We just conducted our first series of webinars with Tour Operators Society of Kenya (TOSK), and delivered training on message strategies for tourism to communicate crisis. This is part of our support program to build capacity of SMEs and their associations to manage known and unknown turbulence in tourism.

We draw content for webinar trainings from; ongoing research where our assessments focus on COVID-19 crisis in the context of tourism in Africa; consultation with specialist’s tourism groups in research and practice, where we access global perspectives regarding the pandemic; and, material from our modular trainings, which cover topics of sustainable tourism, community engagement, and communication.

We are therefore confident that the rich, unique and contextualized content for the webinars provide relevant information for SMEs to manage the challenges emerging from the crisis and emerge stronger, ready to accelerate.

Shaping a new normal for tourism, post COVID-19

What is cutting edge at STTA?

Leadership and Winning

Impact
What is cutting edge at STTA?

Sustainable Travel & Tourism Agenda (STTA), and De Gruyter Studies in Tourism, on 7th April 2020 signed a publishing agreement for a book project on Sustainable Tourism Dialogues in Africa.

“Dialogues” is about articulations of issues whose relevance for defining action for development in tourism has been brought forward by different stakeholders in tourism destinations. The role of dialogues, as socio political process for managing destinations has never been more crucial before, especially when global level disruptions to tourism push for an urgency of transformation of the sector. This book project is therefore open for chapter contributions from researchers, academics, and professionals in tourism & hospitality, to encourage debate, while facilitating the development of both theoretical and practical foundations for managing tourism sustainably in destinations within Africa.

STTA has close working relations with academia and industry, through its various programs for knowledge building. De Gruyter is a scholarly publishing house, with more than 270 years’ experience in publishing first class scholarship.

STTA, De Gruyter, sign publishing agreement

The book chapters will link Tourism theory, trends and practice to the SDGs, by highlighting the socio-political processes in African destinations that shape responsibilities of managing SDG impacts.
Leadership and Winning

Leading responsibility for climate action
COVID-19 lockdown has resulted to lower carbon emissions, & the epidemic can focus our attention to climate change. We can draw lessons about the devastative events, to design context specific climate strategies. An increasing number of travel companies, organizations and professionals, are leading the responsibility for climate action, by declaring and committing to their climate emergency plans.

We, at STTA just signed the declaration for climate emergency in tourism, and are committing to;

Share analysis of our ongoing policy study about invisible impacts of climate change on tourism, with targeted stakeholders in Kenya, and use information from the study to produce a policy brief. Each year, we hold 4 thrivability breakfast meetings with industry stakeholders, and we will dedicate one of these to the topic of climate change.

Use the annual Sustainable Tourism Africa Summit (STAS) as a platform to bring attention to critical issues on climate emergencies, mainly by facilitating communication between government, industry, community, and academic research. We intend that this effort will address current knowledge gaps about climate change that results to skepticism and uncertainty, and encourage planning based on factual research information.

Create awareness with the youth about climate change, by continuing to create safe spaces for highlighting climate issues in our monthly inter university Young Change Makers seminars on sustainable tourism and document youth solutions and action for climate change.

Encourage action in our communications network within Kenya and the rest of Africa, and have more companies as well as individuals come through us in declaring climate emergency. We will schedule to provide information and leadership to encourage uptake of climate actions by the industry for carbon mitigation measures as well as relevant adaptation plans.

Let’s work together.
Talk to us
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Impact

There is profound knowledge on sustainability to guide tourism post covid-19, to restart the sector on a solid foundation and unlock its real value for people and planet.

Covid-19 outcomes for tourism remind us how important it is to future proof business growth by managing responsibly resources that tourism depends on. Talk to us for solutions on sustainable management of tourism in businesses and destinations.

Next steps for Africa’s tourism post COVID-19.

STTA consulting actively contributes to open dialogues on sustainable tourism, strategizing about a post viral tourism scenario in Africa. Here, are key take away points from Judy Kopher Gona, our lead consultant, in a webinar discussion with AviaDev Africa and Voyages Afrique, on the approach to COVID-19

✓ Restart tourism with sustainable development programs
✓ De risk tourism
✓ Strengthen SMEs
✓ Restructure institutions, bring down barriers
✓ Data Transparency
✓ Build new alliances
✓ Rethink measurement