

31st ANNUAL SEMINAR

DATE: 19th - 22nd MAY, 2015

VENUE: - SAROVA WHITESANDS BEACH RESORT AND SPA - MOMBASA

THEME: *Towards making Kenya a regional investment hub*

WHO WE ARE

Tourism Fund is a body corporate established under the Tourism Act, 2011 which came into operation on 1st September, 2012 vide special issue Kenya Gazette Supplement No. 93 of 24th August, 2012.



OUR OBJECTIVES AND PURPOSE

Include to finance:-

- Development of tourism products and services;
- Marketing of Kenya as a tourist destination through the Tourism Board;
- Activities of the Protection Service;
- Tourism research, tourism intelligence and the national tourism information management system;
- Activities of the Tourism Sector Safety, Communication and Crisis Management Centre;
- Training and capacity development activities; and
- To mobilize resources to support tourism-related activities



Our Functions

- Collect the tourism levy imposed under section 105 of the Act,
- Establish, Equip and Control tourism and hospitality training institutions,
- Establish a tourism training revolving fund among others





OUR PRESENCE

COUNTY CLUSTERS BY REGION

1. Nairobi Region

1. Nairobi county
2. Makueni County
3. Machakos
4. Kiambu
5. Garissa
6. Marsabit
7. Kajiado
8. Garissa
9. Mandera
10. Wajir



5. Central Region

1. Isiolo County
2. Meru County
3. Tharaka Nithi
4. Nyeri County
5. Embu County
6. Kirinyaga County
7. Part of Laikipia

2. Coast Region

1. Mombasa County
2. Kwale County
3. Kilifi County
4. Taita Taveta County
5. Tana River County
6. Lamu County

3. West Kenya Region

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|--------------------|------------------------|
| 1. Kisumu County | 11. Nyamira County |
| 2. Kakamega County | 12. Kericho County |
| 3. Busia County | 13. Turkana County |
| 4. Bungoma County | 14. West Pokot County |
| 5. Bomet County | 15. Trans Nzoia County |
| 6. Vihiga County | 16. Uasin Gishu County |
| 7. Siaya County | 17. Elgeyo Marakwet |
| 8. Homa Bay County | 18. Nandi County |
| 9. Migori County | |
| 10. Kisii County | |

4. Rift Valley Region

1. Nakuru County
2. Samburu County
3. Baringo County
4. Nyandarua County
5. Narok County
6. Part of Laikipia County



***Reinvigorating Kenya's tourism sector:
"The Case for supporting local tourism"***

Enhancing Local Tourism in counties – partnership Areas

- Development of policies, strategies and plans
- Development and management of tourism products and services
- Tourism financing and development
- Tourism regulation and standardization
- Meetings, travel incentives, conferences and exhibition (mice)
- Research, advisory, training and capacity building
- Preservation of heritage and culture
- Destination Marketing



Status of the Tourism Industry in Kenya

Challenges

- Inadequate funding
- Safety & Security
- Lack of coordinated and regulated tourism area plans
- Lack of incentives for investment (land, tax free)
- Inadequate accommodation facilities
- Lack of continuous training and capacity building
- Disappearing of cultural heritage and artefacts
- Lack of strong appreciation by various communities on benefits tourism. Among others.



ROLE OF ACCOUNTANTS IN PROMOTING LOCAL

TOURISM

Provide prudent financing management to prospective and current entrepreneurs within the tourism establishment.

Benefits.

1. This will enable operators within the industry to comply with the tax/levies such as the 2% tourism Levy
2. Transferring good accounting systems to hotel operators will enable them access financial assistance i.e loans, grants etc
3. Ethical accounting will provide tourism operators with regular financial health status that will enable sound financial decision making



ROLE OF ACCOUNTANTS IN PROMOTING LOCAL TOURISM

Assisting in embracing professionalism by professional working in the in tourism industry



Our contacts

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