

# Sustainable tourism certification, local governance and management in dealing with overtourism in East Africa

Shem Wambugu Maingi

*Department of Hospitality and Tourism Management, Kenyatta University,  
Nairobi, Kenya*

## Abstract

**Purpose** – The purpose of this paper is to understand the causes and effects of overtourism within the East African region. The paper examines how national governments address the problem of overtourism in East Africa and determines underlying principles and best practice in sustainable tourism certification, local governance and management in dealing with overtourism.

**Design/methodology/approach** – To address the objectives, the researcher conducted an exploratory experience survey research design. The study examines the different articles in the subject area and interview findings of practitioner respondents. Based on a review of the existing dimensions of overtourism, the effects of overtourism and local governance, the study sought to derive a holistic (systemic and integrated) perspective on the subject matter.

**Findings** – The paper presents valuable evidence from industry practitioners on the effects of overtourism in East Africa by classifying the effects as psychological, physical, economic and socio-cultural. Further, the paper examines how East African governments address the problem of overtourism and gives recommendations on ways to enforce, govern and coordinate implementation of tourism regulations and policies in East Africa.

**Originality/value** – This paper is the first to address overtourism in the context of East Africa, examining different local and innovative approaches to dealing with the impacts of overtourism in an East African context.

**Keywords** Kenya, Overtourism, East Africa, Local governance, Tourism management, Sustainable tourism certification

**Paper type** Research paper

## Introduction

Global tourism is experiencing unprecedented growth with global outbound trips increasing by more than 4.1 per cent annually [World Travel and Tourism Council (WTTC, 2016)]. The impacts of this growth in Africa has been quite significant owing to the liberalization measures taken by African countries to promote global trade and tourism. Current projections in terms of tourism growth numbers suggest a projected 1.8 billion border crossing trips by the year 2030 (United Nations World Tourism Organization (UNWTO), 2018; Harrison and Sharpley, 2017). Aggregate data on international aviation growth also indicates a significant growth in international air traffic with estimated traffic of 6.4 billion and 59 million aircraft departures globally (International Civil Aviation Organization, 2014). Nawijn *et al.* (2008) in Burns and Novelli (2008) note that there has been a strategic focus on growing tourism arrival numbers as well as tourism developments in most countries as they focus on increasing their market shares within the global leisure market. The opening up of



---

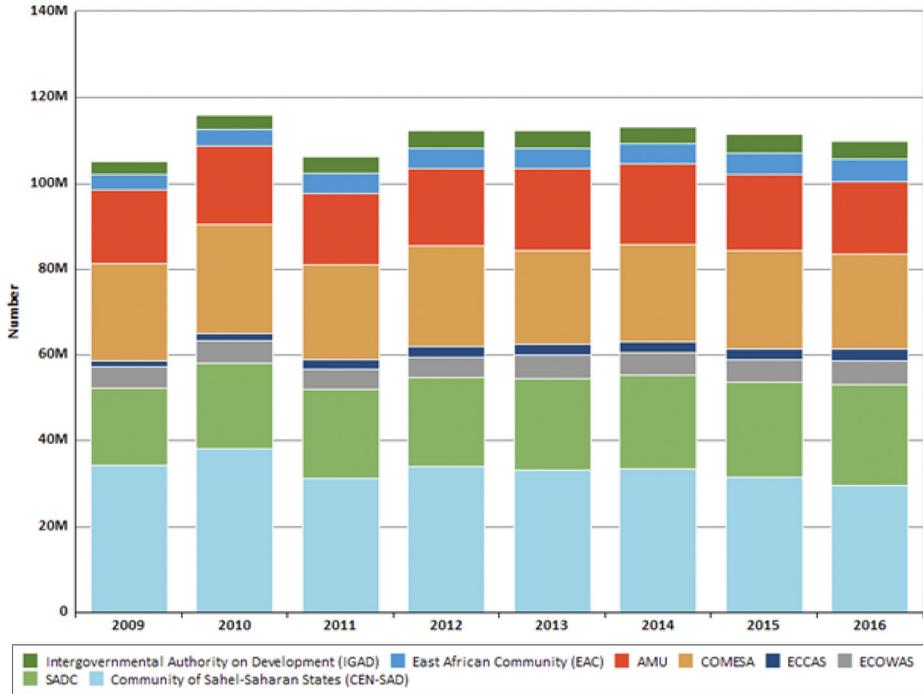
the East African skies to low-cost carriers has made a significant impact in developing mass tourism to the region.

The tourism sector has been very important to African economies owing to its expected sectorial connectivity toward improved quality of life (QOL) indices and multiplier effect in the economy (Kolawale *et al.*, 2017). New Partnership for Africa's Development (NEPAD) in its implementation of the African Union (AU)/NEPAD tourism action plan acknowledged the value additive benefits of tourism in terms of supporting the implementation of the sustainable development goals, domestication of the AU 2030 agenda and transforming economies through tourism and hospitality, (NEPAD, 2017). Ever since the Doha UNWTO Ministerial Conference in 2005 under Article XIX of the General Agreement on Trade in Services, there has been greater emphasis on promoting intraregional and inter-regional tourism in Africa. African countries have addressed the opportunities presented by a rapidly growing tourism sector in a variety of ways. First, the AU-Minimum Integration Program, as well as the NEPAD 2004 action plan identifies an integrated regional approach to sustainable tourism development in Africa [AU, 2009; United Nations Economic Commission for Africa (UNECA), 2013]. This regional approach has been coupled with a growth in focus on liberalization and expansion of trade in the service sectors (Gauci *et al.*, 2015). International tourist arrivals from 2009 to 2016 of regional economic communities in Africa show that North African states within the Community of Sahel-Saharan States (CENSAD) have had significantly higher arrivals in the past compared with the other regional economic blocs in Africa as shown by Figure 1 below.

Regional tourism arrivals to Economic Community of West African States countries such as Nigeria, Senegal, the Gambia, and Ghana have grown marginally. Tourism to this region largely gravitates heavily toward coastal tourism (Seth, 2008). However, this region has witnessed a significant number of tourism visits that are driven by diasporic visitors from African descent seeking their original ancestry from the ages of slave trade (Mensah, 2015). West Africa has one of the most unexplored cultural contexts and is a special interest tourism destination for the international tourism market with unique potential for development. For instance, the contributions of wood carving, the textile design sector and dance rhythms have been a critical facet of the social fabric in West Africa. However, the Ebola outbreak in West Africa has had very high cost to most of the tourism destinations in the region in term of decline in tourist numbers and revenues (WTTC, 2017c).

Tourism in South African Development Countries is based on a much more diverse outlook with a mix of both wildlife, scenic, and beach tourism destinations. The South African region receives most of the international tourist arrivals within Sub-Saharan Africa with a record of 10 million visitors in 2016 (Government of South Africa, 2017). Bodies such as the UNWTO have declared South Africa as one of the most outstanding tourism destinations in Africa (Allen and Brennan, 2004). Neighboring countries such as Namibia, Botswana, and Zambia share some of the most famous attractions in Southern Africa e.g. the Victoria Falls. However, South Africa exhibits overtourism as the tourism load at certain times of the year is concentrated in major tourism hotspots such as Table Mountain, Robben Island, Cape Point, and the Kruger National Park. Much of this tourism is driven by low-cost carriers, domestic tourism, and the meeting and events sector. The effects of this phenomena are human/wildlife conflicts, diminished visitor experience as well as posing a threat to cultural heritage.

Tourism in CENSAD North African countries has been reported by the UNWTO to be among the fastest-growing tourism regions in the World with an average growth rate of 2.6



**Figure 1.**  
International tourist  
arrivals to regional  
economic  
communities in  
Africa

**Notes:** CENSAD – Community Of Sahel Saharan States; COMESA – Common Market for Eastern and Southern Africa; EAC – East African Community; ECCAS – Economic Community of Central African States; ECOWAS – Economic Community of West African States IGAD – Inter–Governmental Authority on Development; SADC – South African Development Community; AMU – Arab Maghreb Union  
**Source:** AFDB (2019)

per cent in 2017 (WTTC, 2017b) and with Egypt accounting for about 8 million visitors, and Morocco and Tunisia visitor numbers ranging from 5.3 to 10 million. That said, most of this region has been affected by terrorism and political instabilities for some time alongside with the oil pricing crisis in the Middle East.

However, despite its great potential to contribute to the economic regeneration of the African continent, tourism has contributed to structural imbalances that have had adverse effects on the development of tourism regions globally. Studies conducted by the European Tourism Futures Network and International Council on Monuments and Sites (ICOMOS) highlight that these structural imbalance cause resource use conflicts and adverse environmental impacts in a destination (Postma *et al.*, 2017; Gossling and Peeters, 2015). Studies globally have also shown mounting concerns about the irreparable damage arising from overtourism and escalating pressures for more development within some of the extraordinary and fragile world heritage sites – for example, China’s Mount Taishan, Malaysia’s Kinabalu Park and Indonesia’s Komodo National Park (Demas *et al.*, 2015; Hitchcock *et al.*, 2008; Fierz, 1993; Straitstimes, 2017).

## Research problem

Notwithstanding the fact that tourism sector is one of the fastest-growing and most interconnected sectors in the global economy, Overtourism may pose negative threats to a destination. Studies in East Africa have shown that if tourism is uncontrolled in the long-run, most of the tourism attractions may be threatened by their popularity in terms of environmental, social, cultural and aesthetic terms, (WTTC, 2017a; World Bank, 2010). Pons *et al.* (2009) evidence the uncontrolled effects of overtourism in an African context by arguing that the banal nature of mass tourism denies the community its authentic and exotic image as a tourist destination. Even though tourism sustainability is of grave concern, there are real issues especially in an African context in relation to local communities' quality of life, quality of visitor experience, tourism local governance, and environmental impacts of tourism, as well as economic sustainability of overtourism in the East African context. Turner and Ash (1975) vilify overtourism as uncultured, uncaring and alienating. There is the potential for irreversible damage to attraction sites as a result of overtourism and overcrowding [National Environmental Management Authority (NEMA), 2015]. Further, fragility of ecosystems and developmental pressures continue to pose the greatest threat to East Africa's tourism potential (UNECA, 2015). East Africa's tourism development trajectory is currently clouded by a number of key challenges, which include unsustainable tourism, security concerns, rising poverty levels, and growing global competition. Despite the unique economic potential in East Africa, QOL indices seem not to be improving and unemployment is at its highest compared with global indices at 8.5 per cent, [African Development Bank (AFDB), 2019]. Rogerson *et al.* (2018) notes that local communities' QOL, economic inclusivity, and community development are real issues that East African countries within Indian Ocean Rim Association states are still grappling with following independence from colonialism. This paper realizes the underlying fact that the future of tourism in East Africa is inextricably linked to current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and vulnerable host communities (United Nations Environmental Programme, 2011). Based on this analysis, the study seeks to investigate the following objectives:

- to assess the causes and effects of overtourism within the East African Region;
- to examine how East African governments, address the problem of overtourism; and
- to determine underlying principles and best practice in sustainable tourism certification, local governance, and management in dealing with overtourism.

## Literature review

### *The concept of overtourism in an East African context*

Andriotis (2018) notes that the phenomenal growth in tourism demand has resulted in mass production and consumption of tourism experiences that have had a significant social and environmental consequences for tourism destinations. This focus on tourism numbers has contributed to the constricted focus on local communities to the expense of the foreign visitor. Studies by Inglis (2000), Franklin and Crang (2001) and Pons *et al.* (2009) show that Mass tourism has been one of the most sensational cultural phenomena in Europe and a common feature of contemporary Western European culture. However, the effects of mass tourism may be disastrous for the sector.

Overtourism has been described by Koens (2018, p. 3) as:

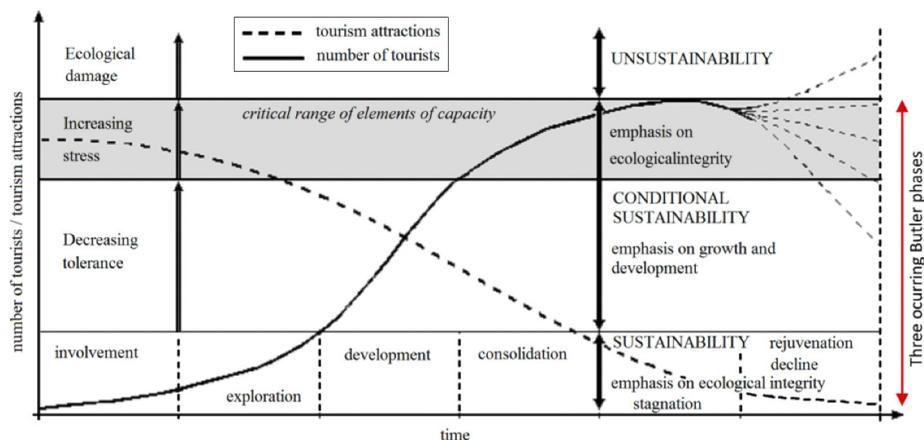
Tourism that exceeds the limits of acceptable change in a destination or parts thereof, with regards to the environment, perceived quality of life and or experience quality.

In an East African context, this definition by [Koens \(2018\)](#) implies local limits of acceptable change (LAC) that imply that tourism should have a minimum threshold in terms of impact on the local communities' QOL, the visitors' quality of experience as well as the environmental quality. Tourism attractions that have been victims of overtourism include the great Maasai Mara Game Reserve. This reserve has been the crown jewel of Kenya's tourism sector but has been experiencing an unprecedented number of visitors and vehicles during the periods of the Wildebeest crossings ([Kamau, 2018b](#)). However, the effect of tourism to the Mara has been a story of exploitation and loss of ecosystems and livelihoods, ([Bhandari, 2014](#)). Globally, the UNWTO identified the rise in anti-tourism sentiments as very worrying as a result of overtourism ([The Guardian, 2017](#)). The externalities of overtourism have become more visible in the current decade in European destinations with anti-tourism demonstrations in Barcelona, anti-cruise protests in Venice ([Alexis, 2017](#)). Further, studies on overtourism globally have indicated the causes of overtourism externalities lead to deteriorating relationships and alienated local communities as a result of an increase in visitor numbers ([Doxey, 1975](#)); environmental pollution and overcrowding ([NEMA, 2016](#)); overloaded infrastructure and a housing crisis driven by the rampant surge for Airbnb properties ([Brohman, 1996](#)); dominance of tourism multinational corporations in controlling capacities within the entire value chain ([Alexis, 2017](#)); corruption and ineffective governance resulting in social inequalities ([Papathanassis, 2017](#)); a degraded tourist experience ([Maingi et al., 2014](#)) and threats to culture and heritage ([WTTC, 2017a](#)).

Overtourism in Africa has been largely characterized by destinations where locals or visitors feel that there are too many visitors and yet the QOL of the communities in the area and the quality of visitor experience has deteriorated significantly despite significant tourism activity within the destinations. The number of arrivals to the continent have doubled in the past twenty (20) years from 24 million in 1995 to about 56 million in 2014 [[United Nations Conference on Trade and Development \(UNCTAD\), 2017](#)]. Despite the growth in visitor numbers, Africa is still considered to be one of the poorest continents in the world, accounting for 1 per cent of the Global Gross domestic product (GDP) and with 11.5 per cent of the world's population ([Lew et al., 2008](#)) despite its wealth in natural resources with about 30 per cent of the world's known mineral resources ([Lebert, 2015](#)). In absolute terms, the World Bank categorizes Africa within an extreme poverty category where substantial numbers of people are living with less than 1.25 US dollars per day ([World Bank, 2016](#)).

Overtourism impacts arise in a destination as a result of the effects of visitation and investments within a destination. At the initial stages of tourism development within a destination, exploration and assessment of tourism areas should, therefore, be a key target. Much of the exploration and assessment involves examining the natural and cultural assets of the tourism area as well as the investment potential of the destination. In an African context, tourism exploration has been based on economic diversification indices, stimulating economic growth and increasing revenue generation potential for the destination. In East Africa, destination sites under exploration include sites such as the Sipi falls on the slopes of Mt. Elgon in Uganda, and the Kapsowar hills of the Rift valley in Kenya. According to Butler's Tourism Area Lifecycle ([Figure 2](#)), an increase in visitation over time attracted by the physical and social setting of an area brings in some level of local community involvement whereby the local communities begin to provide various facilities and services primarily or exclusively for visitors ([Butler, 2006](#)).

At this development stage, sustaining the local ecological, economic and social vibrancy of the tourism area becomes a key priority. However, with the increase in the number of visitors, there is a decrease in the tolerance levels for the tourism area



**Figure 2.**  
The tourist area life  
cycle and  
overtourism

Source: Butler (2006)

to sustain its economic, ecological and social tourism vibrancy levels. As the market develops and consolidates, local and foreign investors develop facilities within the area. For instance notable tourism destination areas that have recorded a decline in ecological, social and (or) economic impacts include the Shanzu beach on the coastline north of Mombasa, Kenya that has witnessed wide controversy and annoyance within the communities as a result of sex tourism along the beach (Njenga, 2018), as well as the encroaching of sea-based developments along the coastline (Business Daily, 2018).

At the consolidation stage, the numbers of visitors' starts to peak and stabilization based on physical capacity thresholds are needed (Bojanic, 2005). Within the East African region, during the high season, tourist sites such as the Jomo Kenyatta beach on Kenya's coast evidences physical capacity thresholds such that the locals are outnumbered and could cause resentment especially if they do not benefit from tourism directly. The physical and social effects of tourism development in the tourism area also come to the fore and stress levels start becoming noticeable and visible. The destination area begins to exhibit strain in terms of accommodating the overwhelming numbers and communities start exhibiting irritability because of the social impacts. The impacts of overtourism henceforth become visible within the tourism area.

Turner and Ash (1975) observe that much tourism growth globally has been considered to be uncaring, uncultured and has alienated local communities from the fundamental benefits of the sector. Further, Pons *et al.* (2009) notes that to a large extent, the banal and local character of tourism experiences have been downplayed for staged experiences. These staged experiences have diluted the authentic nature of tourism in an East African context, therefore, creating a need for local standards to ensure that the local communities' interests are positively integrated rather than excluded from overall national interests and tourism plans. Akama *et al.* (2011) further note that East African tourism mirrored the dialectical history of European exploration and colonization, portraying the local communities as passive recipients of the western gaze. Overtourism has contributed to a social and cultural problem in an East African context and local communities are victims of globalization. For instance, the

marginalization of local communities has contributed to ethnic clashes and terrorism that happen in parts of the Kenyan coast (Kuto and Groves, 2004; Daily Nation, 1999). There is a need to address this state of inequality so that communities are more accepted and in control of social power relations.

*Tourism law, certification and overtourism in East Africa*

Studies on alternative models in tourism globally have shown that tourism in Africa has been going through an identity crisis coupled with a lack of credible institutions, enforceable codes of conduct and quality standards. African heritage studies have documented this identity crisis as a result of the nationalization of colonial institutions and identities (Giblin, 2018). The World Economic Forum (WEF) 2017 Travel and Tourism Competitive Index report 2017 observes that institutional governance and the business environment are key components of African tourism's global competitiveness. Such that, tourism in Africa has lacked the essential local character and qualities that define the ingredients of the destination's competitiveness. To some extent, such preservation in an African context has been problematic, owing to the irresponsible actions of stakeholders (World Bank, 2016). Some of the externalities from tourism in East Africa include negative impacts on natural and built heritage, degradation and pollution of the natural environment, disturbance to wildlife ecosystems, landscapes and heritage, promotion of enclave tourism, infringement of fundamental rights, and poverty. Paskova and Zelenka (2016) notes that these unaccepted responsibilities and irresponsible actions for negative tourism externalities have been the greatest contributors to tourism unsustainability. To address the negative externalities emanating from tourism, focus has shifted toward regulations, policy, codes of conduct, certification and other instruments (Black and Clabree, 2007). This in a sense, preserves the natural and (or) cultural heritage and identities of a place to mutually acceptable social and environmental standards.

*Local governance and overtourism in East Africa*

Local or self-governance has been one of the ways of adapting to global changes, forces and trends, which challenge the future economic, social and environmental sustainability of a community (Aarsaether et al., 2008). The roles of local communities in conservation and tourism development cannot be under-stated. Community conservancies in the East African context have provided avenues for communities to develop sustainable systems of governance for the management of wildlife resources, (KWCA, 2019). Examples in the region include the Northern Rangelands Trust (NRT) in Kenya, which supports 33 conservancies within Northern Kenya. NRT provides a means by which communities can assert self-control, identity and direct their own economic futures. Local communities have a key role to play in future tourism development in urban and rural communities in an African context through the respective social and political institutions. However, the situation on the ground has been far from ideal as the current models of tourism governance place the government and private sector on a higher pedestal and with a greater say than the local communities. Many African countries have had a long history of being governed by central governments, which have greater political control and are often more influenced by western interests than their own local communities. Akama et al. (2011) comment on the post-colonialistic mentality that tourism policies and strategies in African countries were highly influenced by the west (i.e. Europe and America). Indeed, the west has strongly dominated the African tourism sector and societies to date. Such that, the role of the local communities was not a significant issue for consideration. However, with the growth in local governance and education, most of the local communities have increasingly advocated for their rights in

relation to community interests and involvement as well as participation in tourism development within their locale.

More recently, conversations have shifted to ecological and community development precepts and the increasingly negative social and economic impacts of overtourism (Laws *et al.*, 2011). Communities are increasingly aware through their community-based organizations of the need to protect their ecological and community integrity, as well as identities (KECOBAT, 2019). Communities are more concerned about transformational governance with strident demands for equity, fairness, affirmative action and community well-being. Aquino *et al.* (2012) identifies community development as an activity with the main objective of improving conditions and QOL by strengthening economic and social progress. Embedded within the concepts of community development is “the voice of the community” or “social capital” or the notion of community participation. This is an important component in tourism governance that has been lacking. Studies by Muganda (2009) and Musila (2017) show that despite the need to involve communities, there are no specific guidelines on how community participation should be carried out.

### *Tourism management in East Africa*

Tourism management in East Africa has been a key issue of concern for different countries within the region. The lack of technical experts to address some of the negative social, economic and environmental impacts of overtourism has been a great challenge for the sector (UNECA, 2015). Studies in sustainable tourism management approaches involves three key features, namely, managing quality, continuity and balance. These entail:

- protecting and managing the quality of the host experience (Jennings, 2009), the QOL of the host community (Uysal *et al.*, 2015) as well as the quality of the environment (George and Samipoyamoli, 2007);
- safeguarding and ensuring the continuity of natural and cultural heritage resources in the long term (Ginting and Wahid, 2015); and
- balancing between the needs and interests of tourism industry stakeholders, local communities and visitors, therefore, providing balanced priorities in the destination (Getz and Timur, 2012).

In a sense, the roles of the tourism manager involves managing the conditions of destinations, host communities, industry stakeholders as well as visitors. Tourism planning, development, and management guidelines have been developed for tourism destination areas by different organizations such as the World Commission on Protected Areas, ICOMOS, United Nations Educational, Scientific and Cultural Organization, UNECA and the UNWTO (Eagles *et al.*, 2002). Most of the tourism regions have focused on multi-tier approaches to sustain tourism development efforts. The policy framework ensures that the country is correctly positioned for sustainable development in terms of mutually agreed and enforced tourism policies, legislations and regulations, and controls to guide tourism development within a country. The second pillar is tourism development planning that seeks to address the scale and scope of tourism in a destination. The scale and scope of tourism development needs to be well defined: indicating the growth indicators and growth plans, sustaining the equilibrium within the natural, cultural, social and economic domains (Modica and Uysal, 2016; Faulkner and Russel, 2001; Yang and Sun, 2013; Baggio, 2008). Further sustainability themes indicate the integration of local technologies, knowledge, and lifestyle. As a result, the tourism management strategy in Africa has gone through a harmonization process and constant alignment with developmental needs and is now

focusing more on sustainable development, local governance and the management of tourism services and resources.

**Research methodology**

To address the research objectives, the researcher conducted an exploratory experience survey research design. An experience survey seeks to survey people with practical experience and knowledge of the problem under investigation (Kothari, 2004). Further, the researcher sought to obtain the opinions of practitioners on the main research questions. Based on a review of the existing dimensions of overtourism and the effects of overtourism and local governance, the interview instrument was constructed. The experience survey targeted 14 tourism industry practitioners from the major East African countries in the East African community, i.e. Kenya, Uganda and Tanzania as highlighted in Table I below. These experts were briefed on the objectives of the study and asked to explain their views in relation to the three dimensions of the study.

The countries selected enabled the researcher to draw generalizations about the region of interest i.e. East African region. Personal in-depth interviews were conducted over a period of two months and these sought to establish tourism stakeholders' views on overtourism within the East African region. The researcher also examined the different secondary data and research articles on the subject area as well as interview findings of practitioner stakeholders. The industry practitioner interviewees were initially asked to share their opinions on the importance of the tourism industry, the causes and effects of overtourism within the East African Region, how East African Governments are addressing the problem of overtourism in East Africa and underlying principles and best practice in sustainable tourism certification, local governance, and management in dealing with overtourism. During the investigation, the researcher sought to gain a holistic (systemic and integrated) perspective on the subject matter.

Category of respondents	Respondent code	Country
Civil society practitioners	CSP1	Kenya
	CSP2	Uganda
	CSP3	Tanzania
<i>Sub Total</i>		3
Academic sector practitioners	ASP1	Kenya
	ASP2	Uganda
	ASP3	Tanzania
<i>Sub Total</i>		3
Public sector practitioners	PuSP1	Kenya
	PuSP2	Uganda
	PuSP3	Tanzania
<i>Sub total</i>		3
Private sector practitioners	PrSP1	Kenya
	PrSP2	Uganda
	PrSP3	Tanzania
<i>Sub total</i>		3
<i>Total respondents</i>		12
<b>Source:</b> Researcher		

**Table I.**  
Categories of  
respondents

---

## Results and discussions

### *The effects of overtourism within the East Africa region*

*Psychological effects of overtourism.* The respondents were queried about the effects of overtourism in East Africa. Most of the practitioner respondents raised concerns about the psychological impacts that overtourism has on the community. One of the practitioner respondents described the concern noting:

Internally, there were excesses in terms of the massive marketing and promotion of the destination and the idealist image, whilst no impact was felt in the communities adjacent to the iconic tourist sites it does have an adverse psychological impact on the local communities. – Respondent CSP1.

This idealist imagery is further explained in studies by [Beirman \(2006\)](#) and [Stone and Nyaupane \(2018\)](#) that examined the negative tourist imagery on local community cultures and livelihoods. Further, [Marshall and De Villiers \(2015\)](#) in their paper on “marketing tourists gazing into the tourism domain” noted that tourism marketing is critical in addressing the behavioral impacts of visitors, local communities and the tourism industry. The respondent further spoke at length on the effect that overtourism had on the communities in the area noting that:

Overtourism impacts arise from the psychological impacts of tourism on the host community. These include irritation of the local people and a breakdown of their values. – Respondent CSP 1.

This finding is consistent with other studies such as [Adiyia et al. \(2015\)](#), which noted that the lack of local linkages within the tourism value chain has a psychological effect on local communities. However, one of the respondents alluded to the fact that there were, indeed, excesses that were not tolerable to the local ways of life by noting that excessive tourism visitation at tourist sites is perceived to pose a sense of danger to the local communities’ values and ways of life, especially in historical areas.

Excessive tourism has an effect on our heritage sites especially within the World heritage Sites such as Mount Kenya, the Lamu islands, the Gedi ruins as well as the Maasai Mara Natural Reserve. Overtourism poses a great danger to the long tradition heritage. For example, Mount Kenya is considered by the locals to be “God’s resting place” and a sacred mountain. – Respondent PuSP 1.

Further, overtourism irritates local people – especially in rural areas. The practitioner respondents felt that overtourism has sparked a backlash by the local community especially by increasing the costs of living in their cities. According to the Expatistan cost of living index in Africa, Cities such as Nairobi, Kampala, and Kigali have emerged as among the most expensive African cities to live and work ([Expatistan, 2019](#)). This, in turn, has made it very difficult for local communities to live in these “so-called” tourist areas.

*Physical effects of overtourism.* On the physical impacts of overtourism, the practitioner respondents overwhelmingly noted that Historical, Mainland National Parks and Coastal areas are highly vulnerable to several environmental impacts such as air and noise pollution, traffic congestion and overcrowding for the locals. One of the respondents further explained that:

Air quality within the popular tourism sites has been declining over the years. This is actually associated with an increase in respiratory diseases. – Respondent PrSP 2.

The threat of air pollution within national parks provides significant challenges for protected areas and tourists alike. A study by [Kwadha \(2009\)](#) examined the impacts of urbanization on sustainable conservation within Nairobi National Park. The study showed

that air quality remains an issue of great concern in national parks with the uncontrolled growth of urban precincts. This is increasingly becoming a key issue as a result of the emission of air pollutants. These pollutants include gases such as the nitrogen oxides and sulphur dioxides that have a negative effect on birdlife.

The respondents further observed that noise pollution is a key problem in the coastal resort and entertainment areas as a result of overtourism. This was primarily as a result of sound-amplifying equipment, therefore, interfering with the health, comfort and safety of community members. The respondents further identified other physical effects such as:

Land fragmentation and incompatible land-use due to uncontrolled development within dispersal areas as a result of overtourism and this has led to a proposal to establish land-use plans for protected areas and dispersal areas. – Respondent PuSP 3.

Similar findings can be seen in studies of the Maasai Mara National Reserve (Kamau, 2018a) and Amboselli National Park (KWS, 2008). These studies have culminated in the development of land-use management plans to control overtourism and degradation of the environment. Traffic congestion and overcrowding have been documented as a major effect of overtourism especially in Entebbe and Kampala, Uganda. This condition is exacerbated by the poor road conditions and an unreliable public transportation system in Uganda (USITA, 2019). There is a need to develop land-use and visitor management strategies to curb such environmental impacts. These challenges are damaging the physical and aesthetical appeal of these attraction sites.

*Economic effects of overtourism.* The respondents upheld the importance of the industry in terms of its potential contribution to GDP, foreign exchange earnings, balance of payments, government revenues, employment generation, and as a tool for poverty reduction. Despite, the fact that there were, indeed, economic advantages associated with tourism growth, there were also economic concerns presented about overtourism. The practitioner respondents noted that the coastal areas were highly vulnerable to adverse economic effects such as rising costs of living, import dependence and economic inequalities. In particular, one of the respondents noted that:

Rising costs and economic inequalities continue to be one of the major economic factors driven by overtourism in the East Africa region. – Respondent PrSP 3.

The effects of overtourism on the costs of living within East African countries arises as a result of increases in the prices of housing, transportation, utilities, rent, food commodities, etc., associated with the rise in international demand for these services by international tourists. However, different researchers have come up with different perspectives on this phenomena. A study by Tse (2014) qualifies the hypothesis that tourism ironically changes the lives of the tourists economically and does not necessarily change the lives of the residents. The researcher used the attributes of life perception to examine QOL indicators. Further, according to a value chain analysis conducted by the WTTC, Tanzania's higher earnings per visitor compared to Kenya is further attributable to lower congestion levels and its ability to attract travelers who are prepared to pay a higher price for a more authentic and exclusive wilderness experience provided by foreign-owned tour companies and hotels (WTTC, 2016; World Bank, 2019). The net effect of a lower QOL for the residents is reliance on imports and disconnectivity with local cottage industries.

The respondents further felt that the rural areas were mainly affected by economic inequalities associated with overtourism. One of the respondents noted that:

Overtourism presented an image of economic dominance of the tourist economy over the local economy and this was perceived as a threat to the local economy. – Respondent PuSP 3.

---

These findings are consistent with the findings by various policy reports e.g. [Rogerson et al. \(2018\)](#) policy report on coastal tourism and economic inclusion in the Indian Ocean Rim Association states as well as the [World bank \(2018\)](#) report on an economic assessment of tourism in Kenya: standing out from the herd. From these studies, most of the local economies seem to be marginalized from the tourism economy owing to the industry's import dependence resulting from reliance on international tourism. The net effect of this economical dominance on overtourism is poverty and dysfunctional local economies.

*Socio-cultural effects of overtourism.* In terms of the socio-cultural impacts of overtourism identified, rural areas were most affected, with key challenges highlighted by the respondents as:

Loss of inherited heritage, misunderstandings due to difference in cultures, resource use conflicts, commercialization of culture, alteration of customs and traditions as well as a loss of livelihoods. – Respondents CSP1; CSP2; PuSP 3.

A number of studies concur with the perspective that loss of inherited cultural heritage has been associated with overtourism in the East African context for over a decade or so ([Giblin, 2018](#); [Deisser and Mugwima, 2016](#)). We also have heritage resources whose history has been lost over time. Classic examples in East Africa include the Coastal and Cultural heritage attractions such as the underwater archeology on the Kenyan coast, the Ujiji Cultural Centre in Tanzania, and the Namugongo Shrine in Uganda. These are heritage sites that bear the cruel scars of slavery and stories of untold suffering of Anglican and Catholic martyrs who were burnt alive because of their faith.

Further, the respondents noted that overtourism would lead to an adjustment of local cultures and traditions to tourist cultures in island, coastal, rural and historic destinations. The respondents noted that tourists visiting the tourist attractions, also come with their own cultures that irritate the locals such as “half-naked” women and excessive photography. [Nyamanga \(2008\)](#) argues that cross-cultural adjustments occur as a result of an internal process of invention and discovery or externally as a result of cultural contacts, and eventually, result in cultural change within the local population.

#### *How East African governments address the problem of overtourism*

In East Africa, laws and regulations have been one of the oldest tools used to control tourism impacts, wildlife conservation, natural and cultural heritage resources management rights from licensing, tourism operations and facilities development in the sector. These laws and regulations have been pivotal in enforcing good governance, human dignity, inclusiveness and equity, customer focus, professionalism and sustainability values within the tourism sector (GoK, 2013). However, in some countries in East Africa, regulations have been non-existent or not enforced, therefore, contributing to unsustainable adverse impacts. For example, Uganda and Tanzania have had weak regulations and are, therefore, quite vulnerable to the effects of overtourism. In Kenya and Rwanda, however, the situation seems to be quite different: the tourism regulations developed have been inconsistently enforced, even though the regulatory frameworks have been set in place. The effects of a lack of stringent regulations and enforcement have led to a decline in quality of the visitor experience as well as disenfranchised local communities. Efforts to review these regulations in the East Africa region are currently in place through public sector organization/Civil society organization [public sector

organization (PSO)/ civil society organization (CSO)] collaboration, therefore, facilitating evidence-based advocacy, wildlife and environmental protection, social welfare and destination competitiveness.

Tourism certification and accreditation schemes in East Africa have been one of the key instruments in dealing with overtourism in the East African context. In Africa, these certification mechanisms included the Fair Trade in Tourism South Africa (FTTSA), Heritage Ecotourism Rating Scheme in South African, and the Ecotourism Kenya Eco rating Scheme in Kenya. Certification is a voluntary procedure that sets, assesses, monitors and gives written assurances that a business, product, service or management systems conform to a specific requirement, (Black and Clabree, 2007). In Africa, the FTTSA has been at the forefront in promoting equitable, sustainable and fair trade in tourism.

Through the Fair Trade certification, the FTTSA has been able to certify various institutions that stick to the 10 underlying principles of fair trade as envisaged by the World Fair Trade Organization i.e. offering opportunities for disadvantaged producers, transparency and accountability, fair trade practices, fair payments, no child labor and no forced labor, no discrimination, gender equity, freedom of association, providing good working conditions, capacity building, promoting fair trade and respect to the environment. The FTTSA certification program has been very key in addressing local community interests in terms of the effects of overtourism on the well-being, cultures, environments and lifestyles of local communities. These aspects have been very critical in guaranteeing sustainable growth of tourism in South Africa. The Ecotourism Kenya certification program has been instrumental in certifying various accommodation facilities based on responsible tourism principles and practices. These practices entail conservation, business practices, community engagement and cultural performance. The certification systems are accredited by the Global Sustainable Tourism Council criteria and indicators.

While tourism certification has been seen to be more of a critical tool for guaranteeing standards conformity within the sector, there has been a lot of concern as less than 1 per cent of the tourism industry has received certification in Africa (Spenceley, 2004). Further, responsible tourism continues to receive considerable attention from stakeholders. The Centre for Responsible Tourism (CREST) shows significant evidence on a business case for certification and a business case for responsible tourism where environmental and social practices are encouraged (CREST, 2017). International Organization on Standardization (ISO) quality standards are increasingly being adopted in the tourism sector to improve the overall quality of service, in particular, the ISO 14000 for environmental management and the ISO 9000 for quality management. Other tourism standards have also emerged such as Green Globe certification to verify sustainability performance of travel and tourism businesses and their supply chain partners and Blue Flag label, which is awarded based on the environmental performance of beaches and marinas.

### **Conclusions and recommendations**

From the findings identified, and the literature reviewed, the concept of tourism sustainability can be construed to be the preservation of natural capital, economic and socio-cultural ecosystems within a three-pillar model that defines the three dimensions of sustainability. This integrated approach to sustainable tourism development is key in efforts to achieve sustainable tourism development in Africa. The concept of overtourism in East Africa has brought striking paradoxes for destination marketers and destination planners alike. The balance between the

---

economic, social and ecological integrity of tourism resources has been a key concern for the sector. East Africa is still conceptualized as a region with a rich heritage and cultural identity, which is subject to external marginalizing factors that affect the sustainable development of the continent. To address the impacts of overtourism in East Africa, as well as improve local communities' QOL, local governance, as well as enhance the economic sustainability of overtourism in East Africa. Indeed, to realize the key aspirations of the AU Agenda 2063, which is to develop a prosperous Africa based on inclusive growth and sustainable development, it is important to address sustainable tourism certification, local governance and management in dealing with overtourism in East Africa. However, for East Africans to address overtourism and its effects, there is need to:

- Develop a national framework for identifying the physical, ecological, socio-cultural and economic limits and the carrying capacity of visitor activity or tourism development at a given tourism area and time.
- Institute and enforce tourism regulations and policies to ensure that the physical, social and ecological impacts of overtourism are addressed in East Africa.
- Enforce tourism certification as a means for advocating for tourism sustainability within the East Africa region.
- Encouraging tourism accountability as a means for monitoring sustainability indicators within East Africa.
- Collaborate with governments, tourism industry stakeholders and local communities to identify the LAC and the QOL indicators within which overtourism levels and effects can be identified in East Africa.
- Develop national tourism education programs within the diverse tourism areas to sensitize visitors to the effects of their activities on tourism communities in East Africa.
- Educate tourists and tourism stakeholders through a consideration of the impact generated, to improve personal and institutionalized attitude and culture toward the environment and reducing the impact.
- Harness up-to-date research knowledge from local tourism experts to ensure that tourism impacts are addressed.
- Develop tourism certification, licensing and accreditation standards based on the identified physical, ecological, socio-cultural and economic LAC.
- Renew efforts to review national regulations in the East Africa region through PSO/CSO collaboration, therefore, facilitating evidence-based advocacy, wildlife and environmental protection, social welfare, community livelihoods as well as destination competitiveness.
- Integrate public participation and local governance to address the effects and causes of overtourism in East Africa.
- Encouraging taxation systems that promote shared responsibilities as a result of tourism activity within a destination area.
- Further research needs to be conducted to examine the technologies that can be adapted to monitor tourism activities and impacts within a destination area.

**References**

- Aarsaether, N., Roiseland, A. and Jenssen, S. (2008), *Practicing Local Governance: Northern Perspectives*, Nova Science Publishers Inc, London.
- Adiyia, B., Stoffelen, A., Jennes, B., Dominique Vanneste, D. and Ahebwa, W.M. (2015), "Analysing governance in tourism value chains to reshape the tourist bubble in developing countries: the case of cultural tourism in Uganda", *Journal of Ecotourism*, Vol. 14 Nos 2/3, pp. 113-129, doi: [10.1080/14724049.2015.1027211](https://doi.org/10.1080/14724049.2015.1027211).
- AFDB (2019), "African socio-economic database, 1960-2019", *African Development Bank Group*, available at: <http://dataportal.opendataforafrica.org/bbkawjf/afdb-socio-economic-database-1960-2019?country=1000980-community-of-sahel-saharan-states-cen-sad> (accessed 11 January 2019).
- African Union (2009), *African Union Minimum Integration Programme (MIP): Contents, Implementation Mechanisms, Monitoring and Evaluation*, African Union, Addis Ababa, Ethiopia, available at: <https://au.int/sites/default/files/pages/32825-file-minimumintegrationprogrammeeng.pdf> (accessed 17 January 2019).
- Akama, J., Maingi, S. and Camargo, B.A. (2011), "Wildlife conservation, safari tourism and the role of tourism certification in Kenya: a postcolonial critique", *Tourism Recreation Research*, Vol. 36 No. 3, pp. 281-291.
- Alexis, P. (2017), "Overtourism and anti-tourist sentiment: an exploratory analysis and discussion", *Ovidius University Annals, Economic Sciences Series*, Ovidius University of Constantza, Faculty of Economic Sciences, Vol. 17 No. 2, pp. 288-293.
- Allen, G. and Brenman, F. (2004), *Tourism in the New South Africa: Social Responsibility and the Tourist Experience*, I.B. Taurus and Co.Ltd, London: UK.
- Andriotis, K. (2018), "Degrowth in tourism: conceptual", *Theoretical and Philosophical Issues*, CABI, Wallingford.
- Aquino, J., Rhonda, P. and Heekyung, S. (2012), "Tourism, culture, and the creative industries: reviving distressed neighborhoods with arts-based community tourism", *Tourism Culture and Communication*, Vol. 12 No. 1, pp. 5-18. (14).
- Beirman, D. (2006), "Commentary on 'connecting with culture': the challenge of sustaining community tourism", *Cornell Hotel and Restaurant Administration Quarterly*, Vol. 47 No. 4, pp. 382-387.
- Bhandari, M. (2014), "Is tourism always beneficial? A case study from Maasai mara national reserve Narok, Kenya", *The Pacific Journal of Science and Technology*, Vol. 15 No. 1, May 2014 (Spring).
- Black, R. and Clabree, A. (2007), *Quality Assurance and Certification in Ecotourism*, CABI Wallingford.
- Bojanic, D. (2005), "Tourist area life cycle stage and impact of a crisis", *ASEAN Journal of Hospitality and Tourism*, Vol. 4 No. 2, pp. 139-150.
- Brohman, J. (1996), *Popular Development: Rethinking the Theory and Practice of Development*, Oxford University Press, Cambridge, MA.
- Burns, P.M. and Novelli, M. (2008), *Tourism Development: Growth, Myths and Inequalities*, CABI International, Oxfordshire.
- Business Daily (2018), "NEMA records show Weston hotel behind Shanzu beach project" 17th August, 2018, available at: [www.businessdailyafrica.com/news/Weston-Hotel-behind-Shanzu-beach-project/539546-4717194-k7o1ql/index.html](http://www.businessdailyafrica.com/news/Weston-Hotel-behind-Shanzu-beach-project/539546-4717194-k7o1ql/index.html) (accessed 18 March 2019).
- Butler, R. (2006), *The Tourism Area Life Cycle Vol 1: Applications and Modifications*, Channelview Publications, Clevedon, England.
- Center for Responsible Travel (CREST) (2017), "Responsible tourism principles and practices", available at: [www.responsibletravel.org/](http://www.responsibletravel.org/) (accessed 11 November 2017).

- Daily Nation (1999), "Kenya clashes: tourism the target", 6th November 1999, available at: <https://allafrica.com/stories/199911060022.html> (accessed 19 March 2019).
- Deisser, A.M. and Mugwima, N. (2016), *Conservation of Natural and Cultural Heritage in Kenya: A Cross-Disciplinary Approach*, UCL Press, University College, London, available at: <http://discovery.ucl.ac.uk/1519656/1/Conservation-of-Cultural-and-Natural-Heritage-in-Kenya.pdf> (accessed 19 March 2019).
- Demas, M., Agnew, N. and Jinshi, F. (2015), *Strategies for Sustainable Tourism at the Magao Grottoes of Dunhuang, China*, Springer, London, Vol 5, pp. 17-22.
- Doxey, G. (1975), "A causation theory of visitor – resident irritants: methodology and research inferences", *The Impact of Tourism in the Sixth Annual Conference Proceedings, The Travel Research Association: San Diego*, pp. 195-198.
- Eagles, P., McCool, S. and Haynes, C. (2002), *Sustainable Tourism in Protected Areas: Guidelines for Planning and Management*, IUCN, The World Conservation Union (UK) and the World Tourism Organization. ISBN: 2831706483.
- Expatistan (2019), "Cost of living index in Africa", *Expatistan: Data and Tools for International Living*, available at: [www.expatistan.com/cost-of-living/index/africa](http://www.expatistan.com/cost-of-living/index/africa) (accessed 26 March 2019).
- Faulkner and Russel (2001), "Turbulence, chaos and complexity in tourism systems: a research direction for the new millennium", in Faulkner, B., Moscardo, G. and Laws, E. (Eds), *Tourism in the 21st Century: Lessons from Experience*, Continuum, London, pp. 328-349.
- Fierz, G. (1993), "Sri-Lanka protests overtourism: tourism increases social and ethnic tensions", *Contours (Bangkok)*, Vol. 6 Nos 3/4, pp. 34-37.
- Franklin, A. and Crang, M. (2001), "The trouble with tourism and travel theory", *Tourist Studies*, Vol. 5 No. 1, pp. 5-22.
- Gauci, A., Gerosa, V. and Mwalwanda, C. (2015), "Tourism in Africa and the multilateral trading system: challenges and opportunities", *Background Paper for the Economic Commission for Africa*, Addis Ababa.
- George and Samipoyamoli, (2007), "Tourism and environmental quality management: comparative perspectives", *ASEAN Journal on Hospitality and Tourism*, Vol. 6, pp. 29-44.
- Getz and Timur, (2012), "Stakeholder involvement in sustainable tourism: balancing the voices", in *Global Tourism*, doi: [10.1016/B978-0-7506-7789-9.50019-4](https://doi.org/10.1016/B978-0-7506-7789-9.50019-4).
- Giblin, J. (2018), "Heritage and the use of the past in East Africa", *Oxford Research Encyclopaedia of African History*, doi: [10.1093/acrefore/9780190277734.013.135](https://doi.org/10.1093/acrefore/9780190277734.013.135).
- Ginting, N. and Wahid, J. (2015), "Exploring identity's aspect of continuity of urban heritage tourism", *Procedia – Social and Behavioral Sciences*, Vol. 202 No. 202, pp. 234-241.
- GOSA (2017), *South African Tourism Annual Report 2016/2017*, Government of South Africa, available at: [https://live.southafrica.net/media/187488/2016\\_17.pdf](https://live.southafrica.net/media/187488/2016_17.pdf) (accessed 15 November 2018).
- Gossling, S. and Peeters, P. (2015), "Assessing tourism's global environmental impact 1900-2050", *Journal of Sustainable Tourism*, Vol. 23 No. 5, pp. 1-21.
- Harrison, D. and Sharpley, R. (2017), *Mass Tourism in a Small World*, CABI, Oxfordshire, UK.
- Hitchcock, M., King, V.T. and Parnwell, M. (2008), *Tourism in South East Asia: Challenges and New Directions*, Nordic Institute of Asian Studies – NIAS, Copenhagen, Denmark.
- Inglis, F. (2000), *The Delicious History of the Holiday*, Routledge, London.
- International Civil Aviation Organization (ICAO) (2014), *Low Cost Carriers*, ICAO, Montréal, Quebec", available at: [www.icao.int/sustainability/Pages/Low-Cost-Carriers.aspx](http://www.icao.int/sustainability/Pages/Low-Cost-Carriers.aspx) (accessed 21 June 2018).
- Jennings, G. (2009), "Quality tourism experiences: reviews, reflections, research agendas", *Journal of Hospitality Marketing and Management*, Vol. 18 Nos 2/3, pp. 294-310.

- Kamau, M. (2018a), "How the Maasai Mara is sinking under its own global success", *Standard Digital*, 7th October 2018, available at: [www.standardmedia.co.ke/business/article/2001298146/masai-mara-suffers-from-its-own-success](http://www.standardmedia.co.ke/business/article/2001298146/masai-mara-suffers-from-its-own-success) (accessed 18 March 2019).
- Kamau, M. (2018b), "Government rekindles plan to control traffic to Maasai Mara national reserve", *Standard Digital* Published on 12th February 2018, available at: [www.standardmedia.co.ke/article/2001269377/state-rekindles-plan-to-control-traffic-to-mara](http://www.standardmedia.co.ke/article/2001269377/state-rekindles-plan-to-control-traffic-to-mara) (accessed 18 March 2019).
- KECOBAT (2019), "Community-based tourism in Kenya. Kenya community-based tourism network", accessed at: [www.kecobat.org](http://www.kecobat.org)
- Koens, K. (2018), *Dealing with Overtourism in European Cities, in European Cities, Bolzano*, Bolzano Breda University/Centre for Expertise Leisure, Tourism and Hospitality.
- Kolawale, O.I., Mbaiwa, J.E., Mmopelwa, G. and Kgathi, D.L. (2017), "The socio-cultural impacts of tourism on people's quality of life in Maun, Botswana", *Botswana Notes and Records*, Vol. 49.
- Kuto, B.K. and Groves, J.L. (2004), "The effects of terrorism: evaluating Kenya's tourism crisis", *eReview of Tourism Research*, Vol. 2 No. 4, pp. 88-98.
- Kwadha, A.O. (2009), "Impacts of urbanization on the sustainable conservation in Nairobi national park", Unpublished MA Thesis, University of Nairobi.
- KWCA (2019), "The rise of a national movement for community conservancies in Kenya. Kenya wildlife conservancies association", available at: [www3.weforum.org/docs/WEF\\_TTCR\\_2017\\_web\\_0401.pdf](http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf) (accessed 18 March 2019).
- KWS (2008), "Amboseli ecosystems management plan, 2008-2018. Kenya wildlife services", available at: [www.kws.go.ke/sites/default/files/parksresources%3A/Amboseli%20Ecosystem%20Management%20Plan%20%282008-2018%29.pdf](http://www.kws.go.ke/sites/default/files/parksresources%3A/Amboseli%20Ecosystem%20Management%20Plan%20%282008-2018%29.pdf) (accessed 18 March 2019).
- Laws, E., Richins, H., Agrusa, J. and Scott, N. (2011), *Tourist Destination Governance: Practice, Theory and Issues*, CAB International, Oxfordshire.
- Lebert, T. (2015), "Africa: a continent of wealth, a continent of poverty", *War on Want*. 24 June 2015, available at: <https://waronwant.org/media/africa-continent-wealth-continent-poverty> (accessed 18 March 2019).
- Lew, A., Hall, M.C. and Timothy, D. (2008), *World Geography of Travel and Tourism: A Regional Approach*, Elsevier, Oxford.
- Maingi, S., Wadawi, J. and Ondigi, A. (2014), "Towards a competitive framework for park branding in Kenya: case of premium and under-utilized parks in Kenya", *Journal of Tourism Research and Hospitality*, Vol. 4 No. 1, pp. 1-13.
- Marshall, R. and De Villiers, R. (2015), "Marketing tourists gazing into the tourism domain", *International Journal of Culture, Tourism and Hospitality Research*, Vol. 9 No. 4, pp. 417-422, available at: <https://doi.org/10.1108/IJCTHR-08-2015-0087>
- Mensah, I. (2015), "The roots tourism experience of diaspora Africans: a focus on the cape coast and Elmina castles", *Journal of Heritage Tourism*, Vol. 10 No. 3, pp. 213-232.
- Modica, P. and Uysal, M. (2016), *Sustainable Island Tourism Competitiveness and Quality of Life*, CABI International, London.
- Muganda, M. (2009), "Community involvement and participation in tourism development in Tanzania. A case study of local communities in Barabarani village", Unpublished Thesis Victoria University of Wellington, Mto wa Imbu, Arusha- Tanzania.
- Musila, P. (2017), "Efficacy ocommunity-baseded tourism initiatives in sustainable tourism development: a case of mwaluganje elephant sanctuary in Kwale county", Unpublished Thesis, Kenyatta University, Kenya.
- National Environmental Management Authority (2016), "Assessment of environmental pollution and it impacts on economic cooperation and integration initiatives of the IGAD region", National Environmental Pollution Report – Kenya, NEMA.

- Nawijn, J., Peeters, P.M. and van der Sterren, J.H. (2008), "The ST-EP programme and least developed countries: is tourism the best alternative?," in Novelli, M. and Burns, P. (Eds), *Tourism Development: growth, Myths and Inequalities*, CABI, Wallingford, pp. 1-10.
- NEPAD (2017), "AU plan of action on tourism (2017-2019), 'the first ordinary session of the AU specialized technical committee on transport, transcontinental and interregional infrastructures'", *Energy and Tourism*, Lome, Togo. 13th-17th March 2017.
- Njenga, J. (2018), "Sex on the beach: alarm as Mombasa couples openly engage in intercourse", *The Nairobiian*, available at: [www.sde.co.ke/article/2001317143/video-loud-library-bang-in-kenyatta-university-leaves-students-scampering-for-safety](http://www.sde.co.ke/article/2001317143/video-loud-library-bang-in-kenyatta-university-leaves-students-scampering-for-safety) (accessed 18 March 2019).
- Nyamanga (2008), "The impact of tourism on the conservation of the cultural heritage in the Kenyan Coast", Unpublished MA thesis, University of Nairobi.
- Papathanassis, A. (2017), *A Bathtub Model of Overtourism: Exploring Causes, Challenges and Solutions, presented in the 25th World Travel Monitor Forum, Pisa, Italy*. November 10th, available at: [www.papathanassis.com/images/dlfiles/overtourism.pdf](http://www.papathanassis.com/images/dlfiles/overtourism.pdf) (accessed 22 November 2017).
- Paskova, M. and Zelenka, J. (2016), "Social responsibility role in tourism sustainability", in Jedlička, P. (Ed.), *Proceedings of International Conference Hradec Economic Days 2016*, Hradec Králové, Vol. 2 (2-3 February), pp. 324-331, ISSN 2464-6067.
- Pons, P.O., Crang, M. and Travlou, P. (2009), "Cultures of mass tourism: doing the Mediterranean in the age of banal mobilities", *New Directions in Tourism Analysis*, Ashgate, Farnham, ISBN 978-0-7546-7213-5.
- Postma, A. and Schumaker, D. (2017), "Understanding and overcoming negative impacts of tourism in city destinations: conceptual model and strategic framework", *Journal of Tourism Futures*, Vol. 3 No. 2, pp. 144-156.
- Postma, A., Cavagnaro, E. and Spruyt, E. (2017), "Sustainable tourism 2040", *Journal of Tourism Futures*, Vol. 3 No. 1, pp. 13-22.
- Rogerson, C., Benkeinstein, A. and Mwangera, N. (2018), "Coastal tourism and economic inclusion in Indian ocean Rima association states: a discussion paper", *GEG-Africa/SAIA and KIPRA*.
- Seth (2008), *Successful Tourism Management: Fundamentals of Tourism*, Vol 1, Sterling Publishers Private Ltd, New-Delhi, India.
- Spenceley (2004), *Tourism Certification in Africa: Marketing, Incentives and Monitoring*, The International Ecotourism Society.
- Stone, L.S. and Nyaupane, G.P. (2018), "The tourist gaze: domestic versus international tourists", *Journal of Travel Research*, available at: <https://doi.org/10.1177/0047287518781890>
- Straitstimes (2017), "Heritage sites under threat: sites suffering worst damage, says study", available at: [www.straitstimes.com/world/heritage-sites-under-threat-sites-in-asia-suffering-worst-damage-says-study](http://www.straitstimes.com/world/heritage-sites-under-threat-sites-in-asia-suffering-worst-damage-says-study) (accessed 21 March 2017).
- The Guardian (2017), "First Venice and Barcelona: now antitourism marches spread across Europe", *The Guardian Newspaper*, available at: [www.theguardian.com/travel/2017/aug/10/anti-tourism-marches-spread-across-europe-venice-barcelona](http://www.theguardian.com/travel/2017/aug/10/anti-tourism-marches-spread-across-europe-venice-barcelona) (accessed 17 August 2017).
- Tse, S.M. (2014), "Does tourism change our lives?", *Asia Pacific Journal of Tourism Research*, Vol. 19 No. 9, pp. 989-1008, doi: [10.1080/10941665.2013.833125](https://doi.org/10.1080/10941665.2013.833125).
- Turner, L. and Ash, J. (1975), *The Golden Hordes: International Tourism and the Pleasure Periphery*, Constable, London.
- United Nations Conference on Trade and Development (2017), *Economic Development in Africa Report 2017: Tourism for Transformative and Inclusive Growth*, UNCTAD.
- United Nations Economic Commission for Africa (2013), "Sustainable tourism master plan for the inter-governmental authority on development region (2013-2023)", United Nations Economic

- Commission for East Africa, available at: [www.uneca.org/oria/pages/regional-economic-communities](http://www.uneca.org/oria/pages/regional-economic-communities)
- United Nations Environmental Programme (2011), *Towards a Green Economy – Pathways to Sustainable Development and Poverty Eradication*, UNEP, Geneva, Switzerland.
- United Nations World Tourism Organization (2018), *Tourism Towards 2030: Global Overview*, UNWTO.
- United States International Trade Administration (2019), *Uganda Country Commercial Guide – Transportation*, USAITA, available at: [www.export.gov/article?id=Uganda-Transportation](http://www.export.gov/article?id=Uganda-Transportation) (accessed 18 March 2019).
- Uysal, M., Sirgy, M.J., Woo, E. and Kim, H.L. (2015), “Quality of life and well-being in tourism”, *Tourism Management*, Vol. 53, pp. 1-18.
- World Bank (2010), *Kenya’s Tourism: Polishing the Jewel*, The World Bank, available at: <https://openknowledge.worldbank.org/handle/10986/12976> (accessed 18 March 2019).
- World Bank (2016), *While Poverty in Africa has Declined, Number of Poor has Increased*, World Bank, available at: [www.worldbank.org/en/region/afr/publication/poverty-rising-africa-poverty-report](http://www.worldbank.org/en/region/afr/publication/poverty-rising-africa-poverty-report) (accessed 18 March 2019).
- World Bank (2018), “Economic assessment of tourism in Kenya: standing out from the herd”, World Bank, available at: <http://documents.worldbank.org/curated/en/573241507036299777/pdf/AUS16758-WP-REVISED-P156577-OUO-9-Tourism-report-FINAL.pdf> (accessed 18 March 2019).
- World Economic Forum (2017), “Insight report on the travel and tourism competitiveness report 2017: paving the way for a more sustainable and inclusive future”, *World Economic Forum*, available at: [www3.weforum.org/docs/WEF\\_TTCR\\_2017\\_web\\_0401.pdf](http://www3.weforum.org/docs/WEF_TTCR_2017_web_0401.pdf) (accessed 18 March 2019).
- World Travel and Tourism Council (2016), *Travel and Tourism Economic Impact 2016, Kenya*, World Travel and Tourism Council, available at: [www.wttc.org/-/media/files/reports/economic-impact-research/countries-2016/kenya2016.pdf](http://www.wttc.org/-/media/files/reports/economic-impact-research/countries-2016/kenya2016.pdf) (accessed 18 March 2019).
- World Travel and Tourism Council (2017a), *Coping with Success: Managing Overcrowding in Tourism Destinations*, McKinsey and Company and World Travel and Tourism Council, available at: [www.wttc.org/-/media/files/reports/policy-research/coping-with-success—managing-overcrowding-in-tourism-destinations-2017.pdf](http://www.wttc.org/-/media/files/reports/policy-research/coping-with-success—managing-overcrowding-in-tourism-destinations-2017.pdf) (accessed 18 March 2019).
- World Travel and Tourism Council (2017b), “Media report: 2017 saw a significant recovery for tourism in North Africa”, available at: [www.wttc.org/about/media-centre/press-releases/press-releases/2018/2017-saw-significant-recovery-for-tourism-in-north-africa/](http://www.wttc.org/about/media-centre/press-releases/press-releases/2018/2017-saw-significant-recovery-for-tourism-in-north-africa/) (accessed 18 March 2019).
- World Travel and Tourism Council (2017c), *Impact of the Ebola Outbreak on Travel and Tourism*, World Travel and Tourism Council, available at: [www.wttc.org/-/media/files/reports/2018/impact-of-the-ebola-epidemic-on-travel-and-tourism.pdf](http://www.wttc.org/-/media/files/reports/2018/impact-of-the-ebola-epidemic-on-travel-and-tourism.pdf) (accessed 18 March 2019).
- Yang, C. and Sun, X. (2013), “Evolution of a tourism destination complex system”, in Ryan, C. and Huan, S. (Eds), *Tourism in China: Destinations, Planning and Experiences*, Channel view Publications, London.

### Further reading

- Given, L. (2008), *The SAGE Encyclopedia of Qualitative Research Methods*, SAGE Publications Inc, London.
- Weber, F. (2018), “Overtourism an analysis of contextual factors contributing to negative developments in overcrowded tourism destinations”, *BEST EN Think Tank XVII on Innovation and Progress in Sustainable Tourism*.
- World Commission on Environment and Development (1987), *Our Common Futures*, Oxford University Press, Oxford.

World Fair Trade Organization (2018), “Ten principles of the world fair trade organization”, available at: <https://wfto.com/fair-trade/10-principles-fair-trade> (accessed 18 March 2019).

World Travel and Tourism Council (2018), “Travel and tourism economic impact 2018 world travel and tourism council”, available at: [www.wttc.org/-/media/files/reports/economic-impact-research/regions-2018/world2018.pdf](http://www.wttc.org/-/media/files/reports/economic-impact-research/regions-2018/world2018.pdf) (accessed 18 March 2019).

### **About the author**

Shem Wambugu Maingi is a Lecturer in the Department of Tourism Management at Kenyatta University in Kenya. He has been working in the University for the last Nine (9) years as both a tutorial fellow and Lecturer. He is currently pursuing research interests toward postdoctoral studies in Sustainable Tourism and Events Development in African contexts. Dr Maingi completed his PhD at Kenyatta University in 2014, Master’s Degree at Moi University in 2007 and an Undergraduate Degree at the University of Nairobi in 2002. His research interests include sustainable tourism and events management, marketing and development. Dr Shem Maingi has published nine (9) articles in refereed journals internationally, one of which received a joint-award as article of the year 2011. He is committed to research and academic development and is pursuant of these values in East Africa. Shem Wambugu Maingi can be contacted at: [maingi.shem@ku.ac.ke](mailto:maingi.shem@ku.ac.ke)

---

For instructions on how to order reprints of this article, please visit our website:

[www.emeraldgrouppublishing.com/licensing/reprints.htm](http://www.emeraldgrouppublishing.com/licensing/reprints.htm)

Or contact us for further details: [permissions@emeraldinsight.com](mailto:permissions@emeraldinsight.com)