

IMPACT OF COVID 19 ON THE TOURISM INDUSTRY IN AFRICA AND RECOVERY STRATEGIES. CASE OF KENYA

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ABSTRACT: Tourism, is one of the most dynamic and most job intensive sectors of our times, it has been one of the hardest hit by the current crisis. Millions of livelihoods are at stake and need to be supported. The main objective of this paper, is to determine the impact of the COVID-19 outbreak on the tourism industry on African's countries in general , we focused on Kenya as one of the most attractive destination in our continent , the challenges they faced after the Covid 19 outbreak , the strategies adopted to overcome those challenges in the short- Medium and long-term to minimize the global economic shocks due to the pandemic.

Keywords : Covid19 , Tourism industry , recovery strategies ,Africa , Kenya .

JEL Classification : Z32

1. INTRODUCTION:

The travel and tourism industry was one of the first sectors to be affected by COVID-19. Since March, the entire value chain that defines the industry — spanning airlines, bus and train companies, cruise lines, hotels, restaurants, attractions, travel agencies, tour operators, online travel entities, and others — has entered a state of suspended animation. While bankruptcies of major airlines and large tour operators have been widely reported, the effects of the crisis are perhaps being most acutely felt by the Small and Medium-sized Enterprises (SMEs) that make up around 80 percent of licensed tourism and tourism-related businesses, and are at the greatest risk of failure.

Their potential collapse threatens to adversely affect millions of people across the world, including many vulnerable communities, who depend on tourism for their livelihoods. According to the World Travel & Tourism Council, as many as 100 million jobs supported by travel and tourism are currently at risk. (UNWTO, 2020) .

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This immense shock could translate into a drop of 850 million to 1.1 billion international tourists and a loss of \$910 billion to \$1.2 trillion in export revenues from tourism, putting 100 to 120 million direct tourism jobs at risk.¹³ This is particularly critical as around 80 per cent of all tourism businesses are MSMEs.

Considerable challenges lie ahead, including the unknown evolution of the pandemic and how consumer confidence will recover. The global economy is projected to contract sharply by 4.9 per cent in 2020, though the outlook is expected to pick up in 2021, according to the International Monetary Fund. (IMF, 2020)

Although countries and international organizations have implemented a range of measures to mitigate the socio-economic impacts of COVID-19 and to stimulate the recovery of tourism, the magnitude of the crisis requires extra efforts and continued support. (UNWTO, 2020)

The significant findings highlighted the negative impact of the Virus outbreak on the tourism industry and the decline of supporting sectors such as air travel and hospitality industry in a global context. The paper illustrated the adverse effects of COVID-19 on the tourism industry with in Africa and especially in Kenya. In addition, the main initiatives to support the tourism and hospitality sector that have been undertaken at the global, African and national levels are highlighted and, finally, the response and recovery strategies applied by Kenya's government to guarantee a COVID-19-free stay in their facilities and to recover the accommodation activity are discussed in the paper.

According to the precedent, the paper is divided into three main parts:

- 1) The status of tourism in Africa and the repercussions of Covid 19 on it. ;
- 2) Impacts of COVID-19 on travel and tourism industry in Kenya ;
- 3) Innovative Recovery Strategies and Solutions to the COVID-19 Crisis affecting the Kenyan Tourism Industry.

2. THE STATUS OF TOURISM IN AFRICA AND THE REPERCUSSIONS OF COVID 19 ON IT.

Across the globe, Tourism has evolved as one of the most expansive, diverse sectors of our times. Now representing one of the largest and fastest growing economic sectors in the world. it is growing faster in the world's emerging and developing regions than in the rest of the world.

If developed effectively, tourism has the potential to accelerate Africa's economic growth and job creation. The sector also has the capacity to contribute significantly to the agenda for social inclusion, as cultural endowments and natural assets can be leveraged to create opportunities for local communities.

2.1 Africa's tourism:

The travel and tourism industry has significant potential in Africa, notably due to the continent's richness in natural resources and its potential to further develop cultural heritage.

A ware of this tourism potential, most countries in the region have already drafted strategic plans to develop the sector as an economic opportunity and development catalyst.

A very large proportion of investment in tourism in Africa goes into the lodging industry-hotels, resorts, lodges and other types of accommodation used by travelers, in Africa aside from the mature markets in the north Africa region mostly Egypt, Morocco and Tunisia and in south Africa, most cities are under-supplied with existing hotels often badly in need or renovation or in the extreme demolition (UNWTO, 2015 p. 94).

Generally speaking, the main focus of hotel development is in the capital cities of each country, although Lagos (the commercial capital of Nigeria) has the highest number of rooms in the development pipeline a total of 4.014 (African development bank group, 2018), more than on Algeria .

Table N° 1 : Top 10 countries by number of rooms in Africa

	Country	Hotels	Rooms	Average size
1	Nigeria	61	10.313	169
2	Egypt	35	9.851	281
3	Angola	54	6.939	129
4	Morocco	34	5.271	155
5	South Africa	33	4.484	136
6	Tunisia	17	3.852	227
7	Ethiopia	20	3.819	191
8	Algeria	17	3.771	222
9	Cape Verde	11	3.478	316
10	Kenya	19	3.453	182

Source : Africa tourism monitor, African development Bank group, Volume4, Issue1, Cote d', July 2018, p: 25.

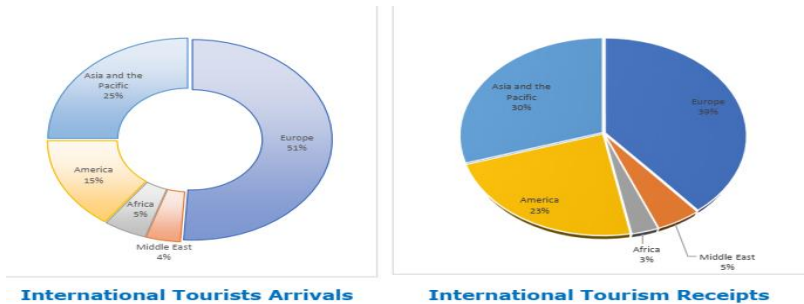
As a result of efforts to develop the tourism sector in Africa, African countries have been one of the world’s fastest growing tourism regions, growing a small base of just 26 million visitors in 2000, to 56 million international tourists in 2014, and 67 million in 2018 (UNWTO, 2019 p. 13) , In terms of both the number of arrivals and the value of tourism receipts, Africa’s most popular destinations are currently Egypt, Kenya, Morocco, South Africa, and Tunisia .

Limited data available for Africa shows that growth remained robust in North Africa (+ 10%) as Tunisia continued to consolidate its position with increased visitor inflows from European source markets, while the region's largest destination, Morocco, witnessed robust growth (UNWTO, 2019 p. 13).

In addition, it recorded a slowdown in the growth of expatriates in sub-Saharan Africa in 2018 (+ 5%), the island destinations of Reunion, Cabo Verde, Comoros, Mauritius and Seychelles have enjoyed strong growth. Kenya has recorded positive results likewise than Togo, Uganda, Ivory Coast and Zimbabwe. The most visited destination in the sub-region, South Africa, has experienced moderate growth (UNWTO, 2019 p. 13).

According to the World Tourism Organization, international tourism receipts have increased in all regions of the world, with Africa increasing by 2% in 2018, However, this impressive growth accounts for only 3% of the world share of international tourism receipts (UNWTO, 2019 p. 13)., which means that the average occupancy in the region is still relatively low compared to parts of Others from the world .

Figure N°1 : International tourist arrivals and receipts.



Source: African Travel and Tourism Association [ATTA] , 2019 .

we can conclude that tourism in Africa is still stage of development and strongly connected with more general and longstanding development challenges, including infrastructure and security.

To reach its tourism potential African countries will have to address a number of existing constraints (The world bank p. 4): land availability, investor access to finance taxes on tourism investments, lack of security, safety and high crime, public health, air transport, accommodation, and others constraints.

2.2 The economic role of the Africa's sector of tourism :

Tourism is a powerful vehicle for economic growth and job creation all over the world, the tourism sector is directly responsible 10.4% of global Gross Domestic Product (GDP) or a value of over US\$8.8 trillion. The industry directly created 1 in every 10 jobs globally, an equivalent of 319 million jobs (Government of Kenya, 2020) .

In Africa tourism is one of the most promising sectors in term of development; in addition tourism creates opportunities for millions of host communities in Africa, and provides revenues for cultural and environmental preservation.

2.2.1 Tourism contribution to employment in Africa:

The expansion of tourism activities is expected to enhance economic growth and stimulate the creation of new jobs, not just as the result of its direct effect on the economy

but also through its multiplier effect on another sectors, most of the activities included in the tourism sector are also highly labor- intensive turning it a strong labor absorption industry.

The importance of tourism in Africa is growing, while in 2000 the sector accounted only for 11.600 jobs in the region this number went up to 20.500 in 2014, 8.1% of total employment in the region, As for tourism direct contribution to employment, the progress has been similar and from 2000 to 2014; the region gained almost 3,500 new jobs directly related to tourism (UNWTO, 2015 p. 21) .

The African Development Bank estimates that, in 2015, Africa received 62.5 million visitors, contributed 9.1 million direct jobs in travel and tourism sectors (signé, 2018 p. 2).

The sector's total contribution to employment, increased from a total of 15.7 million direct and indirect jobs in 2016 to 24.6 million jobs in 2019, or 6.7% of total employment . (WTTC, 2020 p. 9)

2.2.2 Direct contribution of Africa's tourism to GDP:

The positive role played by tourism in the economy of a country is felt quickly, bringing numerous benefits to macroeconomic and social levels , In economic terms, many countries in Africa, especially in Sub-Saharan Africa, have benefitted from strong growth in their tourism sector in recent years. However, despite the economic importance of tourism, the continent's share of the worldwide tourism market is relatively modest.

In general, it is clear that travel and tourism make a small direct contribution to the GDP of African countries the direct contribution of travel and tourism to GDP in 2014 was USD 83.3 billion (3.4% of GDP). This is forecast to rise by 3.7% to USD 86.4 billion in 2015 (UNWTO, 2015) , this primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services, but it also include the activities of the restaurant and leisure industries directly supported.

In recent years, the overall contribution of tourism to the continent's GDP has improved, moving from about \$ 108.0 billion (7.1% of GDP) in 2016, and rising to \$ 168.5 billion (WTTC, 2020 p. 9) (7.1% of GDP) in 2019.

The largest African economies in terms of Travel and Tourism contribution to GDP were Egypt (US\$29.5 billion), South Africa (US\$24.6 billion), and Nigeria (US\$18.1 billion), but Tunisia was the fastest growing country in Africa and sixth in the world, with Travel and Tourism GDP expanding by 12.9% in 2019, significantly ahead of the overall economy growth of just 1.3% (WTTC, 2020 p. 9)

However, the potential is high and products such as safari tourism, beach tourism, business travel, diaspora tourism, nature/adventure tourism, cultural heritage tourism, domestic travel and intra-regional tourism are just some of the examples provided as major opportunities for development.

2.3 The impact of COVID-19 on the tourism industry :

The COVID-19 emerges as one of the greatest challenges facing the world today and threatening the achievements made in the travel and tourism industry. The first case of COVID-19 was reported on 12th December, 2019 in Wuhan City of China. Since then, there were over 5.9 million known cases of COVID-19. Over 360,000 deaths and over 3 million recoveries had been recorded as at 31st May, 2020. Over 3 million cases were active (Government of Kenya, 2020).

The tourism industry is facing unprecedented challenges and an existential threat from the impact of the COVID-19 virus around the world, especially on the African continent, which already suffers from the fragile economic, social conditions and sanitary facilities.

2. 3.1 The impact of COVID-19 on global tourism :

International tourism has witnessed continuous growth despite some transient shocks, which indicates the strength and flexibility of the tourism sector and that it benefits all regions of the world .

International tourism did not witness any decline except in 2003 due to severe acute infection (SARS), during the Iraq war, and in 2009 in the midst of the economic and financial crisis (UNWTO, 2020) , knowing that it quickly returned to a strong recovery in the following years.

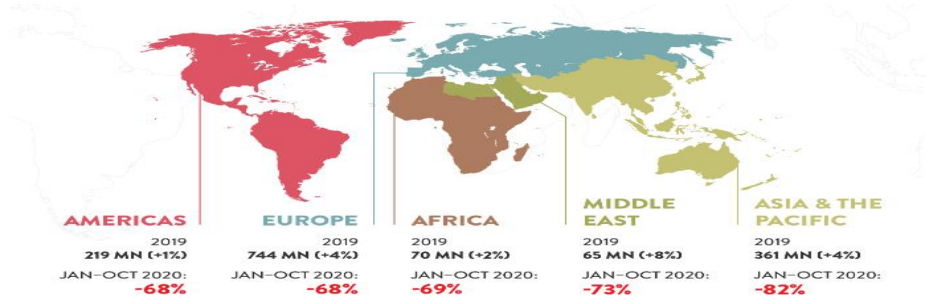
Since the World Health Organization declared Covid-19 a global pandemic on March 11, 2020 (Government of Kenya, 2020), governments in different regions of the world have imposed a series of measures to slow the spread of the disease, and these measures include the complete closure of borders, and most countries have also maintained some forms of restrictions, such as Mandatory quarantine or travel bans to some markets .

The public health crisis has become an economic crisis, the drastic reduction on demand for goods and services due to the lockdown, closure of shops, hotels, restaurants and other related services are generating a significant increase of unemployment and firm's bankruptcy, affecting all regions.

International tourist arrivals (overnight visitors) declined 70% in the first eight months of 2020 over the same period of last year, amid global travel restrictions including many borders fully closed, to contain the ongoing COVID-19 pandemic, This plunge in international tourism could result in an estimated economic loss of over US\$ 2 trillion in global GDP, more than 2% of the world's GDP in 2019 (UNWTO, 2020) .

Asia and the Pacific, the first region to suffer the impact of the pandemic, saw a 82% decrease in arrivals in January-October 2020 . Americas and the Middle East both recorded a 68% drop this eight month period, while Europe saw a 68% decline and the Africa 69% (UNWTO, 2020).

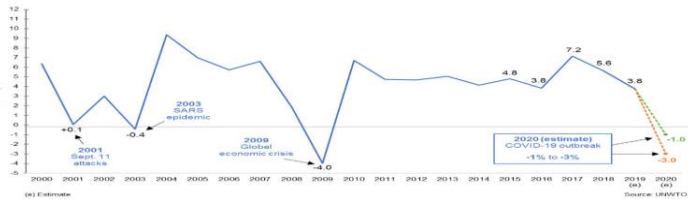
Figure N°2 : International tourist arrivals IN January-October 2020



Source: Impact assessment of the Covid -19 outbreak of international tourism, UNWTO, 2020.

In today's history, and taking into account the size and dynamics of the global travel market, the current travel disruptions, the geographical spread of the Covid-19 virus and its potential economic impact, the World Tourism Organization estimates that the number of international tourists in 2020 at the global level will be between 1% and 3%. , Rather than a growth of between 3% and 4%, as expected in early January (UNWTO, 2020)

Figure N°3 : 2020 scenarios - international inbound tourism, world (percentage change)



Source: Impact assessment of the Covid -19 outbreak of international tourism, UNWTO, 2020.

2.3.2 The repercussions of COVID-19 on African tourism:

At the beginning of 2020, Africa's tourism sector looked set for a lucrative year. The continent had the world's second fastest growing tourism industry and was projected to rake in billions of dollars (Nebe, 2020). But when COVID-19 struck, tourists stopped coming and the industry ground to a sudden halt.

Tourism across the continent has always relied on international travelers. But now, a dangerous combination of national lockdowns, a tiny local tourism customer base, and an industry aimed at high-paying foreign visitors means Africa's tourism industry may not adapt quickly enough to avoid collapse.

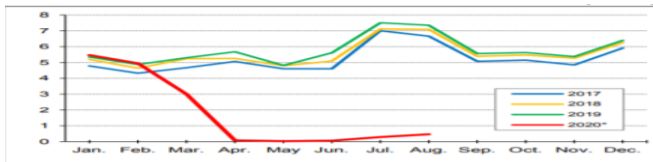
The tourism industry in Africa has been hit hard by coronavirus lockdowns. Overnight, hotel reservations were canceled, safaris postponed and cultural tours abandoned, and small businesses suddenly without an income.

Travel restrictions, together with depressed traveller confidence have greatly impacted tourism since March, the proportion of 'complete' shutdowns increased between

April and June, before declining in July and subsequent months. This is explained by the later impact of the pandemic, compared to Asia or Europe.

African destinations with a complete shutdown peaked at 91% in June before falling to 11% by November. The proportion ranged from 9% to 14%, while only 3% of European destinations remained completely closed.

Figure N 4: International tourist arrivals in Africa between 2017-2020



Source: World tourism barometer, UNTWO, Volume 18, Issue 7, December 2020.

Given the rapidly changing situation and high uncertainty, growth forecasts are constantly updated - unfortunately downward. A recession in several African countries - the first in 25 years - now seems likely. The most recent projections predict a contraction of GDP in most countries in 2020. According to UN estimations nearly 30 million more people could slide into poverty (OCDE, 2020)

COVID-19 pandemic will severely disrupt development finance in Africa, regardless of the source. According to the World Bank forecasts, GDP growth in sub-Saharan Africa could drop sharply, from 2.4% in 2019 to between -2.1% and -5.1% in 2020 (OCDE, 2020),

The overall impact of COVID-19 on the economies of major tourist countries will be much stronger than on average African economies. In 2019, the tourism industry contributed more than 10% of GDP in some African countries, in these countries, the economic growth is expected to fall on average to a value of -3.3% in 2020 (OCDE, 2020).

To minimize this damage, African countries have been trying since the onset of the Covid-19 pandemic which has profoundly changed the global economic landscape, to design new strategies to build a more resilient tourism industry. Thus, in the field of tourism, a new strategy is emerging to put the economy back on track, including domestic tourism.

Therefore in many African countries their authorities are increasingly working to revive tourism by relying on the local market. Unfortunately, the fruits of such a reform may be slow to be materialized, mainly due to the rather outgoing structure of African tourism.

3. IMPACT OF COVID-19 ON THE TOURISM INDUSTRY IN KENYA :

There is no doubt, COVID-19 pandemic has brought lot of negative impacts to the Kenyan travel and tourism industry and other related sectors such as agriculture, MICE, transport, travel agencies, tour operators and so on .

3.1 Consumer Confidence Dropped Over COVID-19

KASI provides consumer insights for business promotion in Africa. Each month, they survey thousands of average Africans from over 10 countries and turn survey data into insights and measures that inform decision makers and investors. (KASI, 2020)

Consumer confidence , dropped in February 2020 over COVID-19 concerns and the economic implication of the pandemic in Africa; the index dropped 6 points to +3. Both the sub-index of current economic conditions and of future expectations dropped 4 and 6 respectively .

Despite the low prevalence of cases in Africa, they decided to launch a COVID-19 survey in 7 countries they cover each month and found that 85% of the people surveyed are concerned about COVID-19 with 60% of the respondents citing that they are very concerned about the COVID-19. Incidentally, respondents in countries . where individuals have been tested positive for the COVID-19 are also the most concerned. In Kenya, 69% of the respondents stated they were very concerned about COVID-19 which is not surprising given the recent events in the country where passengers from China were released in the country without going through quarantine.

3.2 Potential Price Increase for Imported Products :

Some experts are warning of potential prices increase for products imported from China and sold in markets across Africa as a result of the COVID-19 outbreak. (KASI, 2020)

As the pandemic persists and the world fight to contain the virus, shortages are bound to increase and prices will likely go up. It is too early to tell how much price will go up by or how the consumers in Africa will adjust to the new norm. We are seeing a signal from our consumer sentiment index with the purchasing power (inflation forecast) sub-index dropping down signaling higher inflation in the future.

3.3 Hotels and Restaurants Ordered to Stay Closed :

The COVID-19 pandemic has left many businesses globally struggling to stay afloat. The tourism industry has been largely affected following lockdowns and travel restrictions in various countries. The hospitality industry has also taken a big hit.

Restaurants have been ordered to stay closed, save for take-out service Some hotels have resorted to shutting down and suspending operations due to a reduction in number of guests at the facilities.

3.4 Shutting Down Borders to Lock Out Virus and Slow Down Transmission :

The tourism industry is taking the biggest hit given the measures already taken by the government in shutting down its borders in an attempt to lock out the virus and slow down transmission. The virus now promises to derail the impressive recovery in the sector which was just shrugging off the impact of terror threats .

(Daily nation, 2020)

3.5 Loss of Finances and Business Revenues :

Kenya Airways is taking the biggest hit in Kenya's aviation space, with most countries locking out airlines from countries that have reported cases of COVID-19. Kenya Airways estimates that it is losing at least Sh800 million a month, noting that the situation could

change more global dramatically in coming days as more restrictions in travel come. (Daily nation, 2020) .

3.6 Restriction of Travel among International Travellers :

Tourism in Kenya, particularly the hotel industry, has been hit the most owing to lockdowns and travel advisories in nearly all parts of the world that have led to cancellations of bookings and reservations .

Owing to booking cancellations, hotels have suffered low occupancy resulting in dismal accommodation revenue. Due to the virus scare, the majority of Kenyans have shied away from eating out, drinking out, and attending conferences (standard Media, 2020). These are key revenue centers in a hotel setup; their lack of utilization will lead to little or no revenue. Many hotels, restaurants, pubs, cafes, meeting centers have been deserted.

Table N°2 : Tourism Market with Majority of Cancellations in Kenya

Category	F	%
Domestic visitors	124	64.2%
Regional visitors	74	38.3%
International visitors	157	81.3%
Outbound	29	15.0%
Inbound visitors	2	1.0%
Outbound visitors	1	0.5%

Source : COVID-19 AND TOURISM IN KENYA: IMPACT, MEASURES TAKEN AND RECOVERY PATHWAYS EXECUTIVE SUMMARY , June 2020 .

The international tourist market was the hardest hit by the COVID-19 pandemic as reported by most (81.3%) respondents. This was followed by the domestic and regional tourist markets as reported by 64.2% and 38.3% of their respondents respectively. There is need for Kenya to expand the domestic market to cushion the destination in times of crises.

3.7 Downsizing and Job Loss :

As a result of low occupancies, one of the obvious decisions by management of hotels will be to lay off casual workers and to suspend the renewal of contracts expiring will be to lay off casual workers and to suspend the renewal of contracts expiring during this period. Loss of jobs will affect families directly as the breadwinners are sent packing. (standard Media, 2020) .

3.8 Unpaid Creditors:

With insufficient cash flow, hotels will not be able to meet their financial obligations, especially creditors, among other things. This will directly have a negative impact on the creditors' businesses and an indirect impact on other parties, depending on the creditors (standard Media, 2020) .

3.9 Wastage and Spoilage:

In as much as Kenya was alert and ready to employ recommended global measures of dealing with the pandemic in the eventuality it hits her, nobody expected the virus to catch up with us this soon. Procurement of edibles, perishables, among other delicate foodstuffs, had taken

place with the hope of selling them to a projected number of customers. The low business volume has led to spoilage of perishables and other food items that cannot be preserved .

4. INNOVATIVE RECOVERY STRATEGIES AND SOLUTIONS TO THE COVID-19 CRISIS AFFECTING THE KENYAN TOURISM INDUSTRY:

To enhance recovery after COVID-19, Kenya needs to improve, develop, diversify, re-package and promote other tourism products in addition to the Africa safari and beach destinations. Tourism Product improvement and diversification may consider various aspects like strengthening Meetings, Incentives, Conferences and Exhibitions (MICE) tourism, birding, cultural tourism, agrotourism, adventure tourism, Sports tourism products and many others, in relation to the market demand and the resource base of Kenya . (M.Irandu, 2020)

4.1 Call to Embrace Innovation and Need for International Solidarity:

The UNWTO, with the support of the WHO, calls on innovators and entrepreneurs to submit ideas that can be implemented immediately in destinations, businesses and public health efforts to help the tourism sector mitigate the impact of the pandemic and kick .start recovery efforts. This competition should be replicated in Kenya spearheaded by the Ministry of Tourism and Wildlife to find ideas that can make a difference right away for destinations and tourism businesses.

4.2 Supply Customers with Updated Informati on :

Due to Covid .19 developments, Kenya Airways is currently experiencing extremely high call volumes and are unable to respond to all of them on time. Their Contact Center is prioritizing flight re .bookings for guests who are scheduled to travel within the next 72hrs. This is aimed at providing the affected customers with updated and generating toolkits; develop guidelines and policies to handle the recovery process information as early as possible hence; the customers make sure to check their 'Flight Status' on upcoming travel due to the rapidly evolving schedule contact details are up to date on the Kenya Airways 'Manage My Booking' site, and encourage all guest's changes .

4.3 Share Lessons Learned and Assist Each Other :

The Kenyan Tourism community must come together to collaborate, coordinate, share lessons learned, and assist each other to combat the pandemic. Until every county, business and human is safe, the country will not be safe. The outbreak should serve to highlight the extent to which the tourism sectors in the country are interconnected and interdependent and should be a call to strengthen Kenya's institutions and the governance system.

4.4 Area Event Calendars:

Springfield .area event calendars, usually packed with spring activities, are instead filled with cancellations and postponements as the impact of the new COVID .19 intensifies (Springfield, 2020). event planners should adopt Area Event Calendars where groups provide notifications of postponement or cancellation decisions .

4.5 Setting aside Funds for Post Corona Recovery Initiatives :

The Cabinet Secretary promised to set aside \$3 million for post corona recovery strategy (Ministry of Tourism and Wildlife, 2020). He also promised to give \$ 2million to the

gazette the ministry's National Crisis Committee, to aid in boosting the image of the destination .

4.6 Deal with the Many Travel Advisories:

Tourism stakeholders in Kenya should request the government decision makers to be selective about who they allow to enter or leave the country rather than placing blanket bans on international travel. The request should be contained in a memorandum sent to the Kenyan government and shared with the Ministry of Tourism and Wildlife in meeting with hoteliers, tour operators, travel agents, and airline representatives.

4.7 Establish Draft Industry Cancellation Guideline :

The Kenya Tourism Federation (KTF) has established a draft Industry Cancellation Guideline that takes into account that clients, unsure of whether they will lose their money, will not make forward bookings (Tourism Update, 2020). KTF's objective should be used to help the industry create a guideline policy to help those without one and help deliver a fair win .win position.

4.8 Strengthening of the Tourism Resilience Centre:

Kenyatta University, while appreciating the Ministry's efforts in handling this crisis are glad that the Ministry of Tourism and Wildlife is spearheading the establishment of a Tourism resilience Centre in Kenya. The Centre will assist the country with preparedness, management and recovery from crises. The roles of the Centre will be: creating, producing following a disaster; assist with preparedness, management and recovery from disruptions and/or crises that impact tourism and threaten economies and livelihoods; collate data generated from different organizations related to tourism industry; and network on knowledge generation and sharing with other relevant regional and international bodies (Kenyatta University, 2020).

4.9 Formation of a Tourism Crisis Committee :

To remain resilient and make robust arrangements for business continuity amid the tough times . His idea that a COVID .19 tourism crisis committee be formed, whose major focus will be on supporting destinations with information and collaborate on a rescue package plan for tourism markets should be replicated in Kenya. On this call, the national risk and crisis management committee to deal with the impact of Covid .19 was established under the Ministry of tourism and wildlife .

5. CONCLUSION :

COVID-19 Pandemic is both an unprecedented public health crisis and a catastrophic economic crisis throughout the world. It has disrupted international travel and business and brought the travel and tourism industry to a standstill. The recovery for the travel and tourism industry will be extremely gradual. Certain suggestions have been made in this paper to help the Kenyan government to mitigate the negative impacts of the pandemic. Safety

considerations for the guests and the staff should be a top priority for the travel and tourism industry stakeholders.

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