

# Tourism

Sport & Tourism



**ASSIGN  
BUSTER**

Tourism This essay looks at the whole field of tourism in my hometown of Mombasa, Kenya, its benefits to the community, the various ways to promote it and its social, economic and environmental effect on the region.

### I. GOAL

A. The basic goal of promoting tourism, in Mombasa, is to develop the local economy, improve the infrastructure, bring exposure to the local people, create numerous jobs for youths and the large number of qualified people and finally lead to the general development of the city.

### II. ROLES: GOVERNMENT AND PRIVATE SECTOR

A. The role of the government in promoting tourism cannot be underestimated. The government should ensure that there is a maximum security for both domestic and international tourists. This will automatically increase the number of tourists visiting the region because they will feel safe. The government can also spread a good word about the destination by holding conferences both locally and internationally.

B. The private sector should not be left behind in the promotion of tourism. This is because the benefits of booming tourist activities will not only benefit the government, but also the private sector. Therefore, through seminars and other forms of publications, the private sector can also play a vital role in the promotion of tourism.

### III. PROMOTION: PUBLIC AND ECONOMIC SECTORS

A. The whole process of promoting a region, though cumbersome, has a lot of reward. Advertising is one of the most effective ways of promoting a region as a tourist destination. Using both local and international mass media to advertise tourism packages is one of the most effect ways of promoting Kenyan tourism.

B. Putting up posters, publishing journals and writing articles on both local and international Dailey's can really play a vital role in promoting an area as a tourist destination.

#### IV. ATTRACTION ENJOYMENT BY TOURISTS

A. The city of Mombasa has a wide variety activities and towns that will definitely satisfy the visiting people. This ranges from the fringed coastal beaches to the many old Swahili towns that served as residential areas for the early inhabitants of the coastal city.

#### V. OTHER ACTIVITIES OF TOURISTS

A. Water sports and deep-sea diving constitute activities, which tourists enjoy.

B. The clear water aquariums with a wide variety of sea creatures will without a doubt captivate the tourists.

C. There are also game parks and reserves, such as The Marine National Park, where tourists enjoy the watching animals (Hall & Brown, 2006).

#### VI. ACTIVITIES TO REDUCE NEGATIVES AND ENHANCE POSITIVES

A. Tourism can also play a vital role to rid the city of its negatives, for example, the arrival of tourists from antidrug agencies such as the World Anti-Doping Agency (WADA) can promote the fight against drug abuse in Mombasa through sports and holding of educative conferences.

B. Eco tourism is also another tourist activity that will impact positively, tourists visiting the fragile and relatively undisturbed areas and providing funds for ecological conservation will lead to economic development.

#### VII. SOCIAL, ECONOMIC AND ENVIRONMENTAL BENEFITS EXPECTED

A. Tourism is expected to have a strong impact on the social life of both visitors and locals through exchange of culture, values, sharing of customs

and borrowing intensively from each other.

B. The economy of the region will also improve as the money from outside will be spent in local hotels, restaurants and other businesses thereby leading to the rise in the economy and development of the region.

C. In an attempt to lure tourists to the city, the local authority will work to ensure a safe and conducive environment for tourism, therefore, influencing positively on the environment.

#### VIII. FUTURE GROWTH AND CHANGES EXPECTED

A. To ensure that there is further growth, the government should ensure that criminal cases are low, and security matters should be at an all-time high. To achieve this, changes must be made in the police service and do away with corruption, educate the police on work ethics and moral values, this will lead to them working to finish crime and insecurity in general.

B. The local people should also learn foreign languages to interact effectively with tourists. This will also promote tourism further.

#### IX. ACTIVITIES TO ENHANCE SUCCESS

A. Tourists joining the local people in the fight against drug abuse by contributing to the healthy course will ensure the success of tourism.

B. Speaking firmly on poaching and condemning the act on the part of tourists can also guarantee success.

#### Reference

Hall, D. R., & Brown, F. (2006). *Tourism and welfare: Ethics, responsibility and sustained well-being*. Wallingford: CABI.