Amboseli National Park (ANP) in Kenya is now registered in the Tentative List for Natural World Heritage of UNESCO. This paper initially reviews the major challenges and issues of ANP released by Kenyan Wildlife Service and Amboseli Ecosystem Trust. This paper takes the holistic views recommending local government to take actions “beyond ANP” for the total regional ecosystem. In the Amboseli ecosystem land, only 7% is ANP, 28% is “half protected area” and others are not protected areas. Analyzing wildlife activities across ANP border, areas surrounding ANP can be more converted to protected areas. My recommendation is the local government to take more leadership after capacity building, since they have political power to enforce and secure investments outside of the park. Local government needs to secure more funding from ANP and from sustainable finance schemes, such as payment for ecosystem services (PES) and biodiversity credits, so that local government has budget to protect non protected and half protected areas prioritizing areas which wildlife are largely impacted. Regenerative tourism with high touch can be more developed in ANP, encouraging local Maasai communities to more actively contribute to tourists guiding about local nature. SUV drivers of the safari tours and the employees of the hotels are mostly not Maasais. There are visiting sightseeing tours to Maasai villages, but Maasais can go beyond just performing local dance and showing their primitive life. Tourism contents can be co-produced and trained by Kenyan academics and global experts so that Maasai wisdoms are well absorbed, and the context of the tourism is in line with the current global tourism context. For example, I recommend a regenerative walking tour which local Maasai guides wild nature by naked eye from the hilltop and tourists look by telescope or zoom lens and explains context and wisdom of wild nature. Contents need to be developed carefully so that visitors raise “aha” and “wow” and learn something, as well as visitors feel safe and relaxed. Regenerative tourism contents not only increase revenue, but also increase civic pride of Maasai community. For Kenyan regenerative tourism, I think the net positive in local community is more important than net positive in carbon in the short term. The tourism to support nature-based solutions for the environment can be considered in the longer term.

Key Words
Amboseli National Park
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