Ministry of Tourism & Wildlife

Global Tourism Resilience & Crisis Management Centre (GTRCMC) Eastern Africa

GLOBAL TOURISM RESILIENCE AND CRISIS MANAGEMENT CENTRE – EASTERN AFRICA, AT KENYATTA UNIVERSITY, KENYA

Brief – November 2024

(https://gtrcmc.ku.ac.ke/)

GTRCMC-EA Honored with 2024 Global Tourism Resilience Award

On November 6, 2024, the Global Tourism Resilience and Crisis Management Centre – Eastern Africa (GTRCMC-EA), domiciled at Kenyatta University in Kenya, was presented with the prestigious Tourism Resilience Award during the Global Resilience Council Hall of Fame Awards at Plaisterers' Hall in London. This award recognizes the Centre's exceptional work in promoting tourism resilience and crisis management, specifically its commitment to supporting Eastern Africa's tourism sector in navigating challenges and fostering sustainable development.

In attendance to receive this distinguished award were key representatives of the Centre and dignitaries from Kenya, including the Cabinet Secretary for the Ministry of Tourism and Wildlife, who also serves as the Chairperson of GTRCMC-EA's Board of Governors, and the Ambassador of Kenya to the United Kingdom. They were joined by the Vice Chancellor of Kenyatta University, Prof. Waceke Wanjohi, who serves as the Board's Secretary, as well as Dr. Esther Munyiri, Director of GTRCMC-EA, and other senior officials from the Centre and Kenya in general.

The Centre, established in 2019, has made significant strides in equipping Eastern Africa's tourism industry with tools and strategies for resilience. Its contributions, such as launching the Paid Internships Abroad Programme, developing a digital tourism inventory, and supporting crisis management efforts during the COVID-19 pandemic, have been pivotal in fortifying the tourism sector across fourteen countries in the region. The Centre also spearheaded the creation of Harmonized Sustainability Standards for East Africa, setting a benchmark for sustainable practices in the tourism industry.

The award ceremony, hosted by the Global Resilience Council, celebrated GTRCMC-EA's contributions alongside other industry leaders. The award underscores the Centre's leadership in crisis management and tourism resilience, positioning it as a model for sustainable tourism development in Africa and beyond.