

The State of Kenyan Tourism

Upon attaining independence, Kenya set out to develop its key industries. Among these was tourism, which was already vibrant in the 1950s and 1960s, with multinationals involved including Lonrho East Africa. Prominent visitors to the country included the likes of Princess Elizabeth, who later became Queen Elizabeth while in Kenya upon the death of her father. After the attainment of independence, the need to develop tourism and pitch Kenya as a competitive visitor destination led to the formation of the Kenya Tourist Development Corporation (KTDC), established under the Kenya Tourist Development Corporation Act Chapter Cap 382 of the Laws of Kenya which commenced on 9th November 1965. The corporation's mandate and duty includes the investigation and formulation of projects or their expansion, to provide assistance to persons or authorities in carrying out tasks which the corporation is authorized to perform and the promotion or support of the formation of a body meant to exercise full or partial control of the body.

To keep up with changes in the tourism industry and further improve the quality of service provided as far as tourism goes, the Kenya Tourism Board (KTB) was established in 1997 through legal notice No.14 of the States Corporations Act Cap 446. Among its functions include addressing issues on the image of Kenyan tourism, collecting and generating tourism-related data and statistics, initiating and overseeing tourism education locally and abroad and partnering with local and international organizations to improve tourism as a whole. Working in tandem with the KTDC, the KTB ensures the proper functioning of the tourism industry as well as providing data to allow the identification of trends in the industry.

(Number of Pages: 12)