

Economic Resilience Strategies and Tourism Sustainability Post Covid-19 Recovery Period in Kenya

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Abstract

The COVID-19 pandemic impacted the global economy tourism industry being hardest hit. Kenya a tourism-dependent country, was affected by this crisis. The main objective of the study was to evaluate the economic resilience strategies and tourism sustainability during post covid-19 recovery period in Kenya. The specific objectives were; To establish diversification in sustainable tourism post Covid 19 recovery period; To assess stakeholder participation in sustainable tourism post Covid 19 recovery period; To investigate the level of preparedness in sustainable tourism post Covid 19 recovery period; To analyze the intervening effect of legislation on the relationship between economic resilience strategies and tourism sustainability during post covid-19 recovery period. The literature review was conducted using a systematic approach. A comprehensive search was conducted using academic databases. The search was limited to peer-reviewed articles and reports published. The articles were analyzed and synthesized based on the main themes that emerged from the literature. The themes were; diversification, stakeholder participation, level of preparedness, and legislation. The paper concluded that achieving economic resilience and sustainability in the tourism industry during the post covid-19 recovery period required a multi-faceted approach. By implementing these strategies, destinations can increase their competitiveness, attract a wider range of tourists, and ensure the long-term viability of the tourism industry.

Keywords: *Diversification, Stakeholder Participation, Level of Preparedness, Legislation, Tourism sustainability.*

1. Introduction

The COVID-19 pandemic had a devastating impact on the global economy, with tourism being one of the hardest-hit sectors. Kenya, a country known for its stunning landscapes, diverse wildlife, and rich cultural heritage, experienced a significant decline in tourism revenue during the pandemic (Njoya, Efthymiou, Nikitas & O'Connell, 2022). As the world moves into the post-COVID-19 recovery period, it is essential to develop and implement economic resilience strategies and promote tourism sustainability to revitalize its tourism industry and strengthen the national economy.

Economic resilience strategies have played a crucial role in fostering tourism sustainability in the post-COVID-19 recovery period (Kimunio & Maingi, 2022). As the world faced unprecedented challenges due to the pandemic, the tourism industry was one of the hardest hit, with travel restrictions, border closures, and social distancing measures impacting millions of livelihoods (Wanjala, 2020). In order to recover and ensure long-term sustainability, industry stakeholders have had to adapt and innovate, implementing economic resilience strategies that not only address immediate concerns but also strengthen the industry for future disruptions (Fanani, & Husaini, 2020).

The outbreak of COVID-19 resulted in a significant disruption of the tourism industry, causing adverse effects on local communities, tourism enterprises, and environmental preservation efforts (Breisinger et al., 2020). The complete breakdown of global tourism has resulted in the depletion of direct employment opportunities and has given rise to the possibility of a worldwide economic downturn due to the significant reduction of direct jobs within the tourism sector (UNWTO, 2021). According to Uğur and Akbıyık (2020), the tourism industry experienced significant and widespread economic disruption due to COVID-19, resulting from a combination of demand and supply shocks. This disruption is likely to persist over time and have global implications. Tourist destinations experienced a significant decrease in foot traffic, leading to the closure of hotels and casinos. Airlines were forced to ground their fleets and terminate staff, while trade fairs and cruises were cancelled due to the pandemic. The global tourism industry experienced significant disruption as a result of travel restrictions and a decrease in airline flights. The industry has been significantly impacted by the suspension of both domestic and overseas group tours, as well as the suspension of sales for specific travel products, including flight tickets and hotel bundle packages.

Kenya is considered one of the largest tourism economies on the African continent, with the tourism sector serving as a significant contributor to the country's gross domestic product (GDP), comprising approximately 10% of the total. According to the Government of Kenya (2020), the tourism industry constitutes a significant contributor to the local workforce, employing approximately 10-12% of the labour force. From 2015 to 2017, Kenya witnessed a consistent rise in tourism, both domestically and internationally. In 2019, the number of international visitors surged to 2,035,400, indicating a 1.167% increase from the previous year (Tourism Research Institute, 2021; KNBS, 2020). According to the Government of Kenya (GoK, 2020), the tourism

revenue of Kenya in 2019 was robust, amounting to USD 1.61 billion. The number of bed nights sold in 2019 was 4.956 million, which is higher than the 4.489 million recorded in 2018.

In contrast to the economic recession that followed World War II, which relied on the availability of discretionary income to drive sector recovery, the recuperation of industries from the effects of Covid-19 and other external shocks is expected to be propelled by hygiene factors, technological and mobility factors, and compulsion travel among the present generation residing in an experience economy (Woyo & Ukpabi, 2022). It is highly probable that a significant proportion of individuals will develop a heightened aversion to germs following the pandemic. Hence, in order to devise an effective plan for recuperation, it is imperative to comprehend and acknowledge the evolving nature of tourism and the consumption habits of contemporary tourists. The adoption of standards and quality assurance measures in the tourism industry is likely to facilitate the recovery process and bolster the resilience and sustainability of Kenya as a destination (Ondicho, 2021).

2. Literature Review

Resilience theory

Resilience theory was proposed by Holling in 1973. Resilience theory is an interdisciplinary field of study that explores the ability of individuals, communities, and ecosystems to adapt, survive, and thrive in the face of adversity, change, or stress. The concept of resilience is deeply rooted in our collective understanding of life, as it acknowledges the inherent potential for growth and transformation that exists within all living systems. At the heart of resilience theory lies the belief that, when confronted with challenges, living systems are not passive victims, but rather active agents that adapt and transform in order to survive and flourish. This dynamic process is characterized by a continuous interplay between vulnerability and adaptation, with individuals and communities constantly navigating through the ebbs and flows of life's many obstacles and uncertainties (Holling, 1973).

In the realm of tourism, sustainability has become an essential theme. As the industry continues to grow and evolve, it is more important than ever to ensure its long-term resilience. Resilience theory, a concept from the field of ecology, offers valuable insights into the dynamics of complex systems and their ability to adapt, recover, and thrive in the face of challenges. By applying this theory to tourism sustainability, we can foster a more resilient and sustainable future for the industry. Resilience theory posits that a system's capacity to absorb disturbances and adapt to changing conditions is essential to its long-term sustainability. This capacity is reliant upon the interconnectedness and diversity of the system's components. In the context of tourism, this means recognizing the intricate relationships between the economic, environmental, social, and cultural dimensions of the industry.

3. Empirical review

Diversification and sustainable tourism

The study conducted by Lopes, Moreno Pires, and Costa (2020) evaluated a planning framework aimed at promoting sustainable tourism development on the Island of Chios. The framework was assessed in light of the United Nations Agenda 2030 and its 17 Sustainable Development Goals. In order to achieve the stated objective, the study employed an action-research methodology that encompassed a series of distinct stages. Specifically, the research was conducted over a three-month period during which the intern was embedded within the local municipality. The methodology employed in this study involved both qualitative and quantitative approaches and was informed by the insights of important local stakeholders. Through this process, it was possible to identify a pressing need for the development of a sustainable tourism strategy in the region. The findings indicate that Chios has the potential for growth and enhanced competitiveness and appeal to tourists. However, significant measures must be implemented to establish a collaborative and sustainable strategic plan for tourism that engages all stakeholders and fosters sustainable growth and equitable development of the area.

The study conducted by Fanani and Husaini (2020) investigated the diversification of local tourism by means of cultural heritage. The present study is descriptive qualitative research aimed at assessing the effectiveness of the tourism diversification program implemented in Malang City. The study gathered research data via comprehensive interviews with pertinent informants, including those affiliated with Disbudpar (Department of Culture and Tourism), art and cultural practitioners in Malang City, and tourists who visited the city. The findings of this study indicate that the program aimed at diversifying tourism has been effectively utilizing the resources at its disposal. The program had a specific emphasis on the advancement of heritage tourism within the regions of Ijen Street, Kayu Tangan, and Tugu Area. The emphasis of the development of cultural tourism was centered on the art of dance. Furthermore, the city has designated "heritage city" as its official tagline.

The study conducted by Oruonye and Ahmed (2020) investigated the possible ramifications of the Covid-19 pandemic on the tourism industry in Nigeria. The study's data was derived from a desk review of secondary sources, online blogs, and interviews conducted through social media chat. The study's results indicate that the emergence and dissemination of the covid-19 disease prompted swift closures in various cities and states nationwide, resulting in significant repercussions for the tourism sector. The study's results indicate that the COVID-19 pandemic is exacerbating unemployment rates in the nation, leading to significant revenue loss for the government and an escalation in poverty rates, among other consequences. The study's results suggest that it would be advisable to prioritize diversification efforts toward alternative sectors, such as tourism and agriculture. Additionally, the study recommends providing compensation to business operators in tourism and other critical sectors.

The study conducted by Niavis (2020) aimed to assess the spatiotemporal performance of tourist destinations, specifically focusing on the Mediterranean coastal regions. The research employed a non-parametric data envelopment analysis technique to construct a synthetic index of spatiotemporal efficiency, with the aim of assessing the efficacy of 37 Mediterranean coastal regions. Furthermore, a bootstrapped truncated regression model was employed to examine the impact of product and spatial diversification on the spatiotemporal performance of destinations. The findings indicate that the efficiency of destinations in terms of space and time can be improved through both product and spatial diversification. Ultimately, the authors illustrate that the alleviation of spatiotemporal constraints incurs a tangible expense in the form of a reduction in overnight accommodations, which fluctuates among diverse Mediterranean locales due to distinct contextual factors.

In Kenya, a pivotal approach has been the implementation of a diversified range of tourism offerings. According to the Government of Kenya (2020), the expansion of tourist appeal has resulted in a reduction of dependence on particular markets and an increase in the diversity of tourists visiting destinations. The tourism industry has witnessed the emergence of specialized tourism segments, such as eco-tourism, wellness tourism, and cultural experiences, that are tailored to the changing preferences of tourists. The industry's increased provision of diverse options has resulted in a reduced susceptibility to demand fluctuations and an enhanced ability to withstand potential future shocks. Historically, Kenya has been recognized and cultivated as a location for beach tourism, wildlife safaris, and to a lesser extent, business tourism. Although it is probable that these will continue to be the primary offerings of the organization, it would be advisable to expand into alternative tourism products and services such as sports, culture, heritage, and adventure, among others (GoK, 2020).

The Government of Kenya (GoK, 2020) recommends the incorporation of various eco-tourism and community-based tourism endeavors to augment and diversify the tourism product. These initiatives may include homestays and agro-tourism. There is a possibility of expanding tourism to alternative locations, diverging from frequently visited and occasionally congested destinations. Furthermore, Nairobi, being the commercial hub for East and Central Africa, boasts exceptional amenities and is strategically positioned to appeal to the corporate travel sector, as well as meetings, incentives, conferences, exhibitions, gastronomy, shopping, and leisure activities. The Government of Kenya (GoK, 2020) has identified additional prospects for the advancement and advertisement of regional artistic and artisanal products.

Stakeholder Participation and sustainable tourism

The study conducted by Shafieisabet and Haratifard (2020) aimed to assess the involvement of local tourism stakeholders in the sustainable development of tourism. The researchers achieved this by enhancing the empowerment indicators through the evaluation of natural, economic, and social-environmental impacts in both the route and destination settlements located in Iran. The study's methodology was explicated in relation to Covariance-based Structural Equation Modelling (SEM) techniques. The results of the questionnaire indicated that non-generative

empowerment has a favourable influence on the perceived environmental effects that are impacted by non-generative empowerment in conjunction with the participation of local stakeholders. Likewise, a direct correlation exists between the perceived impacts. The findings of the current investigation demonstrate the favorable and consistent influence of empowering local stakeholders on their perception of environmental impacts. Specifically, the appropriate implementation of the various dimensions of local tourism stakeholder empowerment establishes a foundation for their active involvement in the sustainable development of tourism.

The study conducted by Polukhina and colleagues (2021) aimed to identify strategies for promoting sustainable rural tourism in various regions of Russia. Additionally, the researchers aimed to establish a set of indicators that could be used to evaluate the efficacy of local strategic development programs, while also considering the unique characteristics of both national and regional contexts. The researchers utilized various methodologies including desk research, statistical analysis, empirical data analysis through in-depth interviews, and a formal questionnaire survey. The findings validate that the tripartite framework of sustainability holds significance for Russian enterprises and local communities in the advancement of rural tourism destinations, both prior to and amidst the adversities brought about by the COVID-19 pandemic. Simultaneously, the results indicate deficiencies in both federal and local policies, such as the absence of systematic measures aimed at enhancing the sustainable management of tourism destinations in Russia. The authors posit that it is logical to customize the European tourism indicator system for sustainable destinations (ETIS) to account for the unique characteristics of a given locale. The ETIS tool has been identified as a valuable resource for enhancing the sustainable development of rural destinations through the facilitation of stakeholder engagement and monitoring procedures. In the context of Russia, it is necessary to incorporate indicators that enable the monitoring of the efficacy of strategic development programs in the domain of tourism.

The study conducted by Ma, Dai, and Fan (2020) delved into the tripartite association among the government, local inhabitants, and developers as key players in the process of rural tourism land expropriation. The findings indicate that during the process of land expropriation for rural tourism development, stakeholders' relationships were not limited to being cooperative or antagonistic. Instead, their interests were intertwined and underwent a process-based evolution as the land expropriation progressed. Ultimately, a growth coalition was established between the local government, representing the political elite, and the developer, representing the economic elite, to collaboratively spearhead the land expropriation process. Nonetheless, the inability of community members to establish a coalition against growth highlights the susceptibility of tourism coalition establishment. The aforementioned observations bear significance for the advancement of sustainable tourism, encompassing the role of government intervention and the engagement of local inhabitants, particularly in the milieu of emerging economies.

The study conducted by Amoako, Obuobisa-Darko, and Ohene (2022) investigated the involvement of stakeholders in the tourism and hospitality sector with the aim of promoting sustainability. The present research endeavors to examine the impact of stakeholder perspectives

on the sustainability of businesses operating in the tourism sector in Ghana and Africa. The study employed a qualitative methodology and the participants were selected through purposive sampling. A semi-structured interview was conducted with a sample of 12 participants, and the data collected were analyzed using NVivo software. The research was conducted in Accra, which is the political and economic hub of Ghana. The present study employs the stakeholder-based theory and resource-based theory (RBT) to investigate the development of sustainable competitive advantage. The findings indicated the perspectives of various stakeholders, including employees, government officials, members of the community, private sector representatives, and individual shop owners, regarding the factors that facilitate or impede the advancement of tourism. Several challenges are encountered in the field, including a significant level of illiteracy, inadequate education for the younger generation, insufficient funding and publicity, and a lack of enforcement of laws. The results of the study suggest that in order to achieve sustainability within the industry, it is imperative that the products possess characteristics such as uniqueness, value, rarity, non-substitutability, and non-imitability, and that they are effectively promoted through advertising.

The study conducted by Morong, Kariuki, and Bitok (2019) investigated the involvement of stakeholders in the development of sustainable tourism in Elgeyo Marakwet County, located in Kenya. The study employed a descriptive research design. The findings indicated that the involvement of stakeholders was positively and significantly associated with the advancement of tourism. The aforementioned outcome may be ascribed to the cooperative efforts and authoritative guidance furnished by the government of Elgeyo Marakwet County in the context of fostering tourism advancement. The involvement and input of stakeholders played a crucial role in the advancement of tourism diversification in Elgeyo Marakwet County. The research findings indicate that stakeholders play a crucial role in establishing a conducive atmosphere through policy formulation. The facilitation of stakeholder roles in tourism diversification can be enhanced through the provision of sufficient funding and training, which can foster creativity and collaboration for optimal outcomes.

In their recent research, Dangi and Petrick (2021) investigated the augmentation of tourism governance in order to address destination justice, ethics, and equity for sustainable community-based tourism. The study constructed a unified model for sustainable community-based tourism (SCBT) by conducting an extensive review of relevant literature. The review revealed a notable lack of essential components, such as justice, ethics, and equity, in the governance aspect of both sustainable tourism development (STD) and community-based tourism (CBT) literature. The study employed a mixed-methods approach, combining emergent data with theory-driven data. Semi-structured interviews were conducted with a diverse group of 40 tourism stakeholders in the twin cities of Bryan-College Station (BCS), located in the state of Texas. The findings indicated that tourism played a significant role in fostering cultural conservation and enhancing community morale. Additionally, it facilitated the development of mutual respect and comprehension between tourists and stakeholders. Nevertheless, certain ethnic minorities perceived that they were not attaining complete advantages from the tourism industry. The research findings suggest that an

approach to tourism governance that is characterized by a proactive and inclusive ethic of care is necessary to facilitate sustainable tourism development.

Level of preparedness and sustainable tourism

A study was conducted by Wahyuningtyas, Kodir, Idris, and Islam (2020) regarding the acceleration of tourism development through community preparedness for disaster risk. The objective of the research was to present a comprehensive analysis of the readiness of the local populace in the field of tourism to address the occurrence of calamities and their impact on the tourism industry. The research employed a qualitative methodology utilizing a descriptive framework. The findings indicate that the community exhibited insufficient readiness in confronting calamities. Assessment indicators for preparedness comprise various aspects such as readiness for knowledge and attitudes, policies, emergency response plans, disaster warning systems, and resource mobilization. The inadequacy of community readiness for disaster risk carries significant implications for the management of disaster mitigation, which is not functioning in accordance with the standards of tourism management.

The study conducted by Gani, Singh, and Najar (2021) investigated the level of preparedness and the recovery/rebuilding strategies employed by individuals during natural disasters/crises in the regions of Jammu and Kashmir, and Assam, India. The study was conducted using a qualitative research design. The present study employed the interview method. The study participants were intentionally chosen from individuals representing tourism organizations/destination management organizations, as well as emergency organizations such as disaster management and hotels that have encountered natural disasters, such a Methodology

The literature review was conducted using a systematic approach. A comprehensive search was conducted using academic databases. The search was limited to peer-reviewed articles and reports published. The articles were analyzed and synthesized based on the main themes that emerged from the literature. The main themes were categorized into: diversification, stakeholder participation, level of preparedness, and legislation.

Tourism organizations and businesses, particularly hotels, exhibit a moderate level of preparedness which highlights the need for them to improve their disaster or crisis resilience within the community. To enhance disaster resilience, it has been recommended to implement preparedness programs, efficient social media, and communication strategies, and develop disaster-related crisis management plans that are specific to tourist destinations.

The study conducted by Okafor, Khalid, and Burtynsky (2022) aimed to investigate the potential moderating effect of a country's resilience to shocks on the relationship between the size of its tourism industry and the economic policy response to the COVID-19 pandemic. The study utilized data from a sample of 113 countries. The results indicate that nations possessing substantial tourism industries exhibited a more forceful response by implementing financial stimulus measures to alleviate the effects of the COVID-19 outbreak. Nevertheless, the influence of the tourism sector is tempered by the country's capacity to withstand unexpected events. The research

additionally ascertains that the correlation between the economic policy response to the COVID-19 pandemic and the tourism sector is influenced by the degree of economic resilience and risk quality of a nation. The study's results indicate that tourism enterprises located in countries with high levels of resilience are more equipped to manage the disruptive obstacles presented by the COVID-19 pandemic, and consequently, require less governmental support. Enhancing a nation's capacity to withstand unforeseen disruptions is a crucial approach to mitigate the adverse effects of potential unfavorable shocks in the tourism industry.

The study conducted by Njoya, Efthymiou, Nikitas, and O'Connell (2022) investigated the ramifications of a sustained reduction in tourism revenue due to terrorism and political instability on the Kenyan economy, with a focus on its broader economic implications and welfare effects. The research employs a dynamic Computable General Equilibrium model that is calibrated to a 2003 Social Accounting Matrix for Kenya. The findings indicate that a reduction in tourism expenditure leads to an economic downturn in both the immediate and extended periods. The decline in tourism results in reduced productivity, lower prices, and decreased wages for urban households. Conversely, rural households experience short and medium-term improvement in their well-being, followed by a long-term decline. The safeguarding of tourism in Kenya and other regions can be achieved through various measures such as diversification of the tourism product, improved branding, crisis management preparations, and prioritization of domestic tourism which is less susceptible to disruption.

Legislation and sustainable tourism

The study conducted by Susanto (2019) aimed to evaluate the impact of government policy and environmental sustainability on the competitiveness of tourism businesses. The empirical assessment was based on the reports of international tourism agencies. Partial least squares were employed as the statistical analysis method in the study. The process of collecting data involves the utilization of contemporary secondary data sources. The research results indicate a correlation between government policy and tourism resources and suggest that both government policy and tourism resources have a simultaneous impact on the competitiveness of tourism businesses. The dominance of tourism resources has a partial impact on business competitiveness in comparison to government policies. The performance of tourism businesses is influenced by their competitiveness, while both government policies and tourism resources have a direct impact on the performance of tourism businesses. To a certain extent, the performance of the tourism industry is predominantly influenced by government policies as opposed to tourism resources. The performance of tourism enterprises is influenced by government policies and the availability of tourism resources, which in turn affect their competitiveness in the market.

The study conducted by Chen, Mao, and Morrison (2021) aimed to examine the efficacy of environmental regulations in mitigating carbon emissions in the tourism sector. The findings indicate that there were notable inhibitory effects on tourism carbon emissions from four distinct types of environmental regulations, albeit with varying degrees of impact. Additionally, it was observed that environmental regulations exhibited a significant time lag effect on tourism carbon

emissions. The dissimilarity in the decay rates of the effects of environmental regulation was observed across supervisory management, market incentives, command and control, and public participation. Additionally, the regional-level analysis revealed that the influences of environmental regulations on tourism carbon emissions were also dissimilar. It is recommended that governmental entities opt for distinct environmental regulatory instruments, prioritize the temporal delay impact of environmental regulations on carbon emissions from tourism and institutional frameworks and protocols for public involvement in environmental affairs.

The study conducted by Shimizu and Okamoto (2022) investigated the impact of a more stringent environmental policy on various aspects such as welfare, production, and income distribution. The present research introduced a model of general equilibrium for a developing economy that is small and open, wherein pollution is generated by the tourism industry. In cases where the elasticity of substitution within the tourism industry is relatively low, the implementation of more stringent environmental regulations may result in an unexpected outcome whereby the tourism sector experiences growth while domestic wage inequality is reduced, even in the absence of changes to the terms of trade within the tourism industry. This particular model incorporates an additional channel, beyond the conventional two, whereby a more stringent environmental regulatory framework impacts the terms of trade and domestic welfare of the tourism industry. The emergence of a novel channel is contingent upon the variance between the marginal value product of tourism infrastructure and its corresponding price. This channel is deemed advantageous for tourism in terms of trade and domestic welfare, provided that three conditions are met. Firstly, the marginal value product of tourism infrastructure must exceed its price. Secondly, the output of tourism infrastructure must be augmented through the implementation of more stringent environmental regulations. Lastly, the surplus supply of a tourism service must be reduced as a result of the imposition of stricter environmental regulations.

4. Methodology

The literature review was conducted using a systematic approach. A comprehensive search was conducted using academic databases. The search was limited to peer-reviewed articles and reports published. The articles were analyzed and synthesized based on the main themes that emerged from the literature. The main themes were categorized into: diversification, stakeholder participation, level of preparedness, and legislation.

5. Discussions

The COVID-19 pandemic had a profound impact on the global economy, particularly in the tourism industry. In order to ensure economic resilience and sustain the growth of the tourism sector, several strategies need to be implemented. The following themes play a crucial role in these efforts: diversification, stakeholder participation, level of preparedness, and legislation.

Diversification is a key strategy for achieving economic resilience and sustainability in the tourism industry. Diversifying the tourism product mix can help mitigate the impact of external shocks and reduce dependence on a single source of income. For example, a destination that relies solely on

beach tourism may suffer greatly during a global pandemic, but a destination that also offers cultural, adventure, and eco-tourism options will be more resilient. Diversifying the tourism product mix can also increase the competitiveness of a destination and attract a wider range of tourists.

Stakeholder participation is another important factor in ensuring economic resilience and sustainability in the tourism industry. This includes involving all relevant parties, such as government agencies, local communities, tour operators, and hotels, in the planning and implementation of tourism strategies. By including all stakeholders, a more comprehensive and well-rounded approach can be taken to address the challenges faced by the industry. Stakeholder participation also promotes a sense of ownership and investment in the industry, which can lead to greater commitment to its success.

The level of preparedness is also critical to ensuring economic resilience and sustainability in the tourism industry. This includes having contingency plans in place to respond to emergencies, such as natural disasters or pandemics, and being proactive in addressing potential threats. In the case of COVID-19, many destinations were caught off guard and struggled to respond effectively. By being prepared, destinations can minimize the impact of external shocks and ensure the continuation of the industry.

Finally, effective legislation is essential for promoting economic resilience and sustainability in the tourism industry. This includes implementing regulations that support the industry and encourage responsible tourism practices. For example, regulations that promote sustainable tourism development and protect natural and cultural resources can help to ensure the long-term viability of the industry. Additionally, legislation that provides support to the industry during times of crisis can help to mitigate the impact of external shocks and ensure the continued growth of the industry.

6. Conclusion

The study concludes that achieving economic resilience and sustainability in the tourism industry during the post covid-19 recovery period requires a multi-faceted approach. Diversification, stakeholder participation, level of preparedness, and effective legislation are all key factors that need to be considered in order to ensure the continued growth and success of the industry. By implementing these strategies, destinations can increase their competitiveness, attract a wider range of tourists, and ensure the long-term viability of the tourism industry.

Further, the post-Covid-19 recovery period offers Kenya an opportunity to rebuild its tourism industry with resilience and sustainability at the forefront. By prioritizing the health and safety of visitors, promoting responsible practices, diversifying offerings, and collaborating with stakeholders, Kenya can emerge stronger and more resilient. Through a concerted effort, the nation can restore its position as a top tourist destination, contributing to economic growth, job creation, and the preservation of its natural and cultural heritage.

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