



# **WATAMU SUSTAINABLE TOURISM for ELIMINATION of POVERTY (ST-EP)**

**Project launch**

**25 November 2011**

## Partners

“The COAST project wishes to explicitly acknowledge the importance of funding provided by the Global Environment Facility and other donors and partners including UNEP, UNIDO and UNWTO, as well as all other in-country project partners”



## **Background**

The Collaborative Actions for Sustainable Tourism (COAST) Project aims to support and enhance the conservation of globally significant coastal and marine ecosystems and associated biodiversity in sub-Saharan Africa, through the reduction of negative environmental impacts which they receive as a result of coastal tourism.

The project has been developed to demonstrate best practices and strategies to reduce the degradation of marine and coastal environments of transboundary significance and to enhance sustainable tourism practices.

## **Project Launch**

Watamu Marine Association has been identified by the World Tourism Organisation UNWTO, in consultation with UNIDO, NEMA and the Kenya Ministry of Tourism, as the local executing agency for the implementation of a COAST (Collaborative Actions for Sustainable Tourism) tourism and eco-tourism project in Watamu.

## **Scope of Project Work**

The main objectives of the project are to develop new and sustainable community based tourism and ecotourism enterprises and create pro poor employment and income opportunities.

The specific objectives of the project are the creation of new community run tourist attractions, the provision of tourist facilities, the enhancement of ecotourism facilities and attractions, the wider development of apiculture and mariculture community initiatives, and the recycling and use of solid waste materials and natural bio products as art curios.

## **Project Activities**

**1. Creation of community owned tourist attractions** at Watamu village and Kirepwe Island. This will involve the construction of traditional bandas (shaded open structures) for purposes of:

- Cultural and environmental information boards and displays
- Sales of local foods, drinks and traditional snacks
- Displaying traditional activities like basket weaving and dhow building
- Picnic and barbecue site and tourist relaxation area

(**Beneficiaries** – unemployed members from women and youth groups and beach operators)

**2. Apiculture development in Mida Creek** – Mida Creek Conservation Community (MCCC) has already established successful small scale bee keeping and mangrove honey production projects. The projects require more bee hives,

equipment and a honey processing machine. This will allow them to process their own honey and create an income for some of the poorest communities in the Watamu/Mida area.

**(Beneficiaries** – unemployed women, poor subsistence fishers and impoverished marginalised communities)

**3. Sun beds and umbrellas** hire enterprise targeting areas away from the hotels where tourists visit but where there are no existing facilities at Watamu village beach.

**(Beneficiaries** – unemployed members from youth and women groups)

**4. Further development of mangrove boardwalk, restaurant and eco tour attractions** in Mida Creek. These existing community based ecotourism services have proved successful and need further investment for them to reach full business potential.

**(Beneficiaries** – Mida Creek Conservation Community groups and ecotour guides)

**5. Development of local farm and cultural tours** as a tourist attraction on Kirepwe Island in the Mida Creek Marine Reserve.

**(Beneficiaries** – tour guides, poor farming families and small impoverished communities through profit sharing schemes).

**6. Local handicraft training and production** – focusing on art and curios made from marine debris, namely, flip flops (rubber sandals). This emerging recycling art enterprise is popular with tourists and has had success in Watamu and elsewhere along the coast. Art and crafts potential will also be explored for locally common materials like coconut shells.

**7. Community Waste Management Project development** – Developing a centre for arts and crafts training for utilising reusable and recyclable waste products.

The Project has funding of \$US50,000 which will go directly to the designated community enterprises under the direction and coordination of WMA and COAST Project committee members.

The Project was launched on Friday 25<sup>th</sup> November 2011 at Turtle Bay Beach Club who is supporting the Project by providing conference room facilities for meetings and workshops.

The Project launch was attended by community, tourism and conservation representatives alongside government agencies and public administration officers



*Watamu Kenya Wildlife Service Warden Dickson Korir alongside Tourism and Forestry officers and the Watamu Chief address guests on the value of sustainable tourism and ecotourism to local communities*



*WMA Project Coordinator Asma Hadi discusses the Project and activities*





*Artwork and curios made from beach debris being highlighted as a potential small business enterprise for poor community groups*



*Guest of Honour, Malindi District Officer Josephine Njenga closes the launch with a supportive speech that gets a smile from Samuel Nganga, the District Environment Officer and COAST Project Watamu Coordinator*

The Project launch was attended by representatives from:

1. A Rocha Kenya
2. Mida Creek Conservation Community
3. Community Based Environmental Conservation
4. Watamu Association of Boat Operators
5. Watamu Marine Association
6. Watamu Beach Management Unit
7. Watamu Safari Sellers Association
8. Watamu Youth Future Concern Group
9. Voice of Watamu Womens Groups
10. Turtle Bay Beach Club
11. Eco Tourism Kenya
12. University of Mauritius
13. Kenya Wildlife Service
14. Ministry of Tourism
15. Kenya Forest Service
16. Kipepeo Project- National Museums of Kenya
17. Department of Physical Planning- Malindi
18. National Environmental Management Authority
19. Fisheries Department
20. District Officer Malindi
21. Municipal Council of Malindi
22. Office of the Chief Watamu

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