

**1<sup>st</sup> National Hospitality and Tourism Expo and Conference on Sustainable Development,  
Nairobi, Kenya**

**13<sup>th</sup> -16<sup>th</sup> November 2018, KENYATTA UNIVERSITY**

***'Envisioning Hospitality & Tourism as a Pillar of Sustainable Development in Kenya by the  
year 2030 and beyond'***

There is no doubt that tourism, frequently referred to as 'the world's fastest growing industry', is big business. In Kenya, Hospitality and tourism industry is one of the most important socio-economic sectors and a leading component in international trade. The sector contributes 10% to the Gross Domestic Product (GDP) and employs 11% of total workforce in the country. Kenya has a very diverse product (natural and cultural heritage) well spread in every of the 47 counties. Since devolution has attracted major development agenda in these counties, many of them are struggling to find a footing on product development, marketing, and infrastructure development such as hospitality establishment in the regions. This development can only be achieved if approached through planning backed by knowledge obtained through research data shared in conferences and expos. Kenyatta University, School of Hospitality & Tourism as a premier contributor to the industry through training and research has planned the *first hospitality and tourism national expo and conference on sustainable development*. The main theme is *to envision Hospitality & Tourism as a Pillar of Sustainable Development for the year 2030 and beyond*. This Expo and Conference features all the counties in Kenya and brings on board the industry and academia to have promote a national dialogue on tourism sustainability especially with the current devolution of tourism governance. It aims at bringing together professionals in the industry as well as academia for the purpose of experiencing and sharing knowledge. This is a great opportunity for counties with unexploited tourism potential, to learn, network and promote their attractions and hospitality facilities.

# ANOUNCEMENT AND CALL FOR ABSTRACTS AND PAPERS

1<sup>st</sup> National Hospitality and Tourism Expo and Conference on Sustainable Development, Nairobi, Kenya.

Venue: Kenyatta University Conference Centre (KUCC),

Kenyatta University, Nairobi, Kenya,

Date from 13<sup>th</sup> to 16<sup>th</sup> November, 2018.

## Main Theme

*“Envisioning Hospitality & Tourism as a Pillar of Sustainable Development in Kenya by 2030 and beyond.”*

## Sub-themes

1. SUB-THEME 1: TOURISM AND HOSPITALITY PRODUCT (CLASSIFICATION AND STANDARDIZATION)
2. SUB-THEME 2: GREENING OF HOSPITALITY AND TOURISM
3. SUB-THEME 3: HOSPITALITY AND TOURISM MARKETING
4. SUB-THEME 4: LEGAL FRAMEWORK -TOURISM AND HOSPITALITY GOVERNANCE
5. SUB-THEME 5: SAFETY AND RISK MANAGEMENT FOR HOSPITALITY AND TOURISM INDUSTRY
6. SUB-THEME 6: HOSPITALITY AND TOURISM IN TECH ERA

## Organizers

Ministry of Tourism and Wildlife (MOTW)  
Kenyatta University (KU)  
United Nations Environment

## Important Dates

- Submission of abstracts: 12<sup>th</sup> October 2018
- Submission of full papers: 26<sup>th</sup> October 2018
- Expo / Conference programme: 13<sup>th</sup> – 16<sup>th</sup> November 2018
- **Deadline early bird registration** – 19<sup>th</sup> October 2018

## Conference Fee

Early Bird International Delegates USD 150  
Regular International Delegates – USD180

Early Bird East African Delegates – Ksh.10,000  
Regular East African Delegates – Ksh.13,000

Postgraduate Students – Ksh.7,000

Undergraduate Students Ksh.4,000

Gala Dinner – Ksh.3000

Exhibition Fee – Ksh.50,000

For more details, check the website: [www.ku.ac.ke](http://www.ku.ac.ke)

## **Contacts**

Chairman Expo& Conference Steering Committee & Dean School of Hospitality & Tourism

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Please send your abstract and full paper to the email address shown below:

[tourismexpo@ku.ac.ke](mailto:tourismexpo@ku.ac.ke)

## **Call for Papers: Submission Guidelines**

### **Submittal Guidelines to Authors**

1. Submission of a manuscript to this conference represents an indication by the author(s), that the work is original and has neither been published nor considered for publication elsewhere;
2. All manuscripts must be written in English language only.
3. Manuscripts should be double-spaced non one side only of A4 paper with a margin of at least 2.5 cm all round.
4. The font size should be 12
5. The author(s) name(s) and address(es) must not appear in the body of the paper, and self-reference should be in the third person. This is to facilitate blind review.
6. The Abstract should include a summary of about 150 words of the main text. Six keywords should be included with the abstract format for indexing purposes;
7. Only the title should be shown at the first page without the author's information.
8. The body of the manuscript should not exceed 3,000 words (approximately 12 pages, double-spaced)
9. The cover page should show the title of the paper, the author(s) names and affiliation(s), and the address (including e-mail, telephone and FAX) to which correspondence should be sent.
10. Each submitted manuscript will undergo a full blind review process by at least two reviewers.
11. The APA reference version should be used.
12. Tables, figures and charts if on a separate page should have their exact position in a text indicated by a note in the manuscript
13. In the case of multiple authorship, one author should be designated as the corresponding author.
14. All information should be of recent data.
15. No author should publish more than one article in the same issue.
16. Copyright ownership of your manuscript must be transferred officially to the School of Hospitality and Tourism, Kenyatta University before we can begin the peer-review process.
17. **KINDLY NOTE:** The Editors letter acknowledging receipt of the manuscript will be accompanied by a Copyright Transfer Form fully explaining this. All authors must sign the form and return the original (through fax, mail or email) to the Editor as soon as possible. Failure to return the copyright form in a timely fashion will result in delay in review and subsequent publication.
18. After successful of conference paper presentation, the selected papers will be published in the East-West Journal of Hospitality and Tourism Research.

Please send your abstract and full paper to the email address shown below:

## **Terms and Conditions of Review and Publication**

1. Each submitted paper will be carefully reviewed in a double-blind review process by at least two independent reviewers carefully selected;
2. Paper selection will be solely on the criteria of scientific quality and guided by the reviewers' and editors' judgment.