

Summary - Taita Taveta County Tourism Bill, 2026

The Taita Taveta County Tourism Bill, 2026 establishes a comprehensive legal framework for the development, promotion, regulation and management of tourism within Taita Taveta County. It operationalizes the County Tourism Policy and seeks to increase tourism investment, employment, revenue generation, environmental sustainability and community benefits.

Key Institutions: The Bill establishes the Taita Taveta County Tourism Board to oversee tourism planning, product development, marketing, investment promotion, implementation and performance monitoring. It also establishes a County Tourism Coordination Forum to strengthen collaboration between county and national stakeholders.

Tourism Development: The Bill promotes wildlife, cultural, heritage, World War I, eco-tourism, water, adventure, sports, mining, agricultural, research and community-based tourism. The Board is mandated to package tourism products, develop tourism circuits, promote domestic tourism and strengthen destination branding through digital marketing and promotional campaigns.

Investment and Financing: The County will facilitate tourism investments, public-private partnerships and support community enterprises. A County Tourism Fund will finance tourism infrastructure, marketing, conservation, community benefit-sharing, research, training and investment incentives using county appropriations, levies, grants, donations and tourism revenues.

Governance and Compliance: The Bill empowers the County to impose tourism levies, provides that at least 20% of levies collected near community areas be shared with community organizations, aligns county standards with national tourism requirements, establishes inspection and enforcement mechanisms, and prescribes penalties for non-compliance and environmental degradation.

Sustainability and Accountability: The Bill promotes environmental conservation, climate resilience, mitigation of human-wildlife conflict, protection of indigenous knowledge and active community participation. It requires tourism research and data systems, integration of tourism into county planning, regular monitoring and reporting, periodic policy review, transparent financial management and safeguards against misuse of public resources.

Overall, the Bill provides the institutional, financial and governance framework needed to position tourism as a major driver of sustainable economic growth, investment, employment and community development in Taita Taveta County.