

2024



Making Kenya's hospitality globally competitive
KENYA ASSOCIATION OF HOTEL KEEPERS

Advocacy Report

3rd Quarter 2024



In this Issue:

1. **KAHC Symposium & Charity Golf Tournament and AGM**
2. **Collaborative meeting with K.T.B**
3. **TVET at 100 Celebrations**
4. **Courtesy call by Uganda Consulate in Mombasa**
5. **KEPSA Round Tables**
6. **Kenya Utalii College National Tourism Competitions**
7. **North Coast meeting with KENHA and CEC Tourism**
8. **Driftwood Rugby Mombasa Circuit Meeting**
9. **KCB Power Talks**
10. **Courtesy visits to members and recruitment of non-members in Coast Region**
11. **Courtesy call to CS Labour, Dr. Alfred Mutua**
12. **KAHC & KUDHEIHA Human Resource Conference**
13. **Reforms on the policy framework for trade negotiations and implementation of International Trade Agreements**
14. **Webinar on the 2nd Edition of the barometer on trade in services in the East African Community**
15. **UN World Tourism Day celebrations in Kisumu**
16. **BOMA Hospitality curriculum review and meeting with TRA**
17. **Joint Negotiation Meeting**
18. **Representation in the Work Permits committee and National Labour Board**
19. **Meeting with Kwale Members**
20. **Participation in Curriculum Harmonization**
21. **MKTE 2024**
22. **KAHC participates in feasibility study—Bus Rapid Transport– On Water**
23. **World Tourism Week Celebrations in Mombasa**
24. **Governor’s Round-Table Meeting in Kwale**
25. **KBEST 03-04 Occupational Standards Harmonization Partnership**
26. **Meeting with Tourism P.S.**
27. **International Coastal Cleanup (ICC) Event**
28. **Meeting on Guided Trade Initiative on trade in tourism services**



1. KAHC Symposium & Charity Golf Tournament and AGM

The Association held the event at Neptune Beach Resort & Spa and Leisure Golf Club.

During the AGM Mr. Chris Musau and Mr. Jimi Kariuki were elected un opposed to be the Chairman and Vice Chairman of the Association respectively.

Please find below the link to the Symposium 2024 Report.

2024 KAHC Symposium Report

This is also available on our website.

2. Collaborative meeting with K.T.B

The CEO attended a collaborative meeting with Kenya Tourism Board. KTB presented their key marketing initiatives plan, including exploring new international markets and diversifying offerings with Adventure Tourism and MICE. Additionally, the implementation of sustainable tourism practices,

addressing industry challenges to enhance resilience, and coordinating upcoming events and campaigns were discussed. The meeting concluded with an agreement to hold regular and multi-agency engagement sessions to ensure continuous progress and collaboration.



3. TVET at 100 Celebrations

We participated at the TVET @ 100 Celebrations held in July. The event was organized by the Ministry of Education through the state department for Technical Vocational Education and Training (TVET) The event was held at Kabete National Polytechnic and was graced by the President, His Excellency

Hon. Dr. William Ruto. The objective of the celebrations was to position the TVET sector to effectively respond to labour market and societal needs for enhanced employability, decent work, entrepreneurship and lifelong learning.

4. Courtesy call by Uganda Consulate in Mombasa

The Consulate General of Uganda in Mombasa, Ambassador Paul Mukumbya and his team paid us a courtesy call at our office in Nairobi. We discussed ways of increasing visitor traffic from Uganda as well as that of Kenyans visiting Uganda. In our symposium in June, where he was a guest speaker, he urged Kenyan businesses to invest in Uganda.

Amb. Mukumbya is planning a fam trip and conference in November for Kenyan businesses and would like us to participate. The fam trip takes place from 18th to 19th November while the conference follows on 20th and 21st November. The government of Uganda together with partners will accommodate most of the costs excluding air fare.



The Ambassador also paid a courtesy call to the Coast Chairman, Francis Msengeti, ahead of their impending fam trips and conference and requested support from Coast members for the upcoming activities.



5. KEPSA Round Tables

The CEO had the opportunity to attend Kepsa's round table discussions with the Chief Justice, Martha Koome and the Judiciary team at Trademark Hotel on Tue 16th July. The session focused on topical issues around the judiciary and proposed some actions. The CEO facilitated one of the discussions.



In addition, still under Kepsa, we attended an EAC Round Table with the new Secretary General of the EAC. Furthermore, we had a round table with US Ambassador, Meg Whitman.

6. Kenya Utalii College National Tourism Competitions

KAHC CEO was the Chief Guest at this year's National Tourism Competitions held at Utalii College. In addition, through our membership to the KUC Liaison Committee we were invited to participate in the role of competition observers. This role was created to ensure that the competitions are done in a fair and transparent manner.



7. North Coast meeting with KENHA and CEC Tourism

The Association held the meeting at Sarova Whitesands Beach Resort. The session was attended by both members and non-members, Mombasa County Chief Officer for Tourism and KENHA Supervising Engineer of the Mombasa- Mtwapa highway.

It was agreed that:

- Mombasa County Chief Officer to liaise with County-departments to develop a compliance check-list for hotels to easily understand their compliance requirements.

- The Indian Crow eradication project to continue but no definite date was given as to when the chemicals will be procured.
- Hotels to plug-in to benefit from the up-coming Rugby festival
- KENHA to work closely with hotels on the design of the signages on the highway.
- Service lanes to be properly maintained for easy accessibility to hotels in Bamburi and Shanzu stretch.



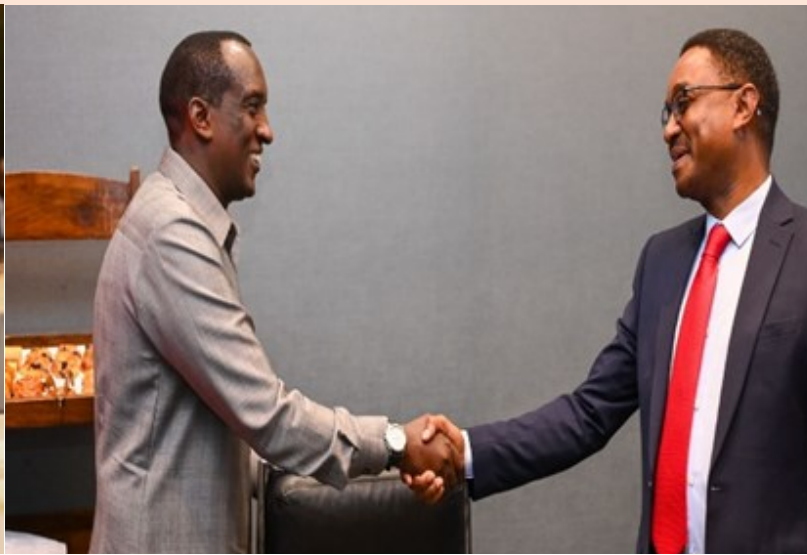
Ms. Pauline Oginga - C.O Tourism Mombasa County, Eng. Gichuru- The KENHA Supervising Engineer of the Mombasa - Mtwapa Highway, Mr. Francis Msengeti the Coast Region Chairman and Mr. Walter Reif - KAHC Board Member.

8. Driftwood Rugby Mombasa Circuit Meeting

We participated in a meeting with the Deputy Director Tourism Mombasa County for the above event that was scheduled to take place in September. At the forum the parties discussed areas of collaboration.

9. KCB Power Talks

The CEO was a panelist at the KCB Power Talks Series themed "Redefining The Future of Tourism and Hospitality". The session was hosted by KCB CEO Paul Russo and his team. The Chief Guest was Tourism PS John Oloitua. Narok Governor Ole Ntutu made some remarks as well. In the panel was KTB CEO, June Chepkemei, Mara Conservancy's Brian Heath and Ole Sereni and Emara's Bobby Jandu. A very good number of our members were present including Ashnil Hotels, Sarova Hotels, Tribe and Trademark, Ole Sereni, Eka and Ol Tukai amongst others. Discussions were held around KCB's support to the industry as well as government interventions



10. Courtesy visits to members and recruitment of non-members in Coast Region

The coast secretariat made a courtesy call to several members and also engaged some non-members with the aim of recruiting them.



We also attended Malindi Watamu General Manager's luncheon forum held at Ocean Beach Resort



11. Courtesy call to CS Labour, Dr. Alfred Mutua

The CEO met the CS Labour Dr. Alfred Mutua to discuss issues related to the Labour Sector. The PS Labour, Hon Mwadime was present. Our team was led by the FKE National President, Dr Gilda Odera, the FKE CEO Jacqueline Mugo and myself (FKE National Vice President). We discussed the high cost of doing business due to the introduction of multiple levies and taxes, the setting up of wages councils and alignment to best practices under the ILO. The CS is very keen to advance the sector and agreed to be hosting a quarterly meeting with stakeholders.



12. KAHC & KUDHEIHA Human Resource Conference

The Conference was held on 19th and 20th September at Mnarani Club. The event brought together Human Resource Managers from KAHC membership and Union officials from KUDHEIHA. The theme for this year's event was "Empowering Excellence: Transforming the Human Resource Practice in the Hospitality Industry."

The following were the topics and speakers at the event:

1. Welcome Remarks, Mike Macharia, CEO, KAHC
2. Official Opening, Maureen Awour, Chairperson, KAHC Malindi & Watamu region
3. Managing Millennials and Gen Zs in the Workplace, Jeff Mukolwe, General Manager, Baobab Beach Resort.
4. People and Productivity, Elphas Were, Consultant.
5. Data Protection in the Context of the Hospitality Industry, Collette Akwana, CIPP/E Partner, CMS, Daly Inamdar Advocates LLP
6. Total Quality Life, Boniface Nyoike, Motivational Speaker
7. Managing Employee Exit, Hon. Ivy Wasike, Principal Magistrate, Kilifi Law Courts.
8. Retirement Planning, Tom Kiptanui, Director Market Conduct and Industry Development, RBA
9. Mental Health and Wellness, Dr. Stephen Wahome, Psychological Health Services
10. Closing Remarks, Albert Njeru, Secretary General, KUDHEIHA

The conference included a reception cocktail at the end of day one of the event.

We are currently working on the report for the forum and will avail this as soon as its complete.



13. Reforms on the policy framework for trade negotiations and implementation of International Trade Agreements

We attended an online meeting for stakeholders by the Ministry of Investments Trade & Industry to discuss the upcoming reforms to trade policies in the country. These reforms aim at modernizing the approach to international trade negotiations, enhance the implementation of international trade agreements and create an enabling environment for both domestic and foreign investments to thrive.

14. Webinar on the 2nd Edition of the barometer on trade in services in the East African Community

We participated in the above webinar by East African Business Council (EABC) The goal of the forum was to validate the Second edition of the Barometer.

The Barometer evaluates key trends in service sector performance, including GDP contribution, employment rates and export trade, It reviews the state of market openness, considering the revised schedule for the progressive liberation of trade in services commitment under the Common Market Protocol and AFCTA. It also analyses the restrictiveness of services trade environment and tracks regional progress in advancing the EACs trade in service agenda.

Tourism is one of the service sectors covered in the barometer as well as other sectors such as road and air transport, distribution services, communication, professional services among others.

15. UN World Tourism Day celebrations in Kisumu

The United Nations World Tourism Day, is an annual event celebrated across 160 UN member states. The day has been celebrated since 1980. This global observance is championed by the United Nations Tourism, a UN specialized agency with a central mandate to promote responsible, sustainable, and universally accessible tourism.

The theme for the UN World Tourism Day 2024 is "**Tourism and Peace**." This year's global celebrations were held in Tbilisi, Georgia, In Kenya, tourism week, was held in Kisumu County and focused on raising awareness and promoting both domestic and international tourism.

The CEO was a guest speaker under the thematic theme; safety & security and emergency response within the tourism sector, in addition he was a panelist in two panels on; Tourism as a catalyst for peace and Harnessing opportunities for tourism growth.

16. BOMA Hospitality curriculum review and meeting with TRA

The CEO participated in the Boma Hospitality College curriculum review. The CEO and the National Chairman had an engagement with the TRA DG and one of their board members to discuss Hotel Assessment and Classification matters.

17. Joint Negotiation Meeting

KUDHEIHA and KAHC held a meeting to dissect the implementation of the current CBA. The current CBA will expire at the end of this year. We will begin discussions on the new CBA in the coming months. We will keep you posted on the outcome of the discussions.

18. Representation in the Work Permits committee and National Labour Board

We continue to represent members in the work permits committee, and are having more regular meetings to avoid delay of issuance of permits. The CEO represents the members through FKE, in the National Labour Board. A National Labour Board meeting was held to discuss the 6% minimum wage increase, that was issued by the President on Labour day. During the forum the members escalated the matter to CS Mutua, and this was discussed during the courtesy visit highlighted in this report.

19. Meeting with Kwale Members

The Association held a 3rd quarter regional meeting in Kwale. In attendance were both county and national government officials as well as national government agencies, KENHA and KAA Inactive members were also invited to the forum in a bid to encourage them to regularize their membership.

Members were keen to know the completion dates and marking of the partly opened Dongo Kundu bypass including ceiling works and signages. KeNHA's Eng. Omuono observed that project was being rolled out in phases and that completion of final works will be on signages and enhancement of street lights. He confirmed that measurers had been taken to ensure security of the lighting infrastructure.

The County Commissioner and the entire county security team present assured members that plans were at an advanced stage for the region to host this year's Mashujaa day celebrations to be held in Kwale. The CECM gave a detailed account of the ongoing beach access opening programs in the region. He confirmed that the department was prioritizing the enactment of the beach management legislation to help bring order on the beach.

20. Participation in Curriculum Harmonization

The Coast Secretariat coordinated over 40 industry experts to help in the harmonisation of Occupational Standards in the area of Culinary Arts, Baking and House-Keeping at Kenya Coast National Polytechnic. This was in response to the massive transformation and reforms to Technical Vocational Education and Training (TVET) in Kenya aimed at enhancing the quality, relevance, and effectiveness of technical and vocational education.

Part of the reforms has been the change in curriculum from traditional knowledge-based curriculum to Competency Based Education and Training (CBET) Curriculum, which is skill based. Additionally, National Polytechnics have been mandated to develop relevant CBET Curriculum, implement and offer certificates for various qualifications.

Over 400 Occupational Standards had been developed to facilitate development of curriculum.

However, these occupational standards across different sectors and industries needed to be harmonized. Harmonization of occupational standards is essential for ensuring consistency, comparability, and transferability of skills and qualifications, thereby enhancing the mobility of labor and improving employment prospects for TVET graduates.

KAHC through its huge and talented pool of staff was tasked to work with KCNP- Kenya Coast National Polytechnic to harmonize 47 Occupational Standards in Hospitality, Tourism and Marine sectors.

21. MKTE 2024

The event took place on October 2nd to 4th, 2024 at the Uhuru Gardens National Monument. The forum was officially opened by the President, His Excellency Hon. Dr. William Ruto. The CEO represented us at the event and visited several of the KAHC members stands.





22. KAHC participates in feasibility study—Bus Rapid Transport— On Water

The Go Blue Project Result Area 2 “Connecting People, Cities and the Ocean: Innovative Land-Sea Planning and Management for a Sustainable and Resilient Kenyan Coast” is jointly implemented by the United Nations Human Settlements Programme (UN-Habitat) and the United Nations Environment Programme (UNEP with funding from the European Union (EU).

The coverage area is the coastal counties of Kilifi, Kwale, Lamu, Mombasa, Taita Taveta and Tana River. The Go Blue Project aims at enhancing land-sea planning and management by addressing key socio-economic and environmental challenges while stimulating benefits from the blue economy. By promoting the economic growth of coastal urban residents and the preservation of coastal and marine resources, the Project seeks to assist in Kenya’s transition to a sustainable blue economy.

Mombasa, one of the six coastal counties, is the main gateway city to landlocked countries in East and Central Africa via the port of Mombasa and the Northern Corridor. Rapid population growth and sprawl, the continued rise in private car ownership and an inadequate public transport system are all contributing to congestion and lack of a high-quality public transport system.

As a result of these challenges, the county government developed a County Public Transport Service Plan for a potential Bus Rapid Transport (BRT) network. The county has begun planning Non-Motorized Transport infrastructure to encourage active transport modes. In addition, the County Governor, H.E Abdullswamad Sherrif Nassir, requested UN-Habitat to support the county in conducting a Full Feasibility Study (FFS) on coastal and harbour Passenger Water Transport for Mombasa County.

The FFS was to enable the county to understand the potential of the Coastal & harbour water transport system to unlock the existing and projected public transport challenges and enable the movement of passengers and freight. Other than providing economical and environmentally friendly competition for road transport, the Coastal and Harbour water transport system is expected to share a large volume of traffic in the coastal belt.

23. World Tourism Week Celebrations in Mombasa

The Coast region has one iconic mode of transportation that stands out – the Tuktuk. These compact, three-wheeled vehicles have become an integral part of Mombasa's transportation landscape, offering a unique and convenient way to navigate the city's winding streets and vibrant neighborhoods. To climax the world tourism day celebrations, stakeholders in the Mombasa Tourism Council launched the inaugural exciting and engaging Tuktuk Event. The Association hopes to work with other stakeholders to identify and package new experiences in an effort to keep the region vibrant and competitive

24. Governor’s Round-Table Meeting in Kwale

The Association members attended the Kwale county business community round table on 30th September, 2024 in Diani. The Chief Guest was H.E. Fatuma Achani, Governor, Kwale County. The Association through the EO and the leadership highlighted the need to advocate for Air accessibility to allow more direct flights into the region. We will work together towards enactment of the Kwale county beach management bill, get county government support to advocate against the impending sand harvesting for port expansion and work together with other stakeholders and counties in an ongoing initiative to eradicate the Indian house crow in the region.

25. KBEST 03-04 Occupational Standards Harmonization Partnership

The Coast secretariat was represented at the Kenya Blue Economy Skills Training Program (KBEST) and occupational Standards Harmonization program in Mombasa where Canadian partners with relevant industry partners and workers representatives met to discuss blue economy occupational standards and curriculum development, industry attachment, mentoring of trainees/students/graduates and strategies for engagement with employers in the blue economy sub-sectors. It is also expected to add to the new experiences for tourists visiting the region.

Priority Sectors selected on basis of Labour Market Analysis:

- Tourism and hospitality
- Marine transport and maritime shipping
- Ship and boat building and rehabilitation
- Port services
- Sustainable fishing and aquaculture
- Trades
- Interventions
- Building capacity of TVET institutions in gender-responsive curriculum development and pedagogy
- Recognition of prior learning assessments
- Working with institutions to increase women's leadership and participation in decision-making
- Establishing gender-responsive student and career services
- Creating more accessible and inclusive spaces
- Enhancing targeted support such as peer counselling and mentorship, especially for women and girls
- Wrap-around financial support
- Blue economy ambassadors/spokespeople in each region
- Community outreach with civil society and women's rights organizations.

Areas of presentation:

1. Employers' perception of Kenyan Blue Economy (BE) TVET graduates specifically in the hospitality and tourism sub-sector.
2. Relevance of existing Kenyan TVET occupational standards and curriculum to the Kenyan and global job market
3. Availability of internship/mentorship opportunities for trainees taking Blue Economy courses with a focus on hospitality and tourism sub-sector.
4. Pathways to jobs and opportunities for Kenyan TVET graduates in the international hospitality and tourism job market including cruise ships.

26. Meeting with Tourism P.S.

PS met the Mombasa Tourism Council members led by the CECM for the Department of Tourism, Culture & Trade, Mombasa County Mohammed Osman. They deliberated on issues of tourism promotion among them leveraging on Mombasa old Town and Mama Ngina Water Front.

They also discussed the upcoming UN World Tourism Day to be celebrated on 27th September, 2024. Present during the meeting was the Council Chairman Dr. Sam Ikwaye, Council member Patrick Kamanga and Senior officials from the State Department for Tourism.



27. International Coastal Cleanup (ICC) Event

KAHC joined other tourism stakeholders including various organizations and schools in participating in the annual beach clean-up event organized by Kenya Conservation of aquatic resources. The event was held on 21st September 2024 at Jomo Kenyatta Public Beach.

The aim was to sensitize the public on the need to ensure the conservation of Aquatic life through beach litter collection, art and poetry competitions and various talks on the environmental conservation through maintaining a litter free beach area.

28. Meeting on Guided Trade Initiative on trade in tourism services

The Association participated in the above online meeting held by the AFCTA Secretariat. The objective was to outline the potential and importance of the Tourism Sector as a formidable driver of economic growth. In addition, the meeting aimed at presenting a summary of commitments in the tourism sector to the state parties and tourism stakeholders. The summary highlighted new markets, access opportunities, matchmarking opportunities and areas where new financial direct investments

from AFCTA can flow. Members who would like to take advantage of these opportunities presented by AFCTA Secretariat, please contact us so that we can connect you to them. The opportunities available are in the following countries; CEMA (Cameroon, Congo, Gabon, Equatorial Guinea, Central African Republic and Chad) EAC (Kenya, Uganda, Rwanda, Burundi and Tanzania) Djibouti, DRC, Eswatini, Lesotho, Malawi, Mauritius, Namibia, Seychelles, Zambia and Zimbabwe.