



**Kenya Bureau of  
Standards**  
Standards for Quality life

## Tourism Standards

The aim of standardization is to facilitate the exchange of goods and services through the elimination of technical barriers to trade. Tourism as one of the world's largest economic sectors, supporting 1 in 10 jobs worldwide, generating 10.4% of world GDP and accounting for 7% of the world exports.

Today, there is an increasing awareness of the role that tourism is playing and can play, whether directly, indirectly or through induced effects in the economy in terms of generation of value added, employment, personal income and government income

There are several Kenya Bureau of Standards (KEBS) Technical Committees (TCs) responsible for standardization in the field of tourism and related services. These are: KEBS/TC 185 "Tour Guide Services and Travel Agencies"; KEBS/TC 186 "Sports Tourism"; KEBS/TC 187 "Tourism and Accommodation"; KEBS/TC 188 "Cultural Heritage"; KEBS/TC 189 "Tourist Information Services"; KEBS/TC 190 "Beaches"; KEBS/TC 191 "Training of Tourism Schools, Service Providers and Personnel and KEBS/TC 192 "Eco.Tourism"

This Technical Committees ("TCs") are a tool for the tourism industry to better commercialize its products, services and offers and to increase the competitiveness of tourism organizations. The main objective is to develop Kenya Standards (KS) and other documents that truly respond to market needs and always respect the diversity of the industry, assisting consumers to select the best product/service for their needs regardless of the type of destination. These documents shall be practical; target oriented and be feasible to apply. They should not impose unnecessary demands on the tourism industry and should always respect the diversity of the industry.

## BENEFITS OF TOURISM STANDARDS

For the user of tourism services, standards and other national documents can be a source of technical or managerial information. This need not be complex but will allow the user to make informed choices and increase confidence in selecting both traditional and more innovative destinations.

The objectives of Tourism standardization in KEBS are assessed taking account of the costs that new standards could impose on the industry, especially on SMEs. Expected benefits from KEBS Tourism Standards are:

Create transparency in the exchange of tourism products and services;  
Raise consumer's confidence in the tourism market;  
Help fair competition in the tourism market;  
Promote environmental protection by identification of environmentally friendly tourism products and services;  
Support policies of ethical tourism; Support "tourism for all", regardless of people's abilities;  
Improvement of personal and property security;  
Adaptation to innovations;  
Open new markets in the broadest sense;  
Knowledge transfer;  
Improve customer satisfaction.  
All these factors will contribute to a general and common expected benefit which will stimulate the tourism market.



## Standards on Tourism and related Services

KS Number	Title	Year	Descriptor	TC Name	Department
KS 363:2012	Convention centers- Guidelines	2012( Confirmed 2018)	Tourism services	Tourism and related services	Services
KS ISO 0121:2012	Event sustainability management system- Requirement with guidance for use	2012(confirmed 2018)	Event management system	Tourism and related services	Services
KS ISO 5639-1:2008	Exhibitions, shows, fairs and conventions - Part 1: Vocabulary	2008(Confirmed 2018).	Terminology	Tourism and related services	Services
KS ISO 5639-2:2008	Exhibition, shows, fairs and conventions. Part 2:Measurement procedures for statistical purposes	2008(Confirmed 2018).	Terminology	Tourism and related services	Services
KS 481:2013	Security measures in hotels and related establishments-code of practice	2013(Confirmed 2018).	Security measures	Tourism and related services	Services
KS 2507:014	Tourism services Beach safety	2014	Tourism services	Tourism and related services	Services
KS 352:2012	Tourism services- Culture heritage- Terminology	2012( Confirmed 2017)	Tourism services	Tourism and related services	Services
KS ARS/AES 4:2014	Tourism-Sustainability and eco-labelling- Requirements.	2014.	Tourism.	Tourism and related services	Services.
KS ISO 0712-1:2008	Water safety signs and beach safety flags. Part 1: Specification for water safety signs used in workplaces and public areas.	2008	Public information symbols	Tourism and related services	Services
KS ISO 0712-2:2007	Water safety signs and beach safety flags Part 2: Specifications for beach safety flags- Colour,	2007(Confirmed 2018).	Beach safety flags	Tourism and related	Services

Tourism is a broad area whose stakeholders are numerous as every interface of a tourism service exchange generates a stakeholder.

The scope of the TCs covers standardization of the terminology and specifications of the services offered by tourism service providers, including related activities, touristic destinations and the requirements of facilities and equipment used by them, to provide tourism buyers, providers and consumers with criteria for making informed decisions.

These TCs are a tool for the tourism industry to better commercialize its products, services and offers and to increase the competitiveness of tourism organizations. This can be achieved by ensuring the widest propagation of information on existing Kenya Standards and National documents.

National Standards and other documents issued by KEBS Tourism TCs should assist the management of the tourism industry regardless of the status of the enterprise. They are intended to assist consumers to select the best product for their needs regardless of the type of destination.

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