Young Change Makers

Mentoring Young Sustainability Champions

Volume 1: 2017 in Focus
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Introduction
1 in every 6 youth is unemployed in Kenya.

Why? A 2016 report by the Kenya Ministry of Education in collaboration with Longhorn publishers says that 6 out of 10 of students who graduate from Kenyan universities each year lack employability skills, technical mastery and basic work-related capabilities, forcing employers to retain their skilled workforce.

The report states two main reasons are responsible for this situation:

1. The teaching environment of university students is more biased towards memory retention and students transcribing what they are taught into words for passing an exam than on providing students with the much needed work related skills.

2. During internships, most employers are more focused on productivity than on the development of the trainee.

What is the Impact on Tourism?
As employers shy away from recruiting youth while retaining their existing workforce, little room has been left for introducing new knowledge or new innovative ideas to inform how businesses can operate sustainably. New knowledge and new innovative ideas are key ingredients for sustainability and economic competitiveness.

The effects of this trend in tourism sector in Kenya for example, is that adoption of ecotourism, responsible tourism or sustainable tourism practices by tourism operators has been slow. Kenya’s tourism is over 110 years since the first tourist luxury hotel was built in 1902. 110 years later and thousands of hotels, less than 150 hotels have been recognized as green.

So what is the young change makers program and how does it work to provide a solution to this problem?
The Young Change Makers program (Renamed from IYSTD Student Voices Kenya program) is an initiative by Sustainable Travel and Tourism Agenda to actively engage undergraduate university students pursuing tourism, hospitality
and conservation degree courses on contemporary issues in sustainable development in tourism and conservation.

The main aim of the program is to mentor young sustainability champions by empowering them with knowledge and discourse on contemporary issues around sustainability, complementing what they learn in the classroom with real life experiences, so that these champions can be relied upon for innovative ideas and solutions to the challenges of integrating sustainability in tourism and conservation.

The STTA Change makers program is a multi partner advocacy and empowerment program for the youth in tourism and conservation, delivered in collaboration with departments of tourism in public and private universities. It brings together students, academia, tourism private sector and STTA researchers to debate topical issues in sustainable tourism.

About the Program
Delivered through monthly inter university seminars hosted by different universities, the program encourages, the program encourages research among students and contributes to curriculum enrichment. seminar approach allows for interactive discussions on topical issues around sustainability in tourism and conservation.

An annual calendar is developed at the beginning of each year and universities are invited to express interest for hosting the seminars. Hosting the seminars includes organizing a venue, and co-facilitating the discussions by faculty and student leaders.

For each seminar, STTA conducts thorough research on the topic and prepares a presentation that serves as the focal point for the discussions. Auxiliary presentations are made by program partners, students and faculty to give different perspectives to the subject.

At the end of each seminar, STTA produces a summary report and shares with the participating universities.

How the program Engages Students -Methodology

The program actively engages students at three different ways;

1. Free monthly inter-university student seminars that discuss important themes in sustainable tourism and conservation and hosted by Universities. The themes are carefully selected and balanced to reflect global issues and trends, industry challenges and student academic knowledge needs. Students participate in discussion presented by private sector players with the support of academia at a hosting university. The seminars are organized by STTA in collaboration with partnering universities. The 2-4 hour seminars take place on the last Saturday of every month, with the exception of January, June and December. However, weekday options can be considered on certain special circumstances.

2. Thematic Essays. Students have an option to write thematic essays after each seminar through which they can be given the opportunity to get published and including sponsorship to participate in the Annual Green Tourism Summit Africa.

3. Problem solving internships where private sector organizations present/forward their sustainability challenges that students can work on and where the
student(s) with the most innovative and practical solutions to the challenge are provided with internship opportunities to implement their solution.

4. **Sustainable tourism product watch**, a program by STTA for promoting responsible travel and responsible marketing by visiting, assessing and creating awareness on sustainable tourism products and destinations. Students are given the opportunity and the tools to review sustainability credentials of tourism products and destinations and then publish their thoughts on the Utalii Bora Blog which hosts reviews.

5. **Mentoring Community Based Tourism Ventures.** Students are trained and coached by STTA so that they can transfer this acquired knowledge and technology to a Community Based Tourism Venture of their choice. The objective is to assist these organizations have more competitive products and to also become sustainable.

**Partnering with the STTA-Young Change Makers Program**

There are several ways of partnership for Young Change Makers Program

**Institutional Hosting Partner**
This is mainly by universities and colleges offering tourism and/or conservation studies. Apart from hosting s seminar, the university commits to support their students to attend at least two other seminars away from their universities within the year.

**Student Award Partners**
The students who writes the best essay post the seminar is recognized through a cash award and sponsorship to attend the Green Summit Africa. Student award sponsors support the cash award and summit fees. In return they get opportunity to give a motivation at each seminar and bring their promotional materials.

**Product Watch Partner**
This partnership opportunity is open to businesses and organizations within and outside tourism. The student who is most active in sharing the key seminar via tweeter gets an opportunity to go for a product watch adventure together with STTA or alone. The purpose is to exercise their sustainability skills by assessing the places they visit for sustainability credentials and overall experience. Partners give honoraria to students to meet the logistical costs of the assessment.

**Internships for Essay Winners**
As part of building champions, the program invites partnerships from tourism and conservation organizations in giving priority of internships to members of change makers program who have received STTA certificates. These institutions need to register with STTA and host at least two students a year.

**CBT Mentorship Training**
STTA has a customized training module for students who are interested in pursuing a career in Community Based Tourism, those who want to understand the segment of tourism in-depth through engagement and those who wish to use their internship to mentor CBTOs. Partners in this program support the one-day STTA training course for students.

**CBT mentorship stipend for students**
Students participating in CBT mentorship may require stipend because of the remote location of some CBT and logistical support.
Partners in this mentorship program support the students’ stipend. 

Other Ways To Engage
Support the Green Tourism Summit Africa and The Sustainable Tourism East Africa Report.

STTA uses the Green Tourism Summit to raise funds for the young change makers program apart from providing a platform where the young sustainability champions can network, learn and share their sustainability journey. Participate as a delegate or sponsor the students to attend the Green Tourism Summit Africa.

The Sustainable Tourism East Africa Report motivates students to get engaged in sustainable tourism and conservation by publishing their work. Supporting this publication by buying or advertising ensures continuous publication and distribution.

2017 STTA-Young Change Makers in Focus

Supported by The Directorate of Tourism, Ministry of Tourism, Uniglobe Let’s Go Travel, Kenya Tourism Board’s Green Team and 7 Kenyan Universities

Quick Insights of 2017

• 8 Interuniversity seminars held in 2017.
• 7 different universities reached, over 400 students engaged.
• 8 University students trained on mentoring Community Based Tourism Organizations. 5 Community Based Tourism Organizations Mentored.
• Over 100 essays submitted. 5 selected as the best and will be published in the 8th Issue of the Sustainable Tourism East Africa Report. 4 students sponsored to attend the Green Tourism Summit Africa 2017 and given a panel session opportunity to discuss tourism and conservation contribution to the sustainable development goals.
• Program supported by Uniglobe Let’s Go Travel, Ministry of Tourism Kenya Directorate, Kenya Tourism Board’s Green Team and 7 Kenyan Universities.

Launch of the program
• STTA starts the STTA-Young Change Makers Program as the IY2017 Student Voices Kenya to raise awareness on 2017 as the International Year of Sustainable Tourism for Development among university students and
actively engage them throughout the year in global and Kenyan issues affecting sustainability in tourism and conservation.

**Topics Covered in 2017 Seminars**
1. Sustainable Tourism in The Next Decade
2. The Impact of Internet on Sustainable Tourism
4. Assessing Sustainability in Tourism
5. Community Based Tourism: Evolution and Misconceptions
6. Ethical Issues in Emerging Forms of Tourism: Dark Tourism, Slum/Poverty Tourism, Orphanage Tourism
7. Sustainable Tourism and The Sustainable Development Goals

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**Highlights from the 2017 Monthly Inter-university seminars**

**1st Student Seminar:**
**25th February 2017**

**Topic:** Sustainable Tourism in The Next Decade

**Brief Overview of the Presentation**
- The meaning and application of sustainable tourism
- Global significance of sustainable tourism
- The practice and policy issues policy in sustainable tourism
- The evolution of the sustainability concept of tourism in the last 2 past decades in Kenya.

**Students Perspectives and Emerging Issues From The Presentation**

**Outdated Tourism Curriculum**
Students expressed concerns that the current Kenyan tourism curriculum offered in most universities is outdated and was out of touch with recent developments in tourism especially in areas of sustainability. They also showed concern that these courses focused more on theory than on the practice, which does not promote student engagement or skills development. They suggested that the courses needed refreshing and should also emphasize on the practical aspect of sustainable tourism so that they can connect easily with what is being taught in class and its application.
**Bad Governance**
Bad governance is a challenge in embracing sustainable tourism. Policy and licensing offices are not asking investors the right questions or demanding ethical and environmental accountability from exiting investors. This has led to poverty in thriving tourism destinations, and unskilled workforce occupying offices in the industry therefore depriving a majority of professional tourism graduates an opportunity to secure relevant internships or employment.

**Unethical Labour Practices**
The tourism industry is riddled with unethical labour practices. It is common practice for companies to keep a majority of their workforce as casual laborers earning minimum wages. This is the cause of poverty in many tourism destinations. Policy makers have been unable are have been unwilling to address this malpractice. This, coupled with corruption is also the reason most tourism graduates are working in other sectors.

**Over Reliance on an Aging Tourism Product**
Students showed concern that Kenya’s main tourism offer of beach and wildlife safaris is driving the destination towards the stagnation phase of the tourism destination life cycle prematurely and fast. There was an urgent need for product and market diversification if the sector is to be revitalized and avoid a major decline.

**The ‘White’ Tourist Mentality**
The students concern expressed that domestic tourism will not achieve its purpose as long as the industry has conditioned itself to think that a traveler is always a white man or woman who are also largely assumed to be foreigners. This mentality has led to packaging and pricing of experiences that don’t favor the domestic traveler. There was also concern about the continued difference in treatment of the two especially in hotels and restaurants, where the “foreigner” is given better attention and recognition.

**Recommendations and Way Forward**
Students recommended review of the university curriculum and its standardization and harmonization. The reviewed curriculum should pay attention to sustainability in tourism. Students recommended as an alternative that a guideline that outlines how universities should develop their curriculum should be developed the government. Students proposed that there should be continuous student / youth interactive forum for knowledge sharing & stimulation of innovation beyond IY2017.

Lastly, students suggested that the government should have inventory of skilled labor in tourism to give young professionals a chance in employment and sustainability considerations should be basic requirements for employment/investor approvals.

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**2nd Seminar: 25th March 2017**

**Topic: The Impact of Internet on Sustainable Tourism**

**Brief Overview of the Presentation**
- The emergence of the internet as a mode of communication
- Early use and application of the internet
in tourism
- Emerging trends on the use of internet and social media in travel
- Ethical issues on the use of internet in promoting travel
- Overall impact of internet on destinations, travelers and suppliers.

Students Perspectives and Emerging Issues From The Presentation
Overall it emerged that the Internet/web 2.0 was very important in promoting sustainable tourism. However, students also raised the internet also had its challenges in promoting sustainable tourism.

Authenticity of information on internet
Students raised concern on the possibility of fake information on internet and without control systems on, consumers are likely to be misled. Cases existed where destination marketers gave false information/"green wash" to promote their tourism products.

Over tourism and online visitor management systems
Over tourism. It emerged that there was a possibility that the internet could create too much demand for new destinations that could result in the overwhelming of existing infrastructure at that destination or tourism commercialization of the infrastructure i.e. over tourism. Students suggested destinations to develop innovative online booking systems with integrated and interconnected real-time visitor management systems to control visitor numbers to destinations.

Educating people on how to responsible use of internet in sustainable tourism
Students suggested that people should be educated on how to use internet in promoting tourism in the right way. The internet audience are sensitive to what is being posted on social media and other internet communication and interaction platforms. Their reaction and decision to purchase is dictated by what they see or hear on these platforms. Businesses and travelers should therefore be trained on the correct use of the internet concerned with travel.

Inefficiency of the rating and review sites
Students showed concern on some of the online tourism rating and review sites that don’t track customer feedback on tourism destination or businesses. Tracking customer feedback is very important for sustainable tourism development as it helps tourism destinations take corrective measures for improving on the quality of experiences based on client generated information.

Recommendation and Way Foward
The power that the internet has on tourism is superseding what we normally refer to when developing tourism in any destination. The fate of tourism development at any destination now heavily depends on the internet and the ICT infrastructure of that destination. Educating the masses on how to use the internet responsibly either for doing business, promoting their business or a traveler sharing their story is very important. There is a gap in our tourism development policies concerning internet and ICT that should be addressed.
3rd Student Seminar: 22nd April 2017

**Topic: Policy Frameworks That Support Sustainable Tourism in Kenya and Policy Implementation Challenges**

**Brief Overview of the Presentation**
- Policy themes in sustainable tourism
- How is sustainable tourism captured in global and Kenyan policies
- Implementation of sustainable tourism policies in Kenya vs other destinations,
- Implementation challenges and policy gaps affecting development of tourism sustainable in Kenya.

**Students Perspectives and Emerging Issues From The Presentation**

Overall it emerged that Kenya did not have a specific sustainable tourism policy and strategy.

The policies that supported sustainable tourism development in Kenya are fragmented and in conflict with each other. This has made implementation difficult.

**Policy Imbalance**

Students felt that our tourism development policies emphasized more on economic development than on finding the right balance between economic, social and environmental development.

**Outdated policies & Poor frameworks for measuring and evaluating policy impact**

Students expressed that Kenya’s policies that supported sustainability in tourism and conservation are good in paper but lack the frameworks to measure impact or performance. This is why some of the tourism policies were outdated.

**Fragmentation conflict**

It is not possible to develop tourism and conservation sustainably when the policies and policy implementers are fragmented and uncoordinated as in the case in Kenya. These policies and policy implementers are bound to conflict. This makes it not only difficult to implement policies but also in monitoring and evaluation as well.

**Recommendations and Way Forward**

The government should harmonize sustainable tourism policies and policy implementation bodies. The harmonized policies should also have long-term implementation strategies that are specific, clear and measurable.

Working with research institutions is also important because it will ensure that the policies and implementation strategies are dynamic and responsive to the ever changing forms of travel, traveler’s demands and sustainable destination development needs.

4th Student Seminar: 27th May 2017

**Topic: Assessing Sustainability in Tourism**

**Brief Overview of what was Presented**
- The pillars of sustainability
- Indicators of sustainable tourism; “Profit” sustainability indicators
of tourism, “People” sustainability indicators of tourism, “Planet” sustainability indicators of tourism,
• Global, Regional and Local sustainable tourism assessment bodies and criteria,
• Challenges in measuring and reporting on performance of sustainable tourism at a destination and business level.

Students Perspectives and Emerging Issues From The Presentation

Lack of systems for training tourism sustainability assessors
In Kenya, the National Environment Management Authority has developed guidelines for training and recognizing Environmental Impact Assessment associates and experts and which has been adopted by university curricular. The same case applies to environmental health and safety experts. There exists no guidelines and criteria for training or recognizing sustainable tourism assessors in Kenya, yet the government is promoting sustainability in tourism.

Dynamism of Tourism makes it difficult to assess sustainability
The dynamism of tourism and emerging forms of travel, e.g. medical tourism, cyber tourism, dark tourism etc., each with unique impacts has forced various destinations to use mixed approaches to assessing sustainability in tourism and use different standards and guidelines.

Volunteer nature of sustainable tourism programs and eco-certification slows down their adoption
The government of Kenya has provided laws that prevent tourism from doing harm to the environment and communities. In light of this adoption of sustainability best practices in Kenya has been slow because it is not a requirement by law for practitioners to subscribe to programs that require them to operate above these minimum set standards by law. Furthermore, lack of recognition and support by the government of these volunteer sustainability best practice guidelines and standards programs has also contributed to the slow growth of sustainable tourism in Kenya.

Lack of accountability and transparency affects effective assessment of tourism
Most tourism businesses in Kenya avoid providing information on what they do especially in terms of waste management and employment and most also do not share their financials. This makes it hard to assess their sustainability.

Prioritization of People indicators over planet and people indicators in sustainable tourism
The tourism sector has over the years conditioned itself to measure performance of tourism using economic indicators. Many frameworks for measuring sustainable tourism that exists today are designed to measure and report on the economic impacts of sustainable tourism. Many organizations have adopted financial reporting systems and very few have adopted tripled bottom line approaches.

Recommendation and Way forward
Assessing sustainability in tourism is indeed a challenge because of the dynamic nature of tourism, policy gaps, training gaps and lack of agreed upon standardized frameworks for measuring sustainability in tourism.

It is important for governments to start thinking about integrated solutions to these challenges and the starting point
should be recognizing and supporting promotion of sustainable tourism through certification bodies and change in training curricular.

5th Student Seminar: 29th July 2017

Topic: Community Based Tourism: Evolution and Misconceptions

Brief Overview of the Presentation
- The origins/DIvers of Community Based Tourism
- Key Elements of Community Based Tourism in Kenya
- Evolution of Conceptualization Community Based Tourism in Kenya
- The Misconceptions of community based tourism in Kenya

Students Perspectives and Emerging Issues From The Presentation
Overall it emerged from the discussion that community based tourism was not well understood in Kenya and had not been well defined even in policy. The resulting misconceptions on what community based tourism really in terms of ownership, product and benefits is hindering its sustainable development in Kenya.

No policy guidelines that support sustainable community based tourism development
Kenya’s tourism policies do not recognize and differentiate community based tourism as a special tourism business model even though the government is aware of its existence and practice.

Homogeneous products and lack of authenticity
Most community based tourism models in Kenya sell the same product that is usually a representation of the maasai culture even though Kenya has 42 culturally different and unique tribes.

Lack of support from the private sector to access market
Most Community Based Tourism business models fail because of market access. Market access in Kenya is mostly controlled by tour operators owned by private individuals. These tour operators most often work with well-established hotel chains or individually owned properties that meet certain tourism standards. Therefore, because most Community Based Tourism business models fail to meet these standards, the tour operators do not trade with them. Few tour operators support the community based tourism models to meet the desired standards.

Misconception on what a community based tourism business model is
In Kenya, it is mostly believed that a community based tourism business model is one that sells crafts, performed arts or homestays. Community owned conservancies, lodges or tour operators are mostly not regarded as forms of community based tourism business models.

Weak governance and leadership structures that lead to mismanagement and exploitation
Most community based tourism business models suffer from mistrust and skilled personnel to operate the business. This often leads to mismanagement of resources and eventual collapse of the business. Some of the business models will hire external
entities to operate the business on their behalf. These external entities sometimes fail to pay the communities and are dishonest in benefit sharing.

**Recommendation and Way Forward**

The government and the private sector should support community based tourism development in Kenya by establishing frameworks that support communities to develop sustainable tourism business models including coming up with sustainable tourism business development guidelines.

Furthermore, Community based tourism should be formally recognized and defined in policy to enable action for their sustainable development.

Mentoring the local communities on how to do business right is also important. This is only possible through partnerships and collaborations between the private sector, government and the local communities.

**6th Student Seminar: 29th September 2017**

**Topic: Ethical Issues in Emerging Forms of Tourism: Dark Tourism, Slum/Poverty Tourism, Orphanage Tourism and Sex Tourism**

**Brief Overview of the Presentation**

- Dynamism of tourism and its emerging forms of travel

- Ethical Issues in Dark Tourism Case of Rwanda
- Ethical Issues in Slum/Poverty Tourism Case of Kibera
- Ethical Issues in Orphanage Tourism Case of Cambodia
- Ethical Issues in Sex Tourism Case of Kenyan Coast

**Students Perspectives and Emerging Issues From The Presentation**

**Child physical and emotional abuse, trafficking and commoditization of vulnerable children**

The orphanage tourism and sex tourism exposes vulnerable children especially the destitute and poor to exploitation. These forms of tourism treat these children as objects and commodities of trade. There is a policy gap in our tourism legislation and regulations that are aimed at preventing this kind of child abuse in these forms of tourism or any other kind of tourism for that matter.

**Exploitation of women for illegal sex tourism**

Same case as children, women are also trafficked and or sold as commodities to support sex tourism. Although illegal in Kenya, Kenya ranks as one of the top 10 destinations for sex tourism in the world. Even though the government is aware of this, it is often its existence is often denied and action not taken in terms of policy or regulation.

Poverty as an underlying factor also supports the trade where women, mostly in the coastal parts of Kenya, Nairobi and Narok county, often engage voluntarily or involuntarily in sex tourism to support their families.

**Dynamism of tourism and its impacts on regulation**

Tourism just like technology, its forms changes from time to time and rapidly. This
makes it had for regulation to keep up in order to minimize the negative impacts they may have on the moral values of a destination.

**The balance between economic development and moral values of a destination**

Kenya just like any other developing nation, is focused on economic development and tourism is one of the large sectors that we depend to achieve this development. There is a fear that the emerging dark forms of tourism are deliberately not regulated because they bring in the much needed tourism numbers and foreign exchange, however unethical they may be.

**Respect for human rights vs environmental protection, respect for culture & wealth distribution**

Most responsible tourism campaigns targeted at travelers is mostly about minimizing impact on the environment, purchasing local and respecting the culture of the host. These campaigns pay little attention to respecting universal human rights especially on dignity and privacy. This is why travelers see nothing wrong in visiting slums or poverty stricken areas to take pictures of impoverished communities never minding their right to privacy as a human being. It is often a rule to ask before taking pictures or enter a house in a village, but the same does not apply in slums.

**Recommendations and Way Forward**

Kenya should come up with laws, regulations and codes that protect children and women and even men from sexual exploitation in tourism.

It was also recommended that since the moral/ethical issues in dark forms of tourism is behavioral and highly depends on the traveler, travelers should be enlightened on how their travel impacts directly on certain human rights beyond environmental protection and distribution of wealth.

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7th Student Seminar: 25th November 2017

**Topic: Sustainable Tourism and The Sustainable Development Goals**

**Brief Overview of the Presentation**

- Overview on the background of the Agenda 2030 and the sustainable development goals
- Indicators of the 17 sustainable development goals and their relation to sustainable tourism
- Evaluation of tourism potential in meeting the sustainable development goals
- Challenges experienced in measuring the performance of tourism against the sustainable development goals.

**Students Perspectives and Emerging Issues From The Presentation**

The SDG are connected and addressing one goal helps address others simultaneously

By focusing on certain SDG5 i.e. SDG 8, SDG 12 and SDG 14 tourism has the potential of addressing other goals at the same time. This is because by contributing to achieving SDG 12 on sustainable
consumption and production for example, tourism is also contributing to SDG 15 on life on land, SDG 13 on climate change and even SDG 7 on renewable energy.

Adopting SDG indicators is a challenge for tourism businesses
The 17 sustainable development goals have over 200 indicators, posing a challenge on how they can be implemented and measured more so because there are no standardized measurement systems. Adopting these SDGs also requires ambitious tradeoffs which tourism business find difficult to forgo. In Kenya for example, the responsibility of eradicating poverty among communities or making profits and paying tax is usually a major debate.

SDG are relatively new and not captured in policies but strategies
Just like most eco-certification criteria’s, adoption of SDGs and their indicators in business is voluntary. This means that tourism operators do not have to adopt the SDGs and can use the SDGs for green washing purposes because the law does not hold them accountable.

Recommendation and Way Forward
Tourism has the potential of meeting the SDG. However, because adopting SDGS in businesses is a good practice option and in addition to this, the complexity of measuring whether the SDG indicators are being met or not are not makes it difficult to know if tourism will realize the SDGs.

Since it will take time for SDGs to be integrated into policies, tourism business need to make their responsibility to realize these SDGs by being innovative in their best practices and measuring systems. Innovation is supported by fresh ideas, fresh ideas come from youth and this is why it is important engage youth at an active level of participation in sustainable development.

STUDENT ESSAY WINNERS
Njoroge Caroline Wangechi - Student of Tourism and Travel Management at the Technical University of Kenya

Nthuka Alice Kariuki – Student of Tourism and Travel Management at the Technical University of Mombasa

Doreen Nyamweya - Student of Tourism and Travel Management at the University of Eldoret

Maureen Ng’ayu - Student of Tourism and Travel Management at the Kenya Methodist University

Laureta Stephany Achieng - Student of Tourism and Travel Management at the Technical University of Kenya
# 2018 Calendar

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<td>Moi University</td>
<td>Ethical Issues in Tourism Operator-Community interactions</td>
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<td>USIU-Africa Kenya</td>
<td>Over tourism-Is this a threat to Africa yet?</td>
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<td>3 26th April</td>
<td>Technical University of Mombasa</td>
<td>Emerging trends in Domestic Tourism-A sustainability agenda or business as usual?</td>
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<td>4 26th May</td>
<td>Technical University Kenya</td>
<td>Measuring impact of tourism. Going beyond visitor numbers and gross revenue</td>
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<td>5 19th, 20th &amp; 21st June</td>
<td>The Green Tourism Summit Africa</td>
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<td>6 28th July</td>
<td>To Be Announced</td>
<td>Ethical Issues concerning tourist-animal interaction in tourism</td>
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<td>Chuka University</td>
<td>Nomad Tourism Development: Future policy direction in the Kenyan Northern Frontier</td>
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<td>8 29th Sep</td>
<td>Zetech University</td>
<td>The role of local communities in sustainable tourism and conservation.</td>
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<td>9 27th Oct</td>
<td>Murang’a University of Technology</td>
<td>What is the future of sustainable tourism?</td>
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<td>Dedan Kimathi University</td>
<td>What is Sustainable inclusive growth in tourism and conservation?</td>
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## Seminars in Photos

![Image 1](image1.jpg)

![Image 2](image2.jpg)