

**ECO-TOURISM**

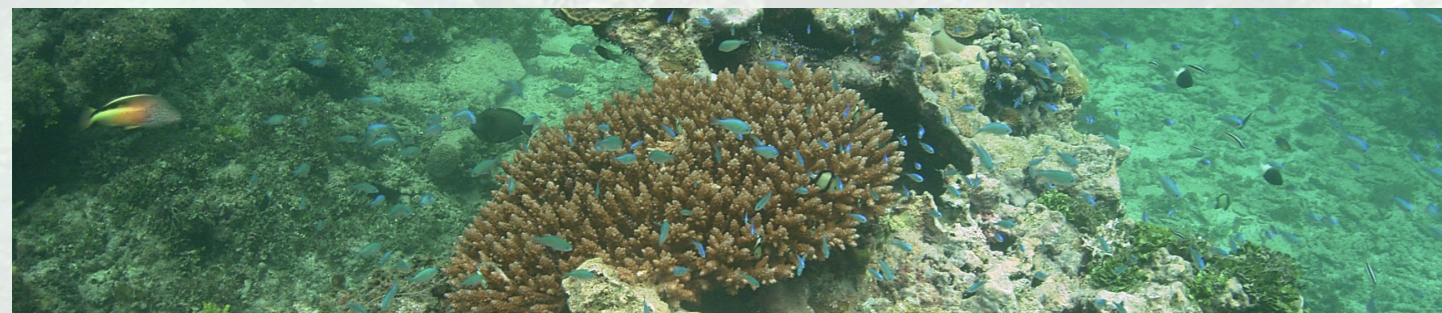
1. Mangrove boardwalk and restaurant Eco-tourism enterprise operational at Dabaso area (providing an income for seven men and three women and profit sharing benefits to a group of 26 (five women and 21 men);
2. Natural fish enclosure providing fish for the boardwalk restaurant also registering results;
3. Eight traditional dugout canoes operational for Mida Creek mangrove tourguiding (providing an income for six men and profit sharing benefits for a group of 26) and the Mida Creek recreational fishing (benefiting four men and a group of 15);
4. Five beekeeping groups have new or renovated fully operational apiaries with 80 beehives being constructed to increase mangrove flower honey production in the apiaries.
5. A recycling centre functioning in the destination and generating income to local craftmakers and curio sellers.

**ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS/TEST)**

1. Training of key management and staff of Turtle Bay Beach Club and Hemingways Resort;
2. Contracting the Kenya National Cleaner Production Centre (KNPC) to conduct Cleaner Production Assessments in order to provide no cost, low cost and high cost recommendations needed to improve their resource use efficiency thereby increasing their revenues and enhancing the quality of the environment;
3. Supporting the participating institutions with the relevant Environmentally Sound Technology (EST) i.e. Turtle Bay Beach Club – Rocket Composter; Flexi bio-gas system to Hemingway's Resort, Local Ocean Trust and WMA; Rocket composter to Turtle Bay Beach Club; and commercial size waste bins to WMA.

**REEF AND MARINE RECREATION MANAGEMENT (RMRM)**

1. Marine Tour Operator Training: The Sea-Through-the-Looking Glass-Boat (STTLGB) Training in collaboration with WMA was held to transform the current unsustainable, non-educative excursions into interactive, educative expeditions. The aim of the training was long-term pro-environmental behaviour change by the clients and the operators. One of the outputs of the workshop was the creation of a Code of Conduct (CoC) for the glass-bottomed boat operators. This CoC was developed in collaboration with the local glass-bottomed boat operators during one of the group discussion forums and was developed into content for a signboard to be installed at Turtle Bay Beach Club.
2. A participatory GIS mapping exercise of sensitive and damaged sites was carried out in collaboration with KWS, the Tech team and key stakeholders. A set of GIS maps were produced to illustrate the marine tourism elements and impacted areas as well as the marine recreation areas of concern within the Watamu Demo Site;
3. A basic three day Geographical Information Systems (GIS) course was implemented by GeoMaestro Consult Africa in collaboration with the RMRM team. Participants included the Watamu Tech Team members, including government officials, NGO members and private sector tourism operators. The aim of the course was to provide participants with a basic introduction on the concepts of GIS and its application in RMRM activities;
4. Collaboration with Coral Reef Degradation in the Indian Ocean (CORDIO-East Africa) for strengthening marine recreation monitoring on coral reefs and working with KWS to improve management of tourism impacts in the protected area;
5. Development of the Watamu Coastal and Marine Resources Management Operational Strategy for practical and user-friendly guidelines that can be used by all marine resource users interested in improving management of reef and marine recreation.



FOR MORE INFORMATION ON THE COAST PROJECT AND OTHER RELATED ACTIVITIES IN WATAMU, KENYA, PLEASE CONTACT THE FOLLOWING:

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# SUSTAINABLE COASTAL TOURISM IN KENYA

## LESSONS FROM WATAMU



## ABOUT THE WATAMU DEMO SITE

Watamu, a UNESCO designated Biosphere Reserve located North of Mombasa within the Kilifi County of Kenya, was selected as a demonstration site for the Collaborative Actions for Sustainable Tourism (COAST) Project. Notable physical features of this demo site are sandy beaches, coral islands, coral reefs and sea-grass beds. Mida Creek, an enclosed tidal creek that comprises mud flats with fringing mangrove forest provides an important biodiversity habitat and location for traditional fishing. This region is one of the main marine recreational centres of Kenya and is an acknowledged international tourism destination.

The Watamu Demo Site falls within a rich complex ecosystem comprising of protected areas known as the Malindi Watamu

Marine Conservation Area (MWMCA). The Malindi and Watamu Marine National Parks and Reserves are also to be found here. With an annual tourist visitor figure of approximately 300,000, the key socio-economic activity within Watamu is tourism and is dependent on the beach and marine resource attractions. The majority of tourists come from Europe (Italy, in particular). Tourism numbers in this area are relatively high with numerous hotels, guesthouses and lodges which directly drive the associated beach trade and marine recreation activities. The high-density tourism development has led to increasingly unrestricted constructions of private villas and hotels along the coastline. Other threats relating to marine recreation include, coral damage from trampling, boat anchorage and pollution from marine debris. Coral conditions in some reef areas in Watamu are considered poor due to a high cover of algae and bleaching. Beach erosion is also evident.

“...The COAST Project was developed with an aim of reducing the harmful impacts of tourism practices to the coastal ecosystems”

## OVERVIEW OF THE COAST PROJECT

The Collaborative Actions for Sustainable Tourism (COAST) Project was implemented over a five year period (January 2009– June 2014) in nine sub-Saharan African countries (Cameroon, The Gambia, Ghana, Kenya, Mozambique, Nigeria, Senegal, Seychelles and Tanzania). The project was developed with an aim of reducing the harmful impacts of tourism practices to the coastal ecosystems. It was a Global Environment Facility (GEF) funded Project with the United Nations Environment Programme (UNEP) as the implementing agency and the United Nations Industrial Development Organization (UNIDO) as executing agency in partnership with the United Nations World Tourism Organization (UNWTO).

## THE COAST PROJECT IN KENYA

The COAST Project implemented activities at the Watamu Demo Site under the Eco-tourism, Environmental Management Systems (EMS) and Reef and Marine Recreation Management (RMRM) thematic areas. Eco-tourism was spearheaded by UNWTO in collaboration with the Ministry of Tourism and implemented by Watamu Marine Association, while EMS was executed by UNIDO in close collaboration with NEMA. EcoAfrica, an African firm contracted by UNIDO, executed the RMRM thematic area with broad oversight from the UNIDO COAST Project Management Team. The project activities were supported by a Demo Site Management Committee comprising of the civil society, government and the private sector to ensure effective implementation of activities. The Kenya National Environment Management Authority (NEMA) seconded one of its staff as the Demo Project Coordinator.

DSMC STAKEHOLDER MEMBERS IN WATAMU	
Organization	Type of organization
Voice of Watamu Women Group (VWWG)	CBO
Mida Creek Conservation Community (MCCC)	CBO
Local Government of Malindi (LGA)	Government
National Environment Management Authority (NEMA)	Government
Kenya Forest Service (KFS)	Government
Kenya Wildlife Service (KWS)	Government
Watamu Safari Sellers Association (WSSA)	Registered Society
Watamu Marine Association (WMA)	Registered Society
Local Ocean Trust (LOT)	Trust / CBO
Ministry of Tourism (MoT)	Government
Community Based Environmental Organisation (COBEC)	CBO
Turtle Bay Beach Club (TBBC)	Private
Hemingways Resort	Private
A Rocha Kenya	NGO
Watamu Association of Boat Operators (WABO)	CBO



## ECO-TOURISM

Titled, ‘Watamu Sustainable Tourism and Ecotourism Development Project’, this component identified and promoted Eco-tourism Best Practices and Technologies (BAPs/BATs) that aim at reducing the negative impacts from tourism on the coastal environment upon which they depend. This Project was managed and coordinated by the Watamu Marine Association (WMA).

### Key Activities implemented under the Eco-Tourism Thematic Area include:

- Constructing international standard enclosures at the Community Snake Park tourist attraction;
- Contribution towards the construction of an art and curios recycling centre and visitor attraction;
- Creation of signage, brochures and posters to advertise the Project excursions and tourism enterprises;
- Cultural and Farming Tour Attractions including a Cultural Display of the coastal Giriama tribe who inhabit the Mida Creek area;
- Developing five functional community bee keeping enterprises;
- Rebuilding a community driven mangrove forest boardwalk and restaurant enterprise at Dabaso area in Mida Creek Marine Reserve, developing a crab fattening and natural fish enclosure and creation of dugout canoe tours;
- Setting up of two bicycle hire small business enterprises for excursions to the Marine Park and Mida Creek area;
- Various trainings on creating artwork and curios from recycled solid waste and marine debris materials.

## ENVIRONMENTAL MANAGEMENT SYSTEMS (EMS/TEST)

UNIDO applied the Transfer of Environmentally Sound Technology (TEST) Methodology as a tool for realizing Environmental Management Systems within the local hotel sector in two hotels at the Watamu Demo Site (Turtle Bay Beach Resort and Hemingways Resort). The TEST Methodology combines five essential Management Tools: Cleaner Production Assessments (CPA); Environmental Management Accounting (EMA); Environmental Management Systems (EMS); Environmentally Sound Technology (EST); and Corporate Social Responsibility (CSR) at company/industry level with the aim to change the management practices in a holistic manner and to improve the environmental management and competitiveness of each company/industry.

ENVIRONMENT	TOURISM
<b>ENVIRONMENT KEY DATA</b> <ul style="list-style-type: none"> <li>• 60 % protected in the coastal area;</li> <li>• Watamu Demo Site area covers approximately 179,31 km<sup>2</sup>. Of that 126,46 km<sup>2</sup> is marine (coastal waters up to the high water mark);</li> <li>• Flagship species: sea turtles, dolphins, whales, corals, mangrove tree species, sea grass beds.</li> </ul>	<b>TOURISM KEY DATA</b> <ul style="list-style-type: none"> <li>• GDP contribution to the national GDP: 4.2% (2010);</li> <li>• Number of tourists in Demo Site: approximately 300 000.</li> </ul>
<b>ENVIRONMENTAL CHALLENGES</b> <ul style="list-style-type: none"> <li>• Conflicts of interests in governance of the marine resources;</li> <li>• Coral bleaching due to fluctuating sea temperatures;</li> <li>• Low awareness of policies by key actors;</li> <li>• Marine and reef destruction;</li> <li>• Over-utilization of mangrove forest products;</li> <li>• Pervasive use of illegal and destructive fishing gear e.g. trawling, ring nets etc;</li> <li>• Policy overlaps and general enforcement failures;</li> <li>• Pollution and poor waste management practices;</li> <li>• Poverty as a key driver for harmful livelihood practices;</li> <li>• Rising human population on the fragile coastline area;</li> <li>• Sea and beach pollution due to marine debris;</li> <li>• Unsustainable tourism practices.</li> </ul>	<b>MAJOR TOURISM FEATURES</b> <ul style="list-style-type: none"> <li>• Clean sandy beaches;</li> <li>• Coral reef and mangrove forest;</li> <li>• High number of good quality hotels, (25 international hotels and restaurants);</li> <li>• Highly cosmopolitan area with a rich ethnic mix of nationalities and local communities;</li> <li>• Presence of thriving water sport tourism practices such as snorkeling, diving, boat excursions etc.</li> <li>• Sport fishing;</li> <li>• Wide variety of marine life forms.</li> </ul>

### Key Activities implemented under the EMS/TEST Thematic Area include:

- Training of private sector managers and staff on good environmental management practices;
- Production of Cleaner Production Assessment Reports with no cost, low cost and high cost management options for the improvement of the hotel’s economic and environmental efficiency;
- Improved hotel information and accounting through the identification of cost centres (which establishes a baseline scenario of the costs incurred in all the hotel operation areas);
- Environmentally Sound Technology that links to Community Social Responsibility activities transferred to the Demo Site as shown below:
  - Flexi bio-gas system to Hemingways Resort, Local Ocean Trust and WMA as a demo for their stakeholders;
  - Rocket composter to Turtle Bay Beach Club and neighbouring farmers;
  - Commercial size waste bins to WMA for distribution throughout the Demo Site.

## REEF AND MARINE RECREATION MANAGEMENT (RMRM)

EcoAfrica was the UNIDO sub-contracted leader working at the Watamu Demo Site (in addition to Mozambique and Tanzania). The main goal of the RMRM thematic area was to ‘promote approaches that encourage the conservation of coastal and marine biodiversity, to test these approaches at selected sites and to document and disseminate the results’.

### Key Activities implemented under the RMRM Thematic Area include:

- Baseline Data Collection on reef and marine recreation issues in the Watamu Demo Site;
- Identification of BAPs and BATs within the demo site;
- Survey and GIS Mapping of Sensitive Areas and Damaged Sites as a result of human induced activities including tourism;
- Awareness and Capacity Building on Reef Conservation for all key stakeholders in Watamu;
- Training of boat operators, tour guides and Kenya Wildlife Service (KWS) on Marine Park, snorkelling and boat operation best practices;
- Support for the development and dissemination of a Code of Conduct for marine recreation;
- Training of key stakeholders and members of the Tech team on basic Global Information Systems (GIS) and the application to Reef and Marine Recreation Management;
- Generation of information for improved management of key marine and coastal ecosystems.