



# How do we promote Tourism Development in Mombasa County?

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# Mombasa Development Vision

“A premier gateway port city  
that upholds diversity and heritage”

## 【Aim/Explanation】

- Two distinctive pillars of Mombasa, namely, “Port/Logistics” and “**Tourism**” will be promoted hand in hand.
- **Tangible and intangible heritage** will be preserved and utilized.
- **Wellbeing people** of Mombasa will be promoted and sustained.

# Four Pillars to Support Development Vision

## 1. Vibrant Economy

- **Tourism** development through utilization of resources and heritage, developing infrastructure, and strengthening services.

## 2. High Quality of Life (Social and Culture)

- Preserve and utilize **tangible and intangible heritage**.
- Promote **cultural tourism** which encourage community involvement.

## 3. Good Governance

## 4. Environment and Energy

An aerial, high-angle photograph of a city, likely Los Angeles, showing a dense urban landscape with various buildings and a large stadium in the foreground. The image is faded and serves as a background for the text.

**Capital Investment Plan for ISUDP's  
Priority Projects Covering  
FY 2016/17, 2017/18, and 2018/19**

Sector	No.	Priority Projects
Finance	1	Establish sustainable Finances
Water	2	Rehabilitation and expansion of Mombasa water supply in Mombasa
Sewerage	3	Rehabilitation and upgrade of the existing Waste Water Treatment Plan (WWTP)
	4	Rehabilitation of existing sewerage reticulation system in Mombasa
	5	Provision of 21 No. community toilets and sanitation facilities in the informal areas
	6	Provision of 23 no. public toilets and sanitation facilities in markets and public areas
Transport	7	Provision of a modern multi-story bus terminus at Likoni Ferry Station
	8	Development Multi-Storeyed Car Park (PPP)
	9	Developing Causeway-Proposed extension of Shimanzi Road from Makande Road crossing up to Kipevu Link of Dongo Kundu Bypass
Drainage	10	Provision of 684km drain in Mombasa City
Security	11	Installation of street lights along major roads additional street lights
Lighting	12	Installation of high mast LED lights at major public places, major road junctions and informal settlements

Sector	No.	Priority Projects
Housing	13	Provision of basic services for urban poor in 5242 housing units in four informal settlements
	14	Provision of 600 low-cost housing for urban poor in Jomvu Kuu informal settlement
Informal Sector	15	Rehabilitation of Kongowea Market
Environment	16	Establish four disaster management cum rescue centers
	17	Construction of septic tanks in primary schools
	18	Strengthening the county capacity to manage septic tanks
	19	Develop coastline management strategy and establish local management systems
	20	Establish two youth and women empowerment centres
Other Sectors	21	Establish two rehabilitation and treatment centres
	<b>22</b>	<b>Develop Mombasa International Convention Centre (MICC)</b>
	23	Establish GIS lab

# Tourism Value Chain



**Value Chain Phases**

- Planning
- Development
- Operations

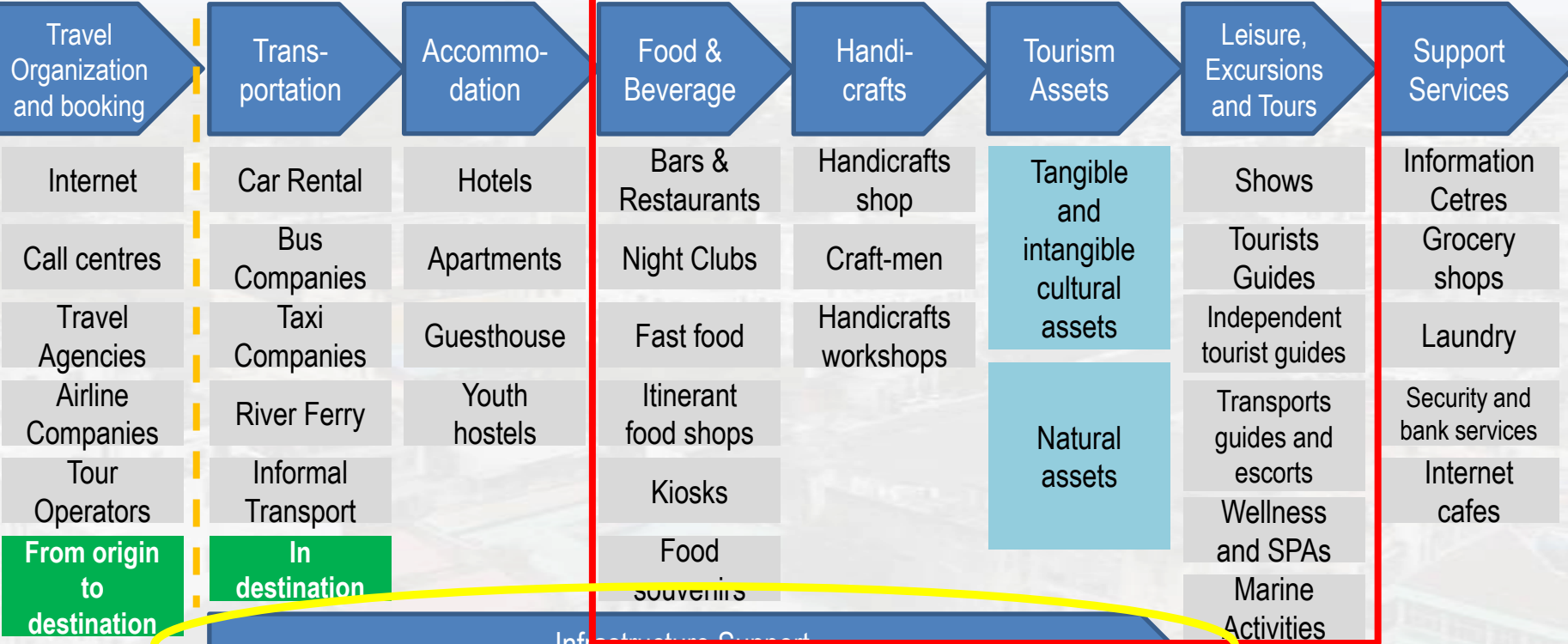
Support institutions: Ministry of Tourism and Culture, Chamber of Commerce, Ministry of Interior, Banks, etc.

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Ministry of Tourism	Customs Office
Promotional Activities	Port Authority
Communication, PR	Ministry of Transport
	Immigration Agency

Agriculture and Aquaculture Suppliers, textile, wood, food		Artisans		
Construction & Real Estate		Books, CD's and DVD's		Trade companies
Furniture and equipment		Site signals		Wholesales
Shops in facilities	Food factories	Manufactures	Restoration	Technology shops
Maintenance	Storage & Distribution		Management	Industrial factories
Marketing & Sales	Food suppliers	Handicrafts suppliers	Maintenance	Brochures
				Oil station

DIRECT



# Recognized Gap

- **Financial Gap**: According to the agreed vision, it is obvious that Mombasa County recognized tourism contribute to gain economic benefits and to preserve cultural and historical heritages. On the other hand, the budget to enhance tourism has not been allocated properly.
- **Awareness Gap 1**: Local communities have not recognized that tourism benefit their daily lives. Due to the lack of awareness, they address social issues to be solved.
- **Awareness Gap 2**: People do not notice value of cultural heritages both tangible and intangible.
- **Awareness Gap 3**: Hoteliers are not open their eyes to emerging markets.

# Cultural Heritages



# List of Cultural Heritages

No.	Name of Heritages	No.	Name of Heritages
1.	Fort Jesus (1970)	11.	Mbaraki Pillar (1983)
2.	Mombasa Old Town (1990)	12.	Mbaraki War Cemetery
3.	Leven House (1996)	13.	Holy Ghost Cathedral (1997)
4.	Portuguese Shipwreck (1977)	14.	Uhuru Gardens (gazetted)
5.	Jumaa Mosque (1958)	15.	The Mombasa Tusks
6.	Mackinnon Market (1997)	16.	Swaminarayan Hindu Temple
7.	The Old Law Courts (1985)	17.	The little Theatre Club (gazetted)
8.	Old Watch Towers (1935)	18.	Kilindini House (1997)
9.	Mama Ngina Drive (1991)	19.	St. Emmanuel Church, Frere Town (1997)
10.	Mombasa Golf Club (1997)	20.	Kengeleni

Source: Abstracted from List of Tourism Resources  
by Department of Tourism Development & Culture in Mombasa County

# Cultural Heritage Sites - I



1. Fort Jesus



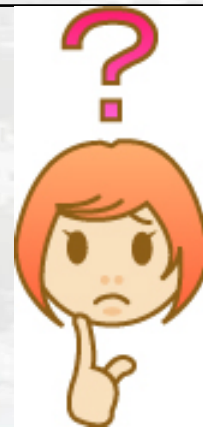
2. Mombasa Old Town



3. Leven House



4. Portuguese Shipwreck



5. Jumaa Mosque



6. Mackinnon Market

# Cultural Heritage Sites - II



7. The Old Law Courts



8. Old Watch Towers



9. Mama Ngina Drive



10. Mombasa Golf Club



11. Mbaraki Pillar



12. Mbaraki War Cemetery

# Cultural Heritage Sites - III

**No Access  
Without Permission**



13. Holy Ghost Cathedral

14. Uhuru Gardens

15. The Mombasa Tusks



**No Access  
Without Permission**

16. Swaminarayan Hindu Temple

17. The little Theatre Club

18. Kilindini House

# Cultural Heritage Sites - IV

**No Access  
Without Permission**



19. St. Emmanuel Church,  
Frere Town

20. Kengeleni

**We cannot promote anything  
unless we know its values!**