



16th July 2021

TOURISM RECOVERY PROJECT NAROK COUNTY

Enhancing tourism recovery and sustainability in Masai Mara Game Reserve during and post-COVID-19 pandemic

Worksheet 1

Focus Group Category.....

Establishing the critical factors for tourism recovery and sustainability over the pandemic period

Conservation
Basic operation are sustained in the conservancies (fuel, ration, salaries)
Diversification of the tourist markets
Strong partnership with development partners, governments and conservationist
Community livelihood is sustained – (lease payments)
Fast track the vaccination process and access for testing COVID-19



16th July 2021

TOURISM RECOVERY PROJECT NAROK COUNTY

Enhancing tourism recovery and sustainability in Masai Mara Game Reserve during and post-COVID-19 pandemic

Worksheet 2

Focus Group Category.....

Socio-economic vulnerabilities of indigenous communities to COVID-19 in Masai Mara	The impact of COVID-19 on the conservation of the Game Reserve and the destination
Job loss	
Livelihood loss	
Illegal activities such as poaching charcoal burning,	
Potential for land sale	
Change in land use	
Increase in teenage pregnancy and early marriages	
Increase in school drop outs	



Strathmore University

School of Tourism and Hospitality

16th July 2021

TOURISM RECOVERY PROJECT NAROK COUNTY

Enhancing tourism recovery and sustainability in Masai Mara Game Reserve during and post-COVID-19 pandemic

Plenary

What policy and strategic initiatives has the county put in place to support the tourism recovery post the pandemic?

What worked?

1. Covid response strategy has worked
2. Covid mitigation measures
3. Increase in partnerships from donors

What is not working?

- ✓ Not marketing mara as destination
- ✓ Lack of joint patrols between conservancies and national reserve
- ✓

What support frameworks need to be enhanced?

1. Develop a holistic Narok County Tourism marketing/blueprint/strategy
2. A strong collaboration between reserve and conservancies
3. A policy guideline on Tourism in the ecosystem to support conservation outside the protected areas.
4. Fast track the management plan of the reserve and the ecosystem management

5. Enhance research in the conservation to provide data for making informed decision.
6. Develop a product for domestic tourism
7. Enhance management guidelines

What strategies will enhance tourism resilience and recovery at the Mara in the short term?

- ✓ Vaccination
- ✓ A product for domestic tourism
- ✓ Local media to support marketing of domestic tourism
- ✓ Proper legislation on tourism development
- ✓ Advocate for GSP on rangers to continue