

An aerial photograph of Mombasa, Kenya, showing a dense urban landscape with various buildings, a prominent minaret, and a body of water in the distance under a blue sky with scattered clouds. The text is overlaid on the top half of the image.

# 3<sup>rd</sup> Tourism Working Group

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Mombasa County

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# Tourism Destination



# What is Tourism Industry/Sector?

## Tourism Facility

- Accommodations
- Restaurants
- Coffee shop/Bars
- Souvenir Shops
- Information Center

## Tourism Activities

- Museum
- Historical Tourism Sports
- Cultural Tourism Spots
- Coral/Big Marine Life
- White Sandy Beach

## Tourist Service

- Travel Agency
- Tour Operator
- Public Transportation
- Sea Transportation
- Airline

## Transport Infra

- Road Network/Pavement
- Airport/Air Network
- Sea Port/Jetty/Marina

## Other Infrastructure

- Water Supply
- Electric Power Supply
- Tel/Internet

## Multi Industry/Sector

## Other Tourist Support

- Health/Medical Care
- Police for Safety/Security
- Immigration

## Tourism Related Industry

- Agriculture/Processing
- Livestock/Processing
- Fishery/Processing
- Souvenir Production
- Construction

# Issues that have been addressed

1. Air Access
  - Open Sky Policy, Incentives for charter flight
2. Tourism Infrastructure
  - Road Network, Ferry, Airport Facilities
3. Marketing
  - International, Regional, Domestic
4. Limited Tourism Products & Environmental Degradation
  - Value addition on existing tourism products
  - Responsible Tourism
  - Professional Skills Development
5. Tourism Environments
  - Security, Harassments, Garbage

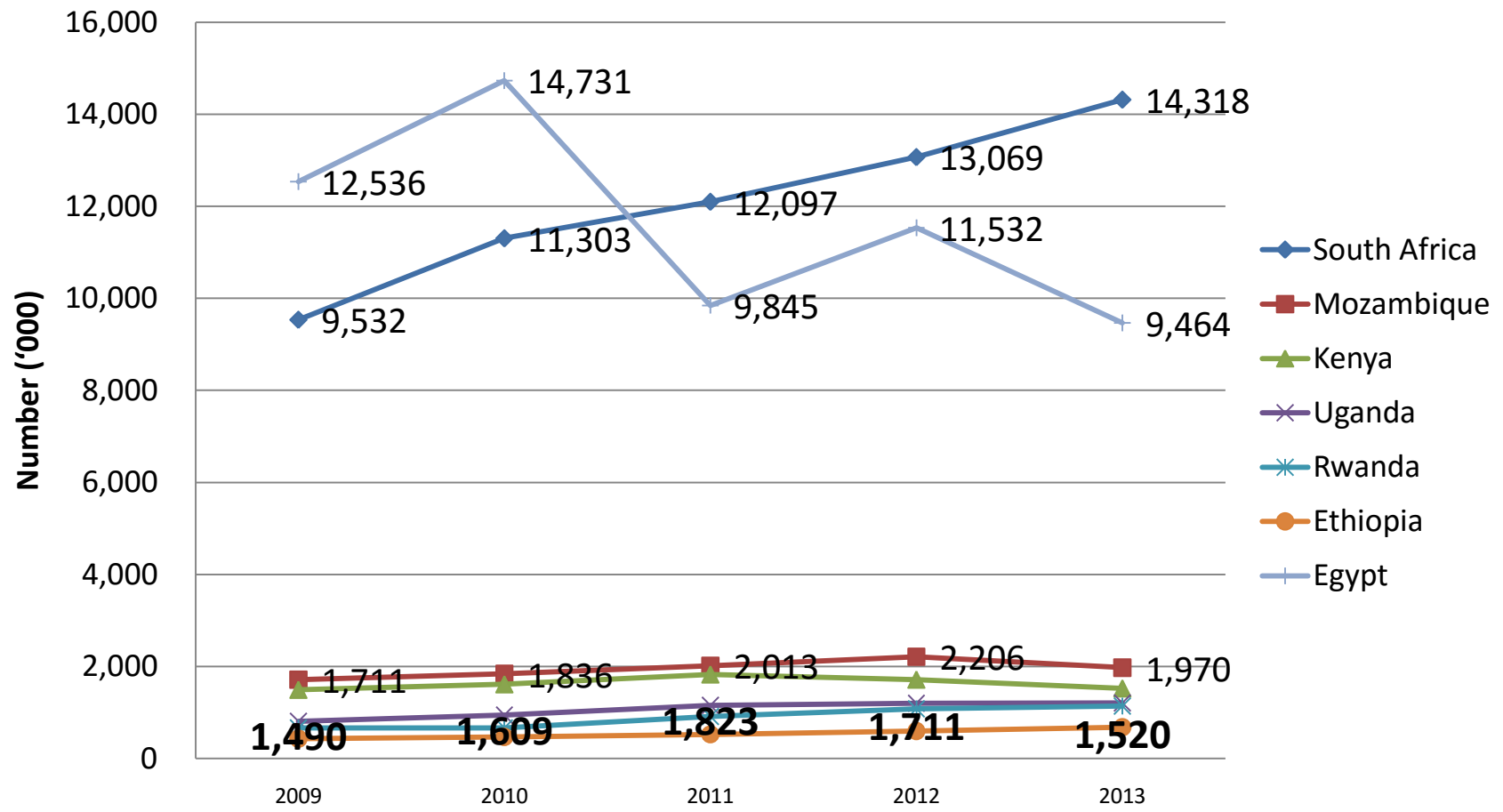
# Pillars to develop Vibrant and Viable Tourism Destination

- Proper marketing of Mombasa as gate city and surrounding areas
- Inter-county collaboration for enhancing tourism as Swahili Coast
- Local communities' involvement in tourism directly and indirectly

# Current Market Situation

An aerial photograph of a city, likely in the Philippines, showing a dense urban landscape with various buildings, including a prominent church with a tall spire. The image is semi-transparent, allowing the text to be clearly visible over the city scene.

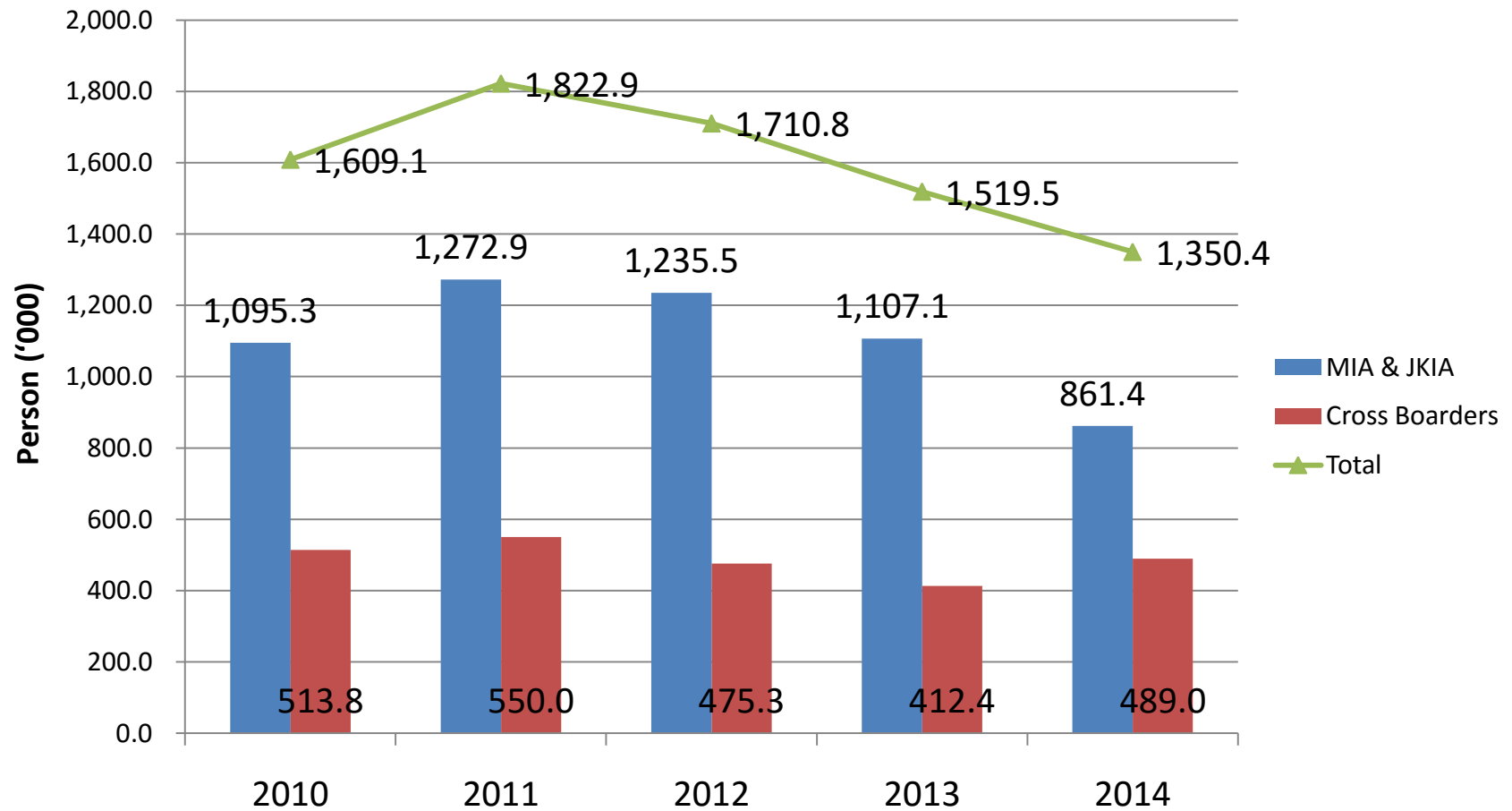
# International Arrivals in Eastern and Southern African Countries



Source: UNWTO Compendium of Tourism Statistics 2015 Edition

# International Arrivals by Entrance

Recovered 1.8 million in 2011, but gradually dropped



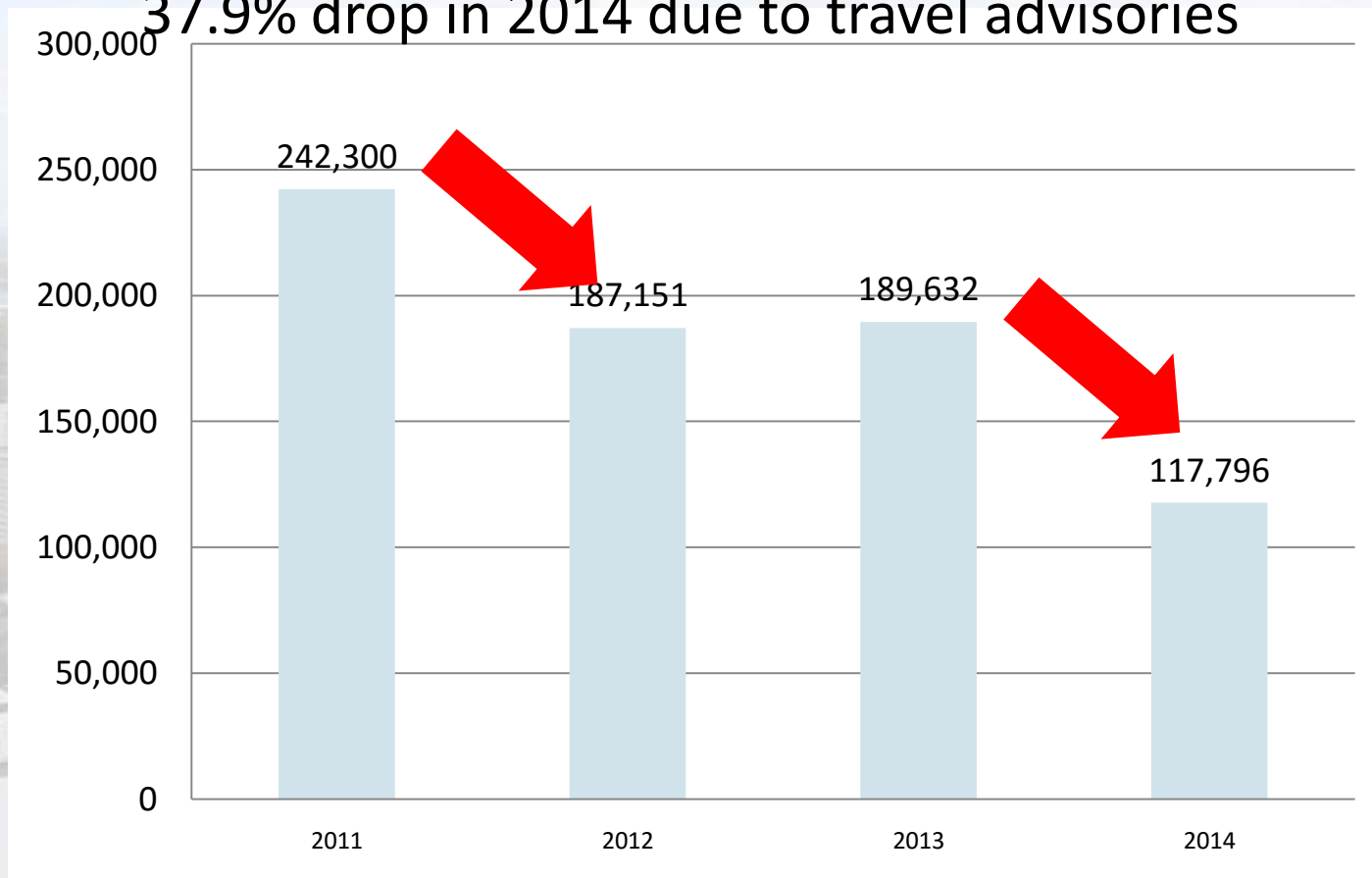
Source: Economic Survey 2015



# International Arrivals in Moi International Airport

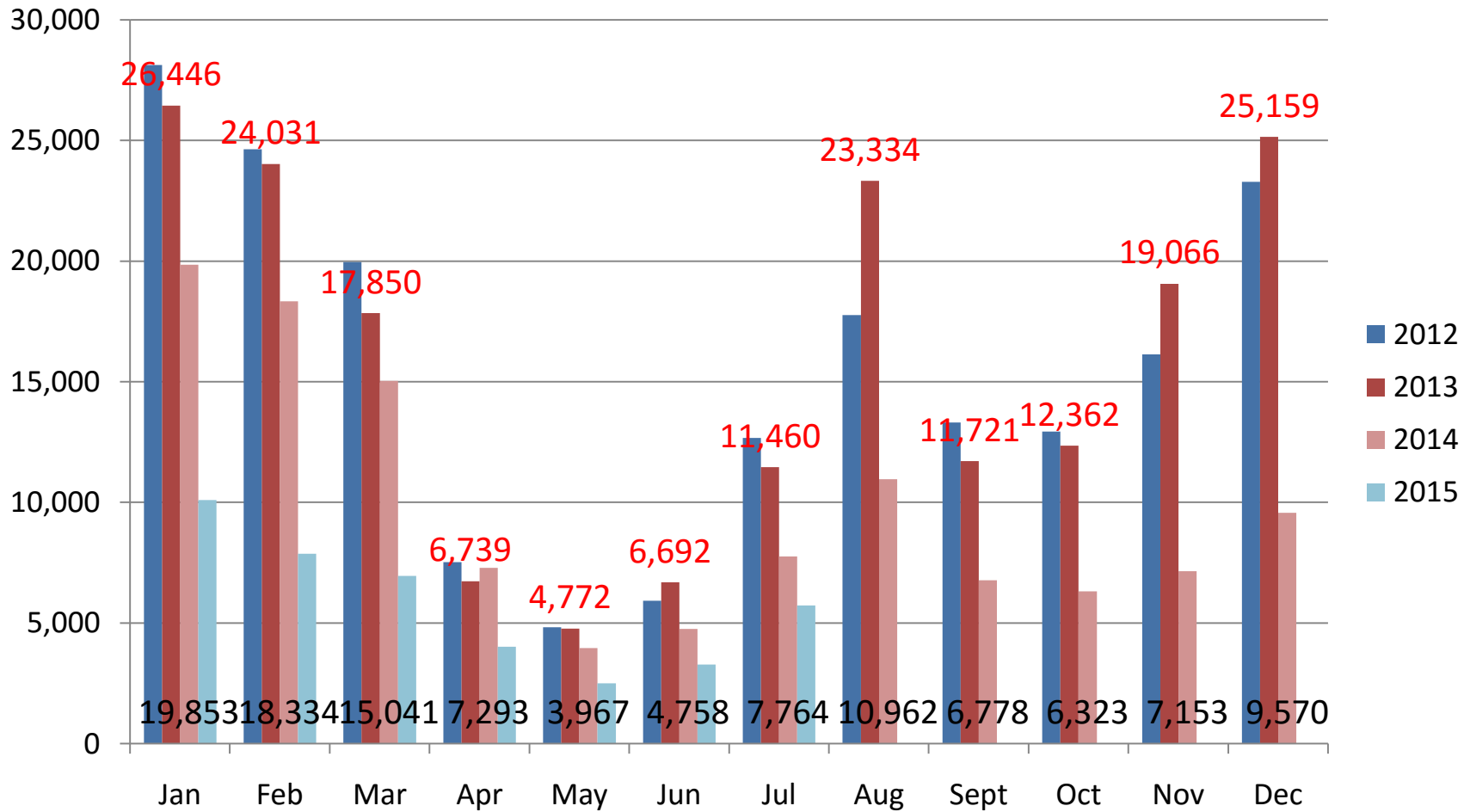
22.7% drop in 2012 due to security concern in Coastal Region

37.9% drop in 2014 due to travel advisories



Source: Kenya Tourism Board

# International Arrivals in Moi International Airport by Monthly

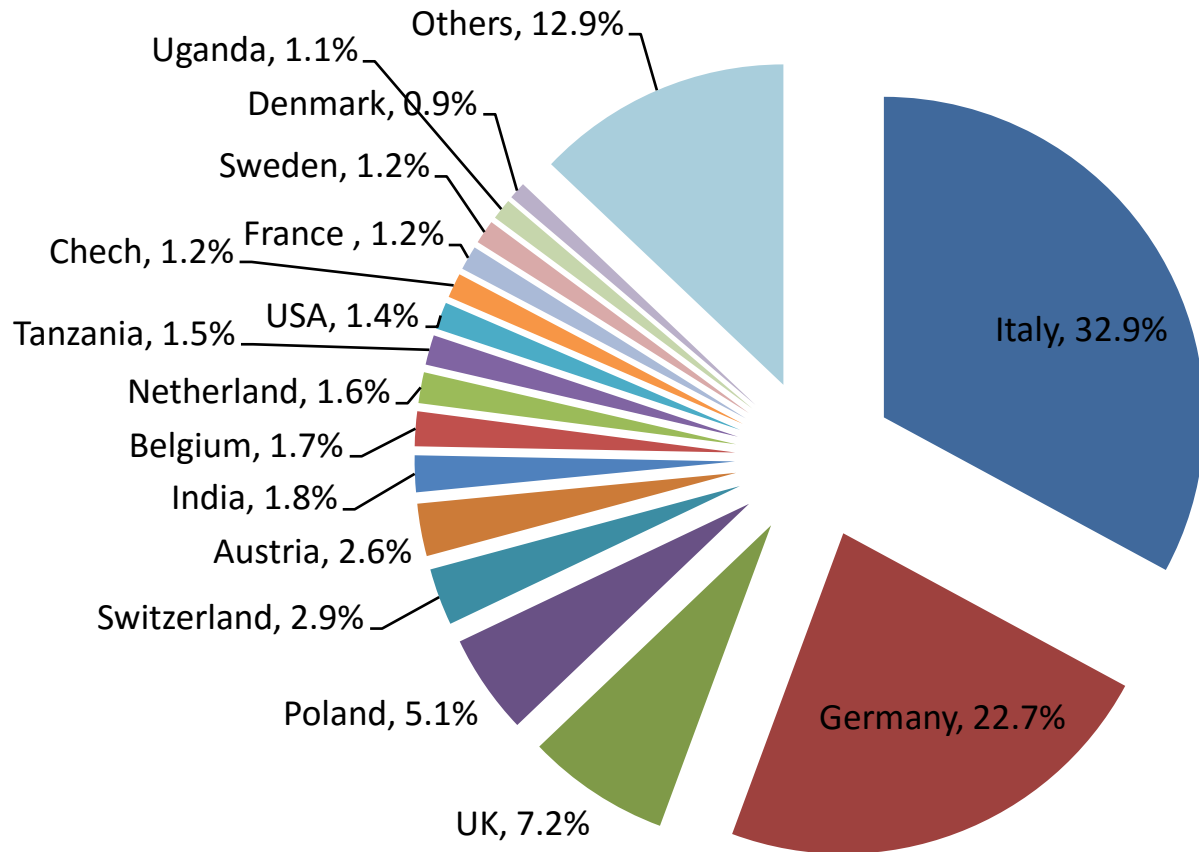


# International Arrivals at Moi by Nationality

Year	2005	2006	2007	2008	2009	2010	2011	2012	Change since 2007
UK	35,367	56,185	71,416	26,648	39,725	42,963	35,793	14,190	-80.1%
Italy	54,998	67,737	68,417	29,239	52,785	71,125	75,656	64,953	-5.1%
Germany	59,956	66,859	65,609	30,451	45,987	41,496	46,173	38,572	-41.2%
France	14,493	14,651	13,806	2,488	11,229	14,356	12,215	4,579	-66.8%
Switzerland	15,501	16,435	14,649	6,646	8,605	7,236	8,367	6,735	-54.0%
Belgium	6,696	7,794	5,940	1,030	2,428	6,219	7,304	4,378	-26.3%
Austria	9,558	9,800	9,790	3,956	4,275	4,672	4,759	3,516	-64.1%
Poland	1,725	2,424	3,253	3,251	3,192	7,079	10,874	10,056	209.1%

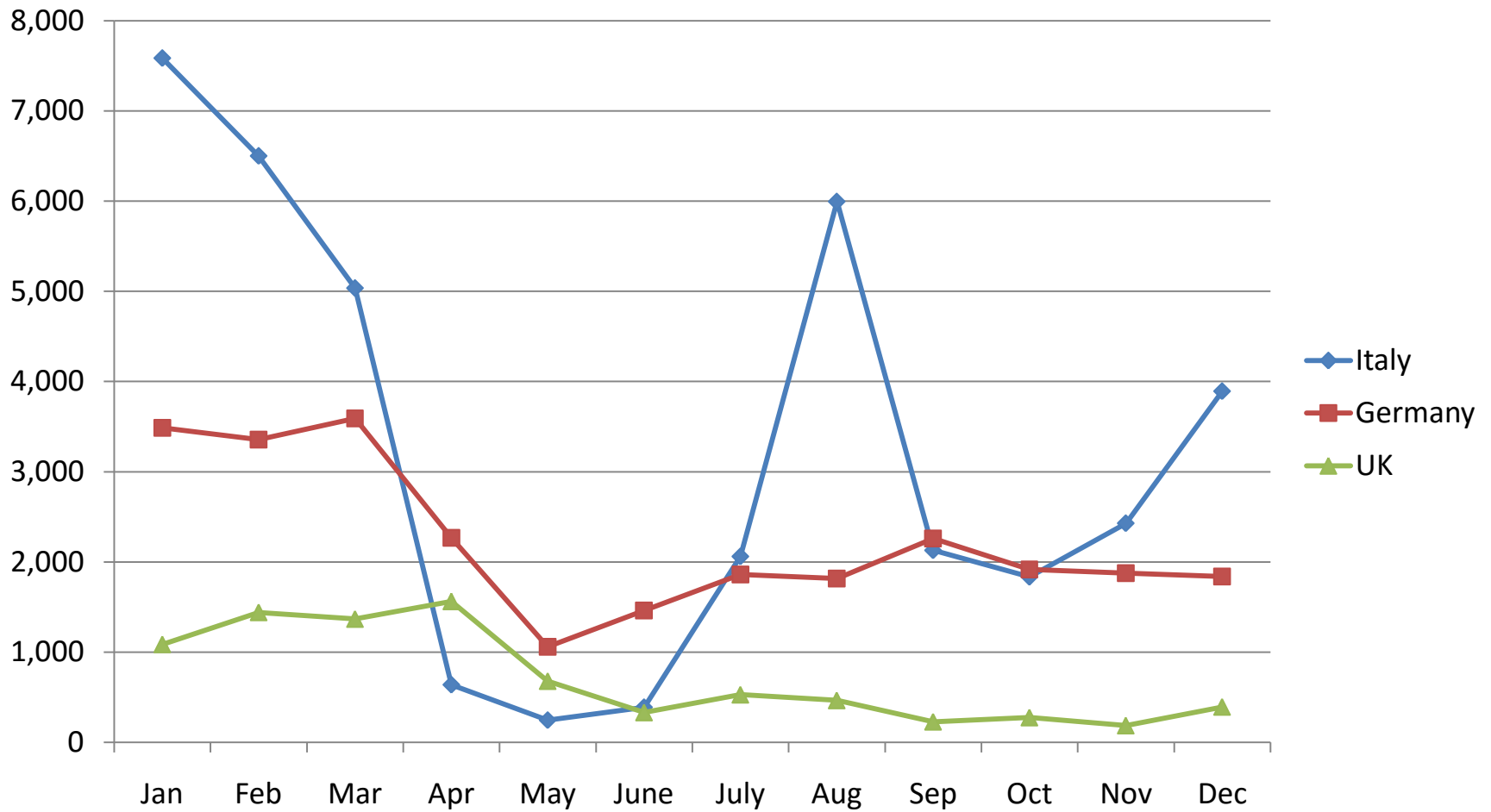
Source: Kenya Tourism Board

# International Arrivals at Moi by Nationality in 2014



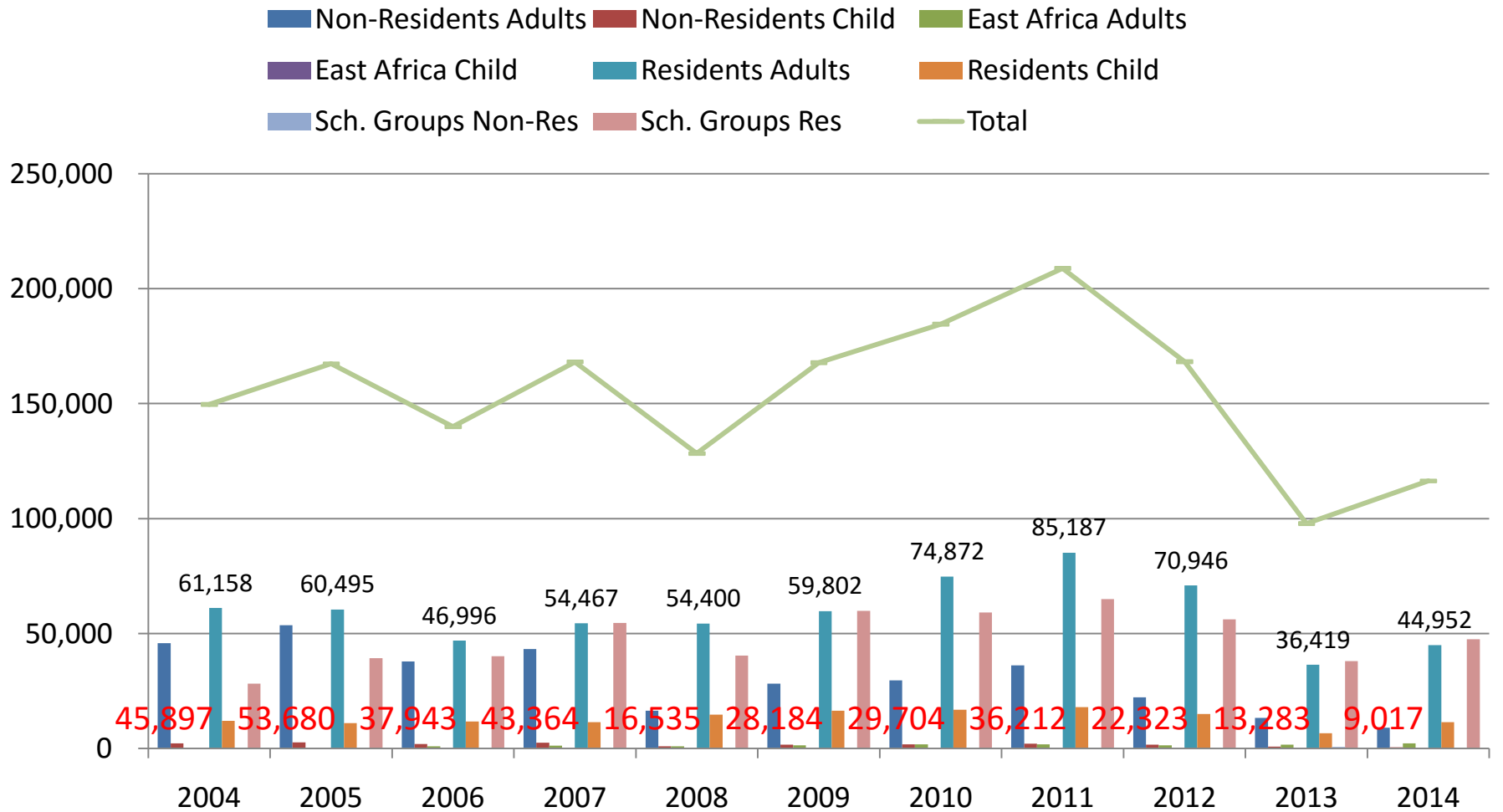
Source: Kenya Tourism Board

# Top 3 International Arrivals in 2014 at Moi by Monthly



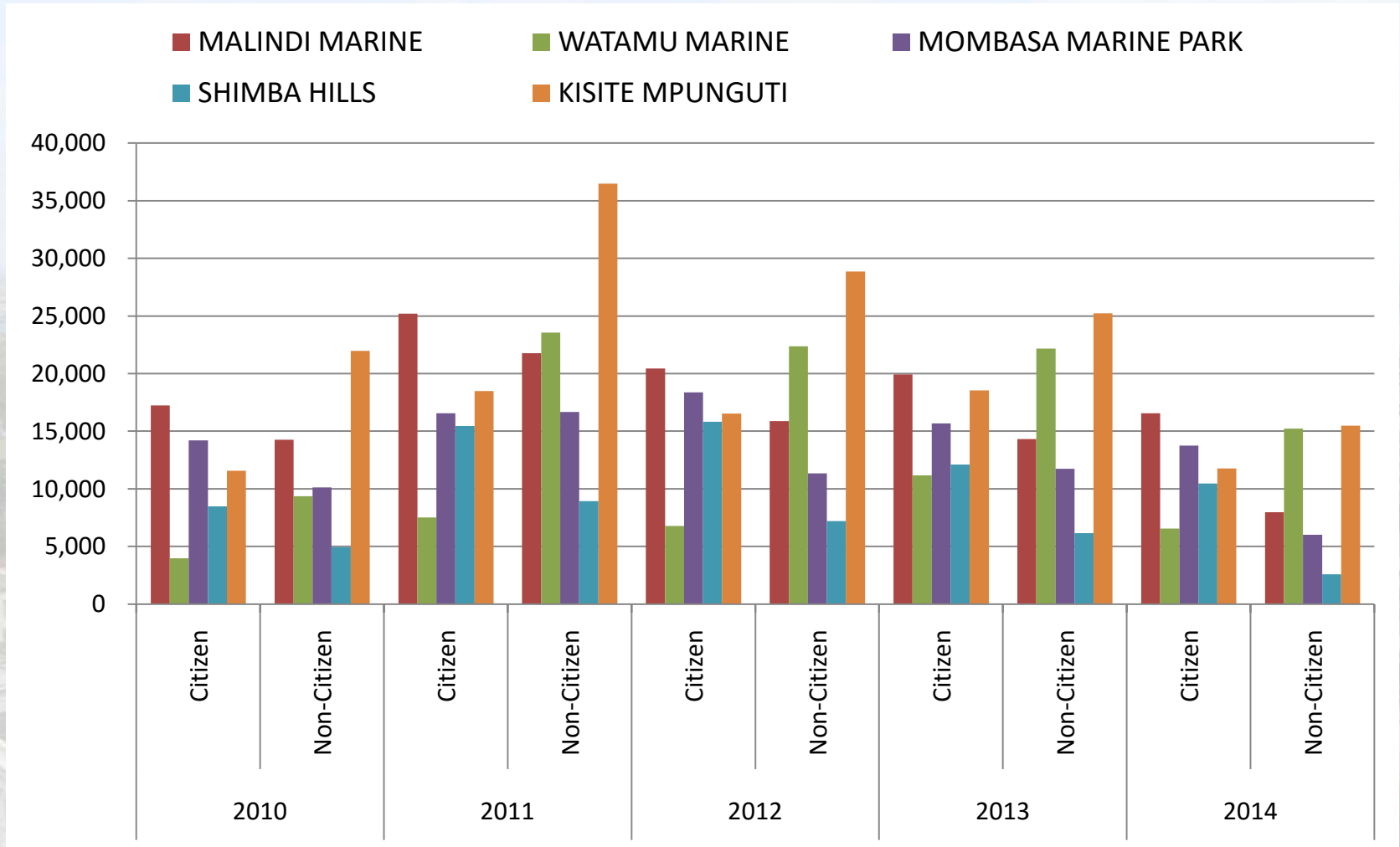
Source: Kenya Tourism Board

# Arrivals of Fort Jesus



Source: National Museum of Kenya

# Arrivals of National Parks



Source: Kenya Wildlife Service

# Current Classification of Tourism Services

- Class A: Accommodation Facilities
- Class B: Restaurants, and other food and beverage services
- Class C: Tour Operators, Travel Agencies, Ballon Operators, Local Air Charters, Tourist Service Vehicle Hire, Water Sports and Boat Excursions
- Class E: Local Traditional Boat Operators, professional safari photographers, curio vendors, private zoos, citizen tour leaders/guides, general vendors and beach operators



# Current Conditions of Tourism Services

Registered	Kilifi	Mombasa	Kwale	Taita Taveta
Class A	N/A	201	253	42
Class B	N/A	275	41	19
Class C	N/A	508	234	7
Class E	N/A	1,729		

Licensed	Kilifi	Mombasa	Kwale	Taita Taveta
Class A	132	32	27	12
Class B	31	12	1	2
Class C	49	47	18	2
Class E	71	177	8	N/A

Source: Tourism Regulatory Authority

# Potentials of Tourism Products

## 1. International

- Beach + Wildlife
- Beach + Local Culture Experience (Traditional Culture, Cuisine)
- Sports Tourism
- Religious Tourism
- MICE

## 2. Regional: landlocked Countries

- Beach + Marine activities
- Beach + Nightlife
- Wedding + Honeymoon

## 3. Domestic

- Beach + Culture
- Beach + Ecotourism (Education)
- Beach + Various kind of activities

# Tourist Information Center

- Planned to construct at Uhuru Garden, Nyali and Shanzu.
- How to collect and distribute relevant information is a key to operate tourist information center.
- Collaboration with private sector and neighboring counties is indispensable.
  - Kilifi Gold Triathlon will be organized on Saturday, September 26, 2015
  - Mombasa Marathon on September 27, 2015
  - Old Town Walking Tour

# Communities' Involvement

An aerial photograph of a city, likely in the Philippines, showing a dense urban landscape with various buildings, including a prominent church with a tall steeple. The image is overlaid with a semi-transparent white layer containing the text 'Communities' Involvement'.

# What is Community?

## 【Definition】

a social group of any size whose members reside in a specific locality, share government, and often have a common cultural and historical heritage



Communities should fulfill the key roles to make tourism destination sustainable.

# Responsible Tourism



## 【Definition】

By International Center of Responsible Tourism

Making better places for people to live in and better places for people to visit

## 【Definition】

By Cape Town Declaration on Responsible Tourism

Tourism that maximize the benefits of local communities, minimizes negative social or environmental impacts, and helps local people conserve fragile cultures and habitats and species.

# Contribution of Responsible Tourism

- minimizes negative economic, environmental and social impacts;
- generates greater economic benefits for local people and enhances the well-being of host communities, improves working conditions and access to the industry;
- involves local people in decisions that affect their lives and life changes;
- makes positive contributions to the conservation of natural and cultural heritage, to the maintenance of the world's diversity;
- provides more enjoyable experiences for tourists through more meaningful connections with local people, and a greater understanding of local cultural, social and environmental issues;
- provide access for people with disabilities and the disadvantaged;
- is culturally sensitive, engenders respect between tourists and hosts, and builds local pride and confidence.

# Forms of Responsible Tourism

- Community Based Tourism (CBT)
- Pro-Poor Tourism
- Eco Tourism
- Volunteer Tourism
- e.t.c



# A Case of Ethiopia – direct engagement in tourism business

JICA Project on  
Community Tourism Development through Public-Private  
Partnership in Simien Mountains National Park and  
Surrounding Areas

- Duration: November 2011 to February 2016
- Target Group: Public and Private stakeholders in the project site
- Project Site: In and around Simien Mountains National Park and other areas in particular Kosoye, Wunaniya and Gondar, Amhara Region, Ethiopia

# Background of the Project

- Simien Mountains National Park (SMNP) has been listed on the UNESCO World Heritage List since 1978
- It was included in the list of World Heritage in danger in 1996 because of environmental degradation
- There is a need for alternative livelihood to redevelop sustainable relationship between the local communities and the natural environment

# Objectives of the Project

## By Developing Village Tour (New Tour Products)

1. Direct benefit to communities from tourism
2. Generate additional income
3. Become less dependent on agriculture and grazing
4. Abandon agriculture and grazing land inside the national park
5. Conserve the biodiversity within the national park

KARIBUNI  
**MOMBASA**  
KENYA COAST

Let's develop  
vibrant and viable tourism destination

