A CASE STUDY ON TOURISM DEVELOPMENT AND ECONOMIC GROWTH
IN KENYA

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ABSTRACT

Tourism is regarded as an important integral part of most economic development strategies across the world. The sector is regarded as a solution for the mainly weak and fragile economies mostly characterized by scarce development resources in developing world and Kenya in particular. Tourism is one of the most profitable and fastest growing sectors of the global economy. Developing countries especially industry in an attempt to boost foreign investment, financial reserves and general economic growth. However, although the values of tourism have long been recognized internationally attention to the role of tourism development in developing world and especially in Kenya is still lacking. Despite of its positive impact to the economy Kenya has not put much attention and effort to tourism development. This has been attributed to poverty, poor planning, and lack of funding, poor sanitation among other myriad problems faced by Kenya.

In order to witness the aspired economic growth, Kenya has to develop the need for tourism growth. Effort and measures has to be put in place aimed at realizing the desired goal which is economic growth and this is only through tourism development. Although recently, assessment on tourism growth in Kenya shows that some development has been achieved compared to the past, much more effort is still needed. There is need for joint effort among the member state to develop this profitable industry.