

Kenya Utalii College (KUC)



Revamping Kenya's Tourism Sector: The diplomacy of foreign travel advisories and other challenges

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FOCUS

KUC

CHALLENGES

OPPORTUNITIES



KUC



KUC



Kenya



Kenya

ITEM	2011	2012	2013	2014
ARRIVALS (Pax)	1,8 million	1.8 million	1.5 million	1.3 million
REVENUE(Kshs)	98.9 Billion	96 Billion	93.9 Billion	87.1 Billion
REVENUE(USD in millions)	1,041	1,010	988	917



Greece



Greece

ITEM	2011	2012	2013
ARRIVALS (Pax)	16 million	16 million	18 million
REVENUE(USD in Millions)	14,984	13,313	16,188



Egypt



Egypt

ITEM	2011	2012	2013
ARRIVALS (Pax)	9 million	11 million	9 million
REVENUE(USD in Millions)	9,333	10,823	7,253



Rwanda

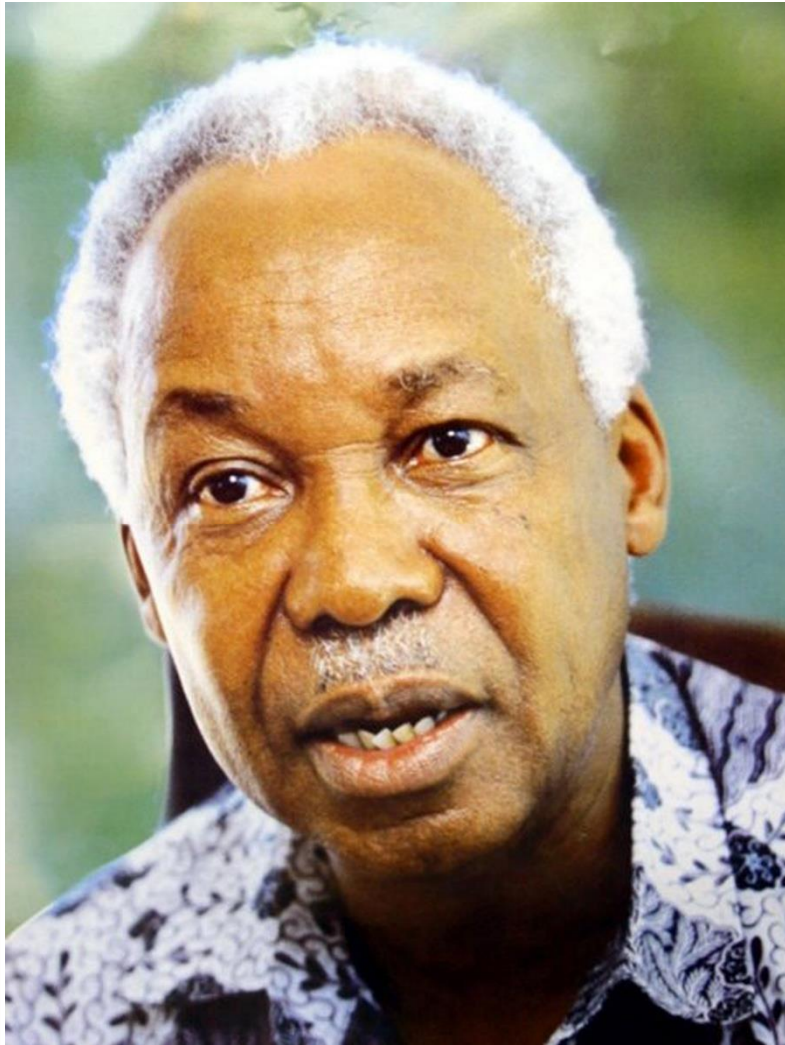


Rwanda

ITEM	2011	2012	2013
ARRIVALS (Pax)	688,000	815,000	864,000
REVENUE(USD in Millions)	298	337	351



Tanzania



Tanzania

ITEM	2011	2012	2013
ARRIVALS (Pax)	843,000	1 million	1 million
REVENUE(USD in Millions)	1,383	1,754	1,939





**CHINUA
ACHEBE**

The book cover features a black background with a bright green horizontal band at the top and bottom. The author's name is in white, and the title is in green. The cover is framed by two vertical orange lines on the left and right sides.

**THE
TROUBLE
WITH
NIGERIA**



A solid orange circle is located on the right side of the page, below the book cover.

CHALLENGES

.What is the trouble
with Kenya?

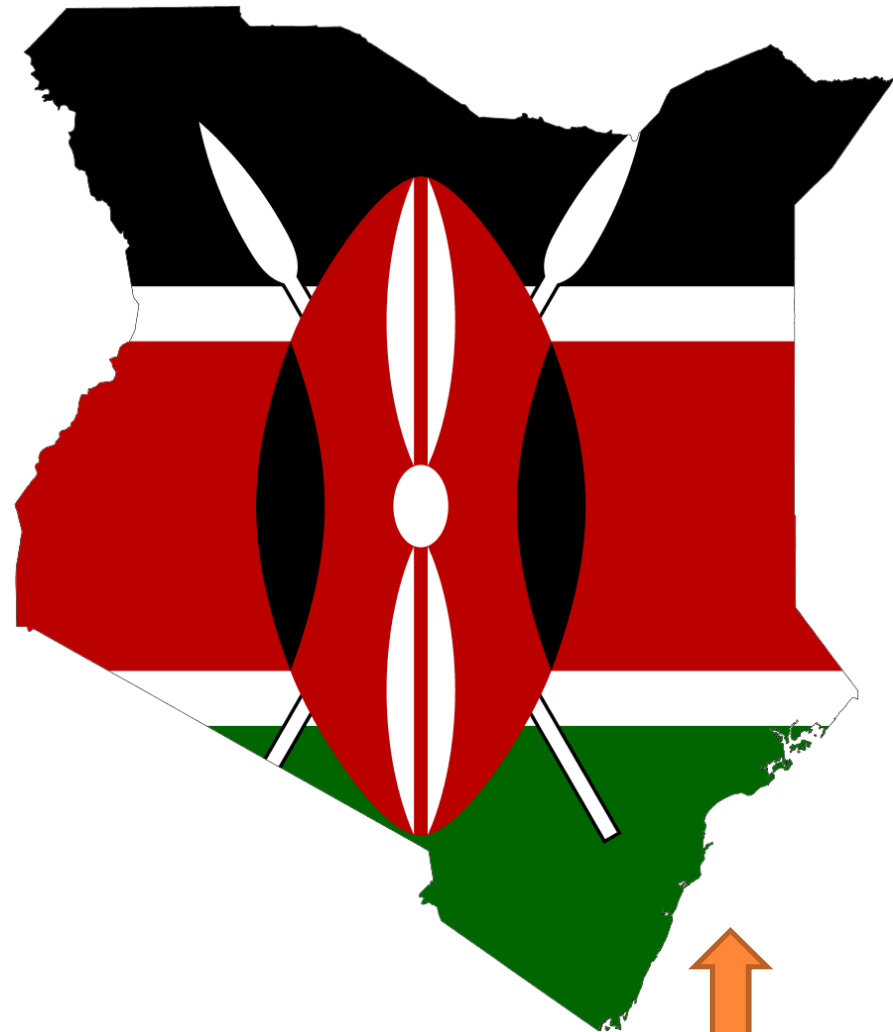


Challenges

**TRAVEL
WARNING**



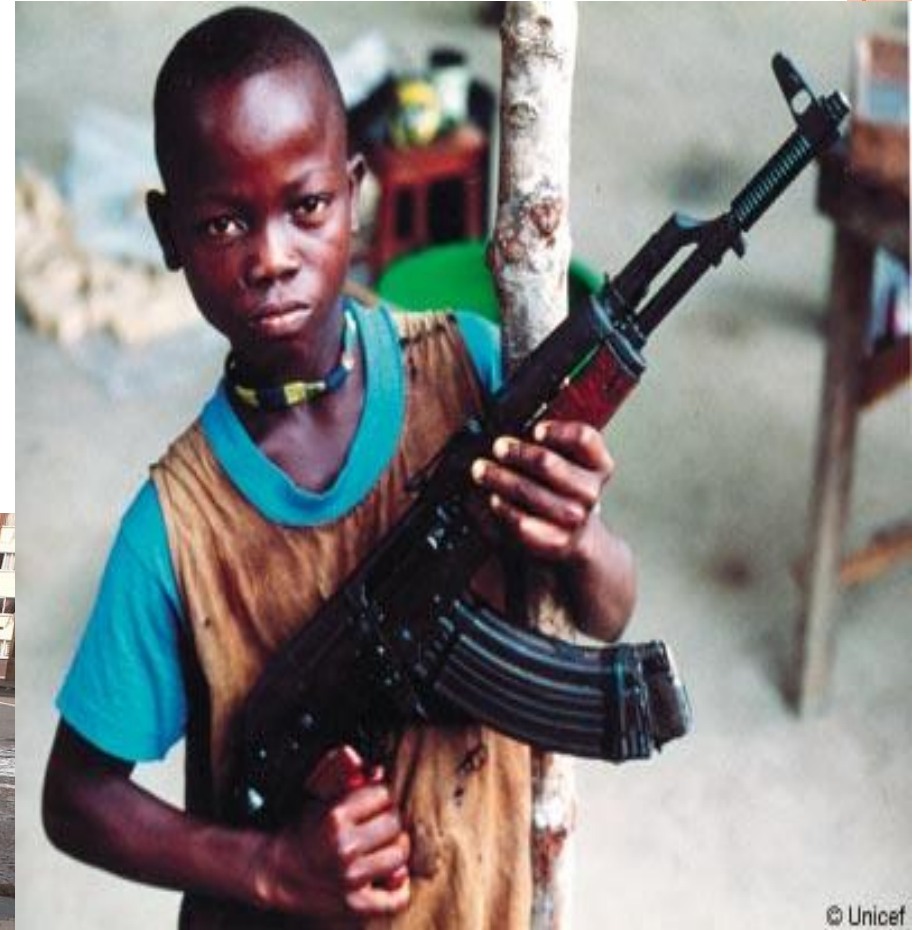
Why advisories (Debunking)?



Series of paradoxes



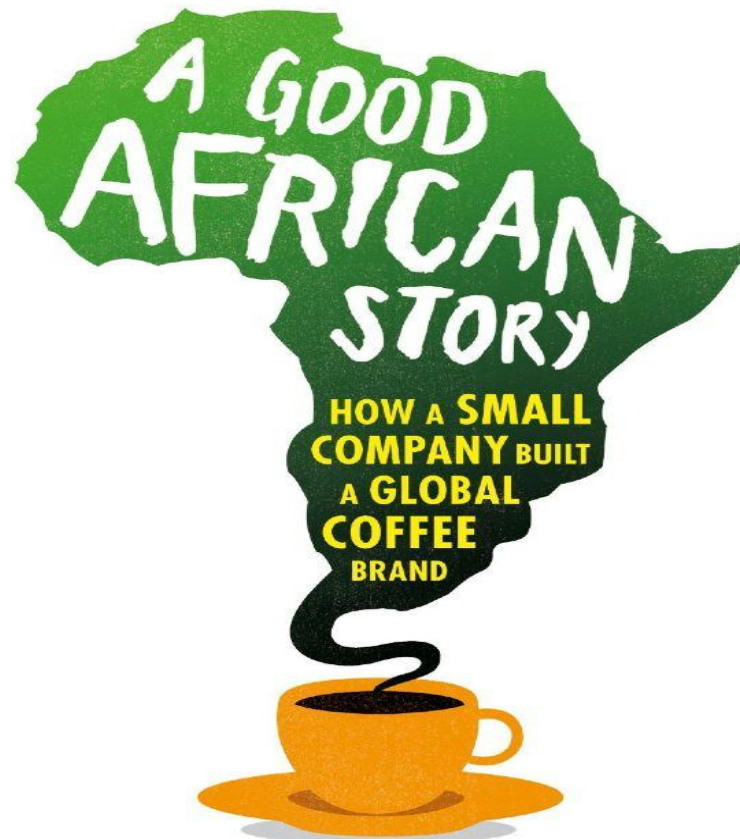
1. State Hegemony Without Power



2. Order of Disorder



3. Rising Without Growing



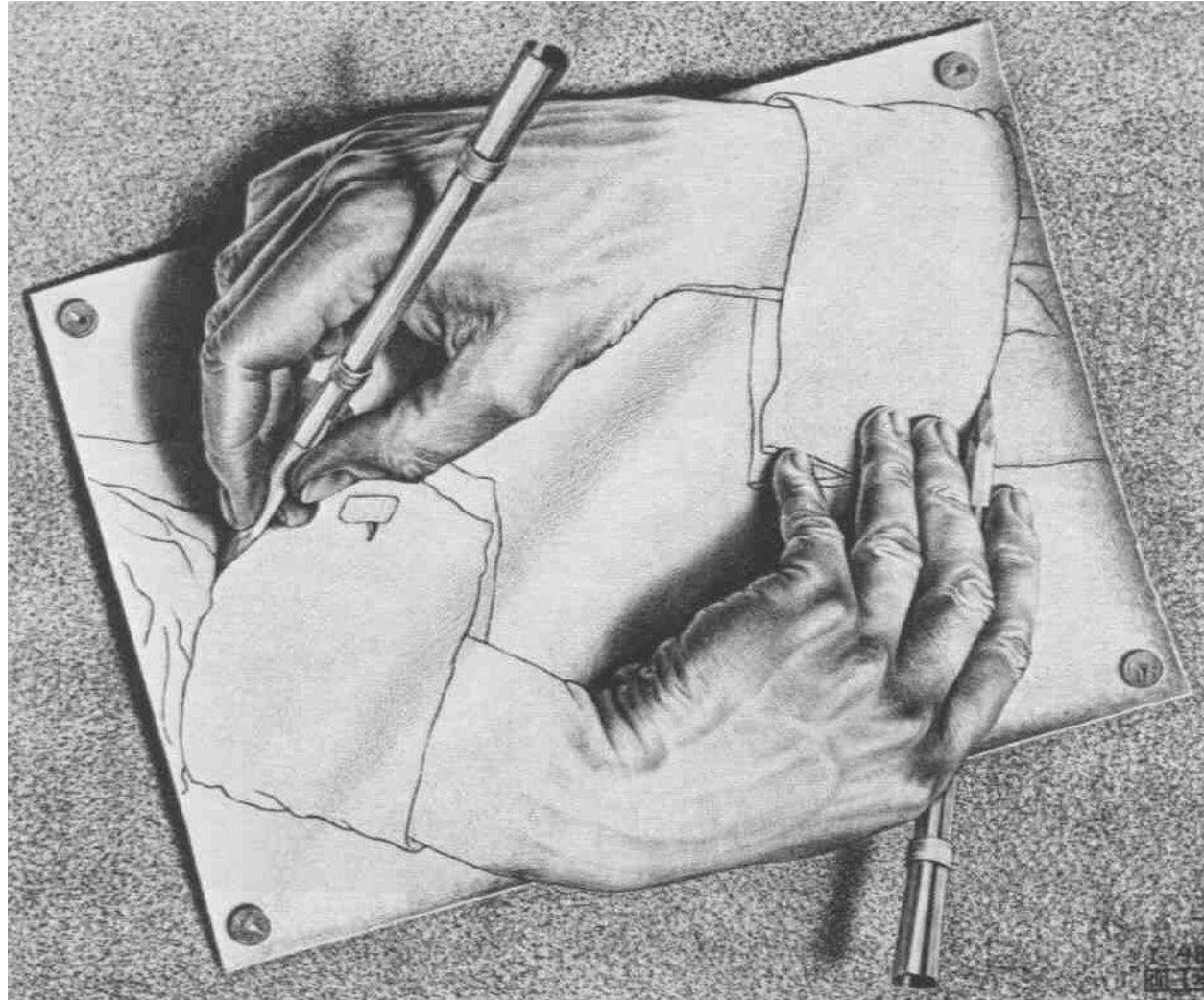
ANDREW RUGASIRA

'UTTERLY INSPIRING'
JON SNOW

VINTAGE



OTHERS

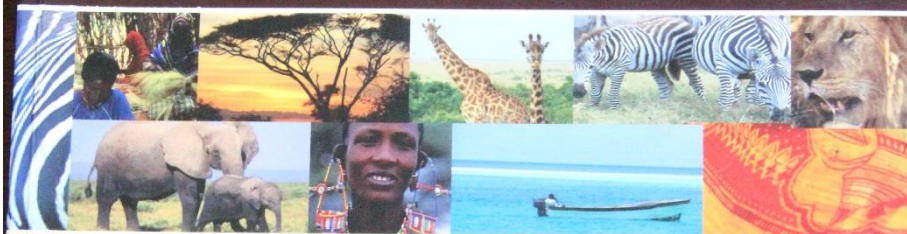


1. Brain Drain & Drained Brains

Brain Drain



Kenya's Tourism: Polishing the Jewel



Finance and Private Sector Development
Africa Region
Final Report
2010



World Bank Group
Africa Region
Finance and Private Sector Development

2. Unpolished Jewel - tourism



3. Shooting ourselves on the Foot



S^3

P^3



Is all lost?

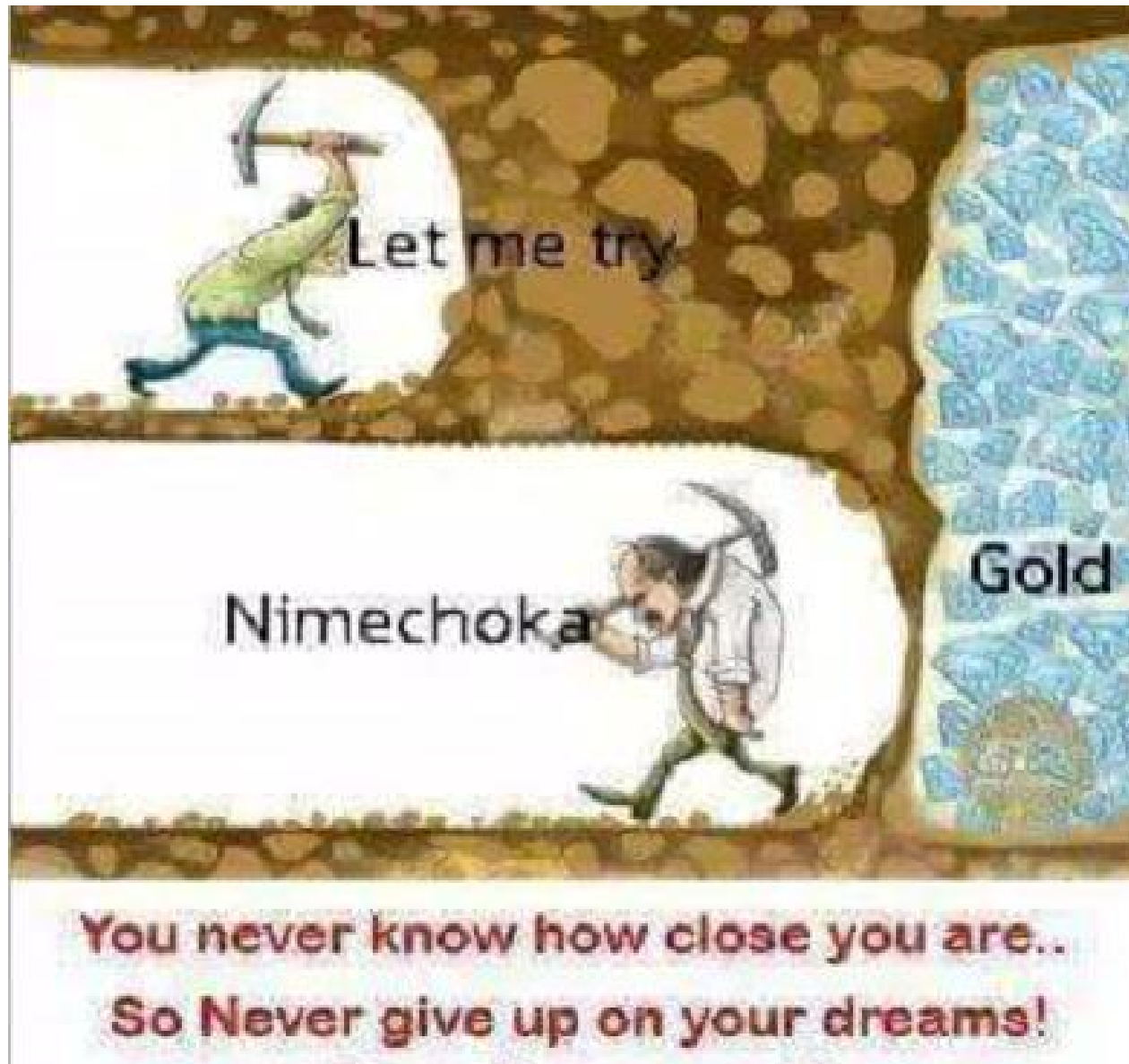


Is all lost?

NO!



HOPE!



Opportunities



1. Falling Without Being Fallen



Polish Our Jewel

TWO WAY S

a. Diversification

b. Sustainability



Polish Our Jewel

Diversification = S^3 + Culture +
Business + Conference
Tourism



Polish Our Jewel

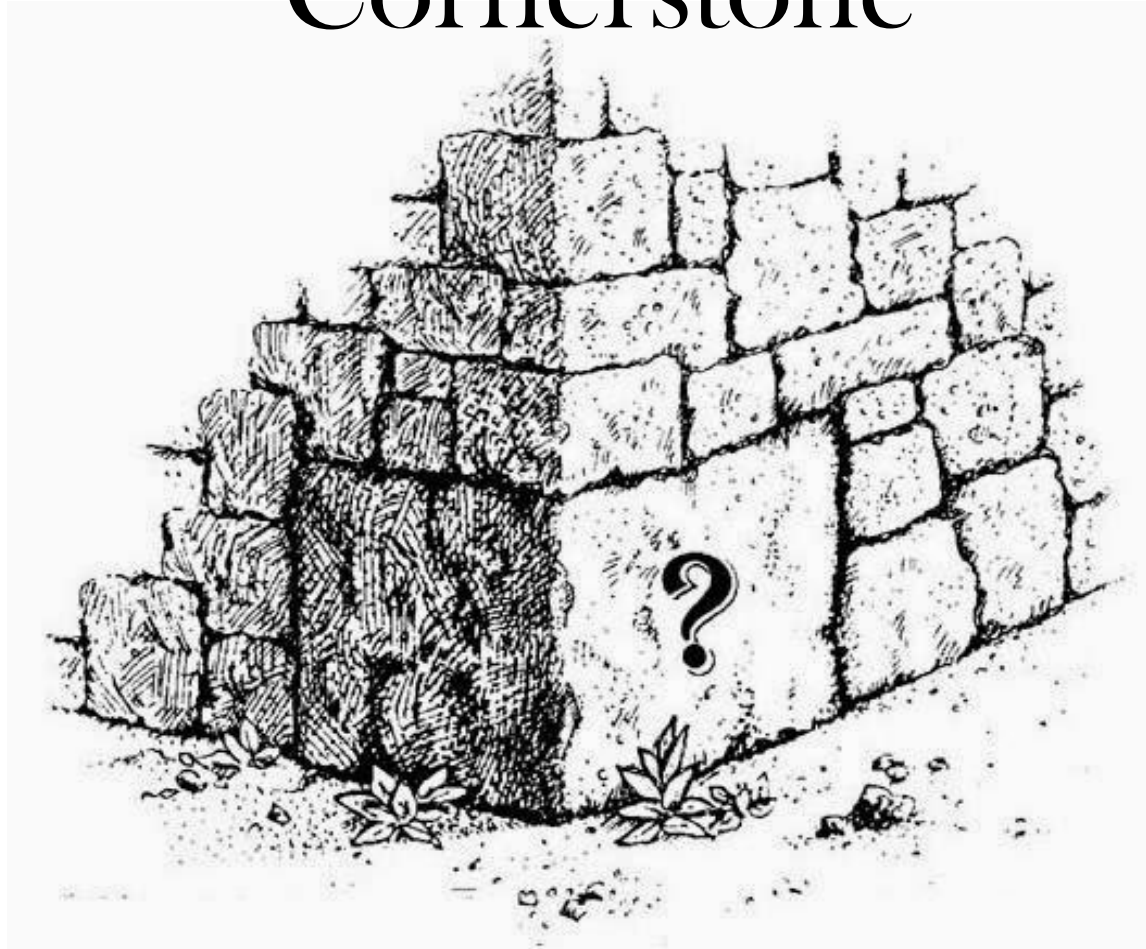
2. Sustainability

- . Current situation

- . P³



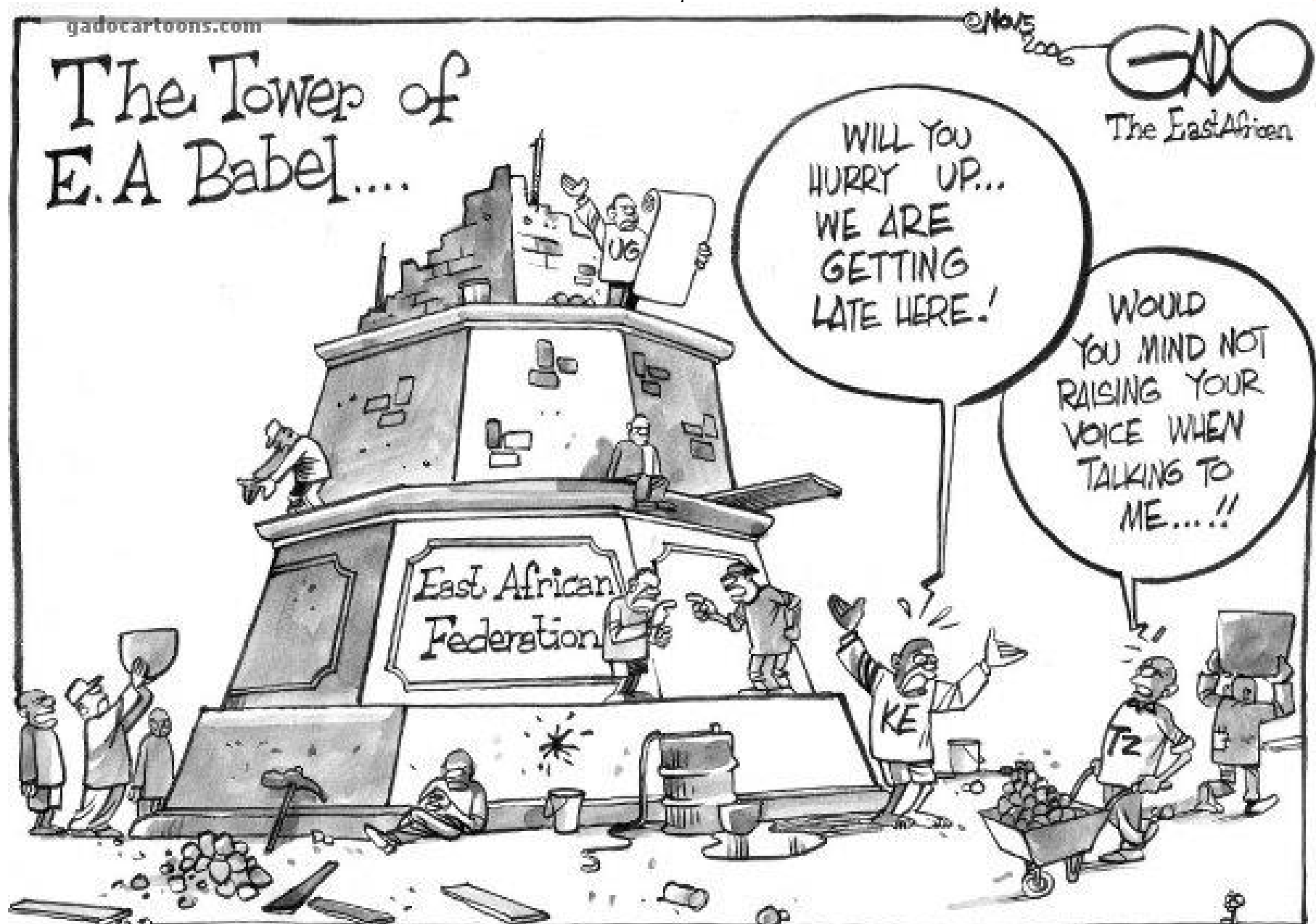
2. Rejected Stone that Became the Cornerstone



Domestic Tourism



3. Neighbours who are Strangers-African



Neighbours who are Strangers



We need more cows!!

COW





**KEEP
CALM
AND
GO TO
KENYA**





Thank you