for the tourism sector. It should however be appreciated that apart from the popular coastal landscape and seascape, Kenya is blessed with inland blue economy resources whose potential has not fully been tapped for economic growth through economic activities such as fishing, mining, tourism etc.. The country has over eight major lakes, such as Victoria, Turkana, Nakuru, Naivasha, etc., and over seven major rivers, including Tana River, Athi River, and Mara River

Although lakes and rivers have been accorded quite some attention, much focus has been on coastal tourism and safari drives with very few attempts made to promote and quantify their contribution to the tourism sector apart from the parks and conservancies that surround them. Thus, the value of the activities they offer such as boat riding, sport fishing, etc. is not known. This could be attributed to weak policies and less prioritization towards such activities. Further, activities such as sports tourism niches and eco-tourism have not been completely utilized, as most tourists engage in activities such as bird watching and wildlife viewing. As such, the inland blue economy, especially from the tourism lens, has largely been neglected. However, this blue economy

subsector has the potential to boost the earnings of the sector and promote domestic tourism across all counties including those off the coastal areas.

To explore the full potential of coastal and marine tourism will require strengthening the existing support instruments. The framework for exploiting, developing and managing natural resources for sustainable development must include consideration for economic, social and environmental objectives while taking into account stakeholders diverse needs.

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