In 2020, we begin the 4th year of our series of monthly inter-university dialogues on Sustainable tourism, #sttachangemakers.

Today, the program has 17 universities engaged, and reaches out to about 500 students annually.

What would true leadership from the tourism sector look like in this decade of action for Sustainable Development?

It will definitely include young people. The next level in tourism is about young people taking leadership. Youth have remarkable capacities to champion and lead action in sustainable tourism. They can devise innovative ideas and solutions to challenges we face today in the tourism and conservation sectors. We believe innovative ideas from #sttachangemakers forums strengthen students’ knowledge, and additionally feed into other National and Global dialogues to enrich the agendas of Sustainable Tourism.
WHAT IS CUTTING AT STTA?

Early Bird registration for #stas2020

2020 marks the start of a decade of action for sustainable development. We have just 10 years to deliver on targets for global goals, through global action, local action and people action. With 10 years to the expiry of SDGs, tourism sector should not lag behind in its delivery of SDG targets. This is why at STTA, we are about accelerated action. We are mobilizing. We are raising ambition. We are leaving our mark in tourism, through our determined feats on #stas2020, to accelerate sustainable solutions through tourism to challenges facing Africa and its people. We are mobilizing the tourism sector to take action, through bold and informative dialogues at #stas2020.

#sttatraining

We design our Sustainable Tourism qualification coaching packages to integrate sustainability into management systems from top down and across. These packages are suited for businesses or destination management organizations that are going for sustainable tourism certification. We customize our wide range of coaching packages to suit individual business models. To get the right package for your business or organization, contact trainings@sttakenya.org with the subject Coaching Package.

#Tourism4SDGs

Africa’s tourism challenges are linked to the inability of the African countries to fully utilize their tourism potential (UNEP). In the sustainable development context, tourism, if well designed, has the potential to support decent work and economic growth (SDG 8), promote sustainable consumption and production (SDG 12) and contribute to conservation and sustainable use of marine resources (SDG14) in Africa.

Visit #Tourism4SDGs http://tourism4sdgs.org/events/6th-sustainable-tourism-africa-summit-2020/ to get more information on how you can participate.
Excited that for 2020 we just accelerated our action for with new circles of engagement. Email research@sttkenya.org to find out how you can be part of #sttachangemakers mentorship journey.
How did tourism perform in 2019 in terms of growth?

Global
Middle East emerges fastest growing region for international tourism arrivals in 2019. The region’s growth rate almost doubles global average at 8%. UNWTO forecasts a 4% increase in international tourist arrivals in 2020. We believe this growth should be managed responsibly. #stas2020 is about optimizing destination Africa in tandem with growth forecasts.

Africa
Africa has only 5% of international tourism arrivals despite its diverse tourism attractions. What contributes to low confidence in Africa as a destination of choice? It is time to build tourism for Africa, by breaking down the many walls hat exclude many potential African travelers from consuming tourism products and services in Africa. Traditional approaches to growth in tourism are not sufficient to address SDGs. The sector needs disruptive innovations, as developmental challenges are complex. Thus 2020 is the time to transform for tourism. We need people action to optimize tourism in destination Africa.

Kenya
Tourism performance in Kenya recorded a growth in 2019; nonetheless, key markets shrank in this growth. 2016-2017 growth was by 7%, whereas that of 2017–2018 was by 1.16%. A way forward would be for the country to strategize on making ground on countries classified as rapid economic growth.

Join the movement, #STTABIYOBChallenge, and promote #plasticfree travel

www.sttakenya.org

Leaving for a trip? Remember to carry your refillable water bottle and map the places you visit in the #STTABIYOBchallenge. This helps beat plastic pollution.

Our destinations are not the same if littered with plastic.

Join the movement, #STTABIYOBChallenge, and promote #plasticfree travel