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Role of Tourism Policies on The Sustainable Development of Tourism and Hospitality Industry: A Review

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Abstract

The tourism and hospitality industry is one of the largest industries in the world generating a range of economic benefits although it is undergoing a number of challenges. This brings in the importance of sustainability in this industry, which has however remained as a complex challenge to the industry players. Despite this, there is less research effort that has looked at the tourism and hospitality policies at the global level and relate this to the Kenya tourism and hospitality policy and how it contributes towards sustainable tourism. For this paper review, the scoping review methodology was used to describe the tourism policies and sustainable tourism. Scoping review is an established method for evidence synthesis. This review sets out to provide a strategic view of the study of policy in tourism. The review has highlighted the importance of tourism policy in fostering sustainable tourism. The review highlights that the tourism and hospitality policy define a decision-making process where every country has its unique set of policies with different sets of objectives from where governance can be realised. The study also established several tourism policies adopted for development and sustainability in the industry which included purchasing policies, natural capital policy and Environmental conservation policies. Each of these policies have inherent weaknesses which occur due to climate change, costs of energy, risk factors that affect business performance, visitor arrivals, and the management of tourism resources. Kenyan tourism policy on sustainable tourism and hospitality guides the tourism and hospitality sector in Kenya. Other policy and legal instruments that have a bearing on tourism are The National Wildlife Conservation and Management Policy, Wildlife Conservation and Management Act 2013, Environmental Management and Conservation Act (EMCA) 1999, Climate Change Act 2016 and Public Private Partnership Act 2013. There are a number of provisions that allow the policy to enhance sustainable tourism in Kenya. Even though the existing policies play as significant role trying to ensure sustainability in the industry, policy integration and constant revision remains a priority.

Keywords: Hospitality Industry, Tourism, Sustainable Management, Tourism Management, Tourism Policies

INTRODUCTION

Tourism and hospitality as part of the global culture, enable travel and exploration of different parts of the world, encourage meeting of people from diverse backgrounds, and allow experiences of new cultures, traditions and activities (Hosseini *et al.*, 2023). The

tendency of humans to enjoy travelling and experiencing new places, has enabled the conglomerate of tourism and hospitality industry to immensely grow to be the largest sector in the last two decades, resulting in multiplier effects on the economic activities, job creation (10.4% in terms of global GDP), export revenues and on the domestic value added at the global frontier (Gomes *et al.*, 2023; Thommandru *et al.*, 2023). The sector recorded 1.2 billion international travels in 2022 while contributing 7.71 trillion USD to the global economy (Statista Research Department, 2023).

The enthusiasm in growth of tourism and hospitality has been immense in the African Continent (Skobkin *et al.*, 2020). Primary African tourism include nature-based tourism, cultural tourism, wildlife tourism, business travel, and special interest tourism (Rogerson and Rogerson, 2021; Ezeuduj, 2023). There is also the safaris, beaches, archaeological sites, events, accommodation facilities, extravagance, hotels and festivals associated with African tours (Chapungu *et al.*, 2023; Mihigo and Lukenangula, 2023). It is estimated that in 2022, Africa received 62.5 million international tourism arrivals, which represented approximately 5.2% of the world's tourism arrivals (Bogale *et al.*, 2021; Uyar *et al.*, 2023) and bestowed Africa with tourism revenue of US\$56.2 billion in 2022, which represented 3.2% share of world tourism receipts. In Sub-Saharan Africa, the performance of tourism differs invariably by region, with East and Southern Africa attracting more tourists and contributing more to gross domestic product (GDP) (Cleveland, 2021). According to data from the World Travel & Tourism Council (WTTC), the region's direct travel and tourism GDP is forecast to grow by 60% from 2018 to 2029 (Buhalis *et al.*, 2023).

Kenya remains the economic engine of East Africa and subsequently, the tourism performance in Kenya has grown tremendously in the last 30 years. In 2021, Kenya generated around 1.22 billion US dollars in the tourism sector and approximately 15% of all international tourism receipts in Eastern Africa (Statista Research Department, 2023). In 2022, some 1.5 million tourists visited Kenya, but still not reaching pre-pandemic levels of over 2 million (Kyalo, 2023). The Kenyan tourism is forecasted to grow at an average annual rate of 6.8% (Ferreira *et al.*, 2023), projections which can only be realized if there is the practice of sustainable tourism.

In its simplest definition, sustainable tourism refers to tourism development meeting the needs of present tourists and hosts while protecting and enhancing opportunity for the future (Streimikiene *et al.*, 2021). Sustainability in tourism embraces concerns for environmental protection, social equity, and the quality of life, cultural diversity, and economy delivering jobs and prosperity for all (Guo *et al.*, 2019). This makes the main responsibilities of sustainable tourism to include: protecting the environment, natural resources, biodiversity, providing socio-economic benefits for communities, conserving cultural heritage and creating authentic tourist experiences (Edgell Sr, 2019; Hall, 2019). The United Nations World Tourism Organization emphasized these practices by promoting sustainable tourism as part of the Sustainable Development Goals. However, realizing the full potential of sustainable tourism will only be achieved if the tourism sector is governed correct policy framework.

Policies for sustainable tourism tend to be country specific. One of the principal objectives of these tourism policies is to guarantee and safeguard the effective standardisation of processes and practices within the respective tourism industry in which the policy is implemented (Wanner *et al.*, 2020). This standardisation fosters uniformity and consensus regarding practices which can result in increased sustainability and an overall improvement

in the quality of the tourism product. Today, a number of tourism policies, specific to individual countries have been developed over the years with varying degrees of success (Sharpley, 2020).

In Kenya, a policy framework that guides tourism and hospitality operations is the National Tourism Policy, 2020 on enhancing resilience and sustainable tourism in Kenya. The policy allows the Kenya government and other tourism stakeholders to dedicate valuable time and resources aimed at promoting sustainable tourism through joint collaboration with other government and private sector agencies (Kitheka & Backman, 2016; Francis *et al.*, 2019). However, there is less research effort that has looked at tourism and hospitality policies at the global level and relating this to the Kenya tourism and hospitality policy and how it contributes towards sustainable tourism. The aim of this article is to fill this gap by looking at existing tourism and hospitality policies at the global level and relating them to tourism and hospitality in Kenya with a view to decipher their impacts on sustainable tourism.

METHODOLOGY

For this review, the scoping review methodology (Tricco *et al.*, 2016) was used to describe the tourism policies and sustainable tourism. Scoping review is an established method for evidence synthesis (Peterson *et al.*, 2017). The objective of scoping reviews is to provide a broad overview of the literature on a specific topic and identify patterns, trends, knowledge clusters, and gaps. While a scoping review approach usually does not include a critical appraisal of individual studies' results and their impacts, it is 'particularly valuable for broad, multi-faceted questions, and provides the basis for in-depth follow-up research on specific subsets of the identified evidence (Munn *et al.*, 2018). Searches were conducted utilizing common terms such as hospitality, tourism, tourism policies, sustainable tourism and hospitality, gaps in tourism policies, Kenya and other related terms. The articles reviewed were between 1990 and 2023. The search was performed in the web of knowledge (WOK), one of the most well-known and well-established databases. In order, a synthesis of the Kenya tourism policy and its implications on tourism sustainability was done.

REVIEW FINDINGS AND DISCUSSION

A total of 90 articles published between 1990 and 2023 were found suitable for analysis in this study, where each article was analyzed independently in detail by reviewing the abstract, literature, results and discussion, and conclusion.

Defining Tourism Policy

Tourism and hospitality policy has been defined differently by different authors. (Dwyer *et al.*, 2020) have defined tourism and hospitality policy as a 'handle on the way people are governed, a concept which we use to make sense of what we do' in tourism sector. However, while policy involves 'making decisions', tourism policy may be included or excluded as a domain about which governments may make decisions. There are also other school of thoughts that define tourism and hospitality policy as a 'web of decisions and actions that allocate values in tourism and hospitality (Pastras and Bramwell, 2013). In many developing nations, tourism is a 'chosen' policy, and that policy includes government action, inaction, decisions, and non-decisions as these all imply a deliberate choice between alternatives (Telfer and Sharpley, 2015). In this sense policy is a name to describe the general actions and outcomes of government.

The social aspect of policy has also been recognized which allows it to be viewed as a social process influenced by the institutional components, actors, agencies and networks (Moscardo, 2011; Ramkissoon, 2023). This implies that policy networks of interested stakeholders play a significant role in the policy formulation process. This makes the process of making policy to be seen as 'soft' human process rather than a rational scientific process (Gasparini and Mariotti, 2023). In order to formulate workable and good policies, there is need to work in an environment that allows for complex pattern of actions, decisions, interaction, reaction, and feedbacks. Extending this argument even further, we may argue that policy should be implemented, although implementation has always been argued when it is an effective one.

Tourism and Hospitality Policies

Tourism policy is an intentional course of action which goes beyond the level of theoretical reflection and political intention into real actions. Therefore, tourism policy has been the subject of extensive research over the past decades, and there have been relevant efforts to incorporate the main discussions in the field of public policy to the subject of tourism policy (Hall, 2008; Li *et al.*, 2023). This definition should consider the issue from a dynamic and reticular viewpoint, while admitting that tourism policy is about dispute between interests which have different power, ideologies, and values. Nevertheless, "the field is not as well served as it could be" and many issues regarding tourism policy still need to be addressed.

Tourism policy making is seen first and foremost a political activity, influenced by the economic, social and cultural characteristics of a particular society (Giampiccoli *et al.*, 2022). Policy involves consideration of the 'political debate about what the agenda is, what the issues are, who is involved or affected, and the alternative courses of action to address the problems' (Guo *et al.*, 2019; Cavalheiro *et al.*, 2020). This debate may extend beyond government and include 'policy making tourist organizations (national tourist organizations, information offices, consumer associations) and the tourist industry (hotels, restaurants, tour operators, travel agencies); even pressure groups might have a say in the policy making processes. Managers operate within the ideological beliefs and political philosophy of the government. The ideology of a government is important, for it can determine whether tourism development will be supported and how much financial support, if any, will be available; it can set the style of tourism, and the nature and extent of government involvement (Kubickova and Campbell, 2020; Liu *et al.*, 2020). Thus, policy and the policy process will change over time, and what is 'good' policy must be determined by argument not scientific information although science has an important role to play in policy development.

A general observation of most tourism and hospitality policies across the world is the occurrence of six key objectives related to the nature of the phenomenon and their different dimensions (Cavalheiro *et al.*, 2020). The first objective is to pursue tourism growth or remain competitive, in the case of mature destinations. Second is to promote the destination trying to improve internal and external tourism demand. Third is to achieve international tourism growth and increase foreign currency income to support the balance of payments. Fourth is to establish public institutions, national tourism administrations, to stimulate tourism growth and to do so in a sustainable manner. Fifth is to increase awareness of the importance of the activity among entrepreneurs and private sector in order to make tourism more attractive for private investment. Finally, most of the tourism and hospitality policies aim to support

the right to travel and move freely as laid out in the Universal Declaration of Human Rights. Nevertheless, the specific details differ substantially for each country. One of priority concerns in the drafting of sustainable tourism policies is to ensure the adequate involvement of the local community in tourism activity, to guarantee increased socio-economic benefits can be generated as it relates to increasing employment and entrepreneurship, creating opportunities for local businesses and preserving the local heritage and culture.

As tourism is also an experience or service consumed by people, there are objectives related to provide a safe, satisfying, and fulfilling experience for visitors. Common aims could be: 1 To protect tourism-consumer; 2 To improve the regulation framework across different tourism sub-sectors through the adoption of regulations concerning safety levels in accommodation, travel inter-mediation, as well as new products such as active tourism; 3 To promote actions to improve quality standards of tourism products and customer attention, usually through training programs. In order to intervene on the tourist market with a strategic vision, it is necessary to have updated information and have expertise that can be applied by various actors. A tourism policy cannot be copied and adapted to a destination, especially if [the said destination] is to offer a unique and identifiable product offering in a global market place."

Tourism Policies Adopted for Development and Sustainability in the Industry

Purchasing Policies

Tourism and hospitality sometimes proscribe ways in which some items in tourism and hospitality can be consumed through elaborate plans to local, natural, recyclable and seasonal products to minimize the flow of waste and maximize the recycling of waste that is inherent to the hotel business. This policy has been implemented in many developed countries such as the USA and European Union as well as some African countries and in the process, saw an operational efficiency that resulted in to increase in revenue (Jones & Wynn, 2019). This policy in essence is concerned with the achievement of environmental sustainability where items to be used are designed to be reused and recycled.

There are also countries that have adopted policies for the tourist-based hotels to source locally made furniture, purchased recycled products, purchase of only environmentally friendly products and encourage their guests to purchase such products (Font *et al.*, 2023). This has seen policy documents extending to the hotels to purchase eco-friendly materials such as recycled plastics, organic cotton, and bioplastics sourced locally which sometime ensures that there is minimization of wastes into the environment.

Natural Capital Policy

Natural capital policy involves all forms of tourism focusing on visitation to natural or near natural areas focusing on developing a sustainable industry for the territory (Fitch *et al.*, 2022). One of the planned outcomes for this strategy was that a territory's natural and cultural values are protected and appreciated by the community and the tourism industry at large. The policy of protecting natural capital adopted by many tourism companies has yielded economic and social benefits. For instance, it has been found to be beneficial for energy use, carbon emissions, water and waste in areas where the policy is adopted (Hinson *et al.*, 2022). The policy is also applicable to conservation of biodiversity as part of nature (Fitch *et al.*, 2022; Sunderland *et al.*, 2023). Many destination management organizations have in

place plans to manage and prepare in the event of natural calamities and environmental conservation (Hinson *et al.*, 2022).

There are a number of successful application of natural policy in wildlife conservation in the past (Shafiullah *et al.*, 2023) where an outcome for this strategy was that the territory's natural and cultural values would be protected and appreciated by the community and industry and here integrating tourism and land management for conservation was seen to underpin continuing sustainable development. Based on the strategy, many states recorded an increase in the international attractiveness of tourists and demand while others showed resilience in biodiversity development. The strategies have also been applied to tourism attraction in wildlife reserves (Kularatne *et al.*, 2021) where there was reported increased tourism experience with wildlife experience.

Environmental Conservation Policies

There is increasing concern on environmental issues in tourism and hospitality in the wake of climate change (Hussain, 2021; Sheller, 2021). The use of environmental conservation policies shows a positive correlation with environmental integrity. Hotels that adopted environmental policy, resource conservation, energy conservation and environmental performance in management strategies also reported high financial performance due to lowered cost of operations. Energy conservation and policies related to environmental aspects significantly have been found to enhance increased tourism performance by over 20 per cent in different tourism companies (Musa *et al.*, 2021; Banga *et al.*, 2022).

The extent of integrating the environmental conservation agenda in policies and plans adopted by specific destinations varies significantly. The ultimate success of environmental policy integration is attributed to the capability of a destination management organization (DMO) to understand the value of sustainable tourism development and adopt it as a future destination's vision (Khan *et al.*, 2020). Despite this, several gaps exist in the development and adoption of environmental conservation policies in ensuring sustainable tourism policies that need to be addressed.

Weaknesses of the Existing Tourism Policy Initiatives on Sustainable Tourism

There are a number of risk factors that continue to hinder successful adoption and implementation of tourism policies across the world. First, is the ever-increasing issue of climate change. Tourism resources are exposed to a wide range of climate change risks that represents both areas that require policies for adaptation and mitigation (Nair & Thomas, 2013). Since the world is extremely vulnerable to climate change impacts, adopting climate resilient strategies in tourism increases the overall cost of tourism and hospitality practices (Becken *et al.*, 2020; Michael Hall and Saarinen, 2021). In addition to extreme events, there are long-term impacts predicted from global warming, such as sea level rise and coral bleaching. These will have a high impact on local economies dependent on the tourism sector including the hospitality sector (Gössling and Lund-Durlacher, 2021). In most tourism resources, the high level of vulnerability and limited access to natural resources is coupled with a low capacity to adapt to the adverse effects of climate change. Therefore, the main elephant in the room as far as this issue is concerned is whether policies that integrate climate change will manage to achieve sustainable and profitable tourism.

The second agenda for weakness to implement tourism policies is the costs of energy. The policy concern in the tourism sector is the regulation of high fuel dependent in countries

with a large number of tourists arrival and many tourism products (Sharif *et al.*, 2020; Banga *et al.*, 2022). As a result, the tourism policy should incorporate the energy regulations at the international and national levels in order to remain sustainable. There is also the increasing problem of high energy costs in the international market (Ahmad and Zhang, 2020) that affects travels and thus the policy issue must tackle such obstacles. There are also policies and investments in green energy are important for the management of fuel consumption.

The tourism policy for sustainability has also been affected by several risk factors that affect business performance, visitor arrivals, and the management of tourism resources. There is no better example than the COVID-19 in 2020 pandemic that reduced tourism travels across the world by over 90% (Saha *et al.*, 2021; Korinth, 2023). There are also cases of increasing terrorism activities in various countries that must now be included in the tourism policies to enhance sustainability (Gamage *et al.*, 2020). The increasing international conflicts between nations leading to wars tend to increase xenophobia among people from different countries and therefore the security risks to tourists increase tremendously (Kock *et al.*, 2019; Santas, 2020).

Some of the driving forces are so dominant that they completely dwarf the intent of tourism policies to ensure sustainable tourism (Han *et al.*, 2020; Dolezal and Novelli, 2022). Their potential impacts on tourism and sustainable tourism need to be part of a comprehensive review, particularly in situations where the political commitment to economic growth is far stronger than to sustainable tourism. In many parts of the world, this is still not happening, which continues to constrain tourism policy implementation.

Critical look at the Kenya Tourism Policy of 2020 on Sustainable Tourism

Kenya's Tourism Policy on Sustainable Tourism and Hospitality

The Kenya tourism sector is driven by Kenyan governments, donor agencies, Non-State Actors (NSAs), conservation groups and public (Buzinde & Caterina-Knorr, 2022). Earlier on, the focus was mainly on earnings from tourism which resulted in formulation of a policy on The Tourism Act, 2011. This Act concerns the development, management, marketing and regulation of a sustainable tourist industry in Kenya. It provides for the control of tourist activities through licensing and registration.

The enactment of the National Tourism Policy of 2014 preceded that of the Kenya Tourism Policy (2005). It is also particularly informed by the Constitution, national land policy, Transition to Devolved Government Act, 2012, Inter-governmental Relations Act, 2012, Land Act, 2012. The Kenya Tourism policy content statements and instruments are designed to achieve a desired objective such as biodiversity conservation, or environmental protection. The Kenyan tourism policies have consistently dealt with the articulation of courses of actions to achieve specific tourism management objectives (Mutune and Lund, 2016). The policy has guided the principals and practices that determine the direction of the sustainable tourism sector. The tourism policies in Kenya is concerned with the manner in which tourism should be managed to meet society's demand for goods and services if managed properly provide for current and future generations. Other policy and legal instruments that have a bearing on tourism are The National Wildlife Conservation and Management Policy, Wildlife Conservation and Management Act 2013, Environmental Management and Conservation Act (EMCA) 1999 and Climate Change Act 2016 as well as Public Private Partnership Act 2013.

The policy guiding tourism in Kenya is the National Tourism Policy, 2020 on Enhancing Sustainable Tourism in Kenya. There are chapters dedicated to sustainable tourism as shown in Table 1.

Table 1. Sections of the Kenya National Tourism Policy, 2020 on sustainable tourism

Chapter	Sections	Description
Introduction Chapter one underscores the importance and contribution of the tourism sector to the economy	Ecological significance of tourism in Kenya	Tourism industry is linked to ecologically sustainable development of the country's natural and heritage resources. The industry should strive to build upon awareness of the interdependence of environmental concerns and promote sustainable tourism.
	Rationale and Justification for National Tourism Policy	Tourism sector has and continues to experience turbulence arising from political, technological and economic spheres. This calls for adoption of management strategies to be able to remain sustainable in a globally competitive scene. The changes arise from the country's commitment to streamline and develop a sustainable tourism industry. In particular, the need to: (h) Provide policy direction for development of sustainable tourism throughout the country
Chapter 3 Vision, Goal, Objectives and Guiding Principles Chapter three spells out the goal and objectives of the Policy.	Goal	The goal of reviewing this Policy is to align and integrate it to new developments like new constitution, county governments and changing trends of tourism and travel globally to achieve sustainable tourism that contributes to a better quality of life for all people now and for posterity.
	Objectives	The objectives (c): Ensure adoption of sustainable tourism that enhances economic development, environmental sustainability and social justice.
	Guiding Principles	(b) Sustainability: Given that tourism in Kenya is nature based, tourism will be undertaken in a manner that does not compromise the quality and value of the resource, or exceed the carrying capacity of supporting ecosystems. It will be managed in a sustainable way by incorporating long term goals in its planning to ensure that it survives turbulence that faces the sector.
Chapter Four Enhancing Sustainable Tourism Development Chapter four deals with actions that would enhance sustainable tourism, in particular: tourism products	Tourism Products and Services	To ensure provision of high quality tourism products and services, the Government, in collaboration with stakeholders will endeavour to: Diversify, develop and implement innovative tourism products that enhance economic growth, environmental sustainability and preserve heritage.

<p>and services, ethics, standards, pricing, research, information management, infrastructure, safety and security.</p>		
	<p>Tourism Ethics and Standards</p>	<p>Ethics and standards are important constitutive aspects of sustainable tourism. Sustainable tourism obligates all actors to respect and adhere to established norms, practices and standards, particularly with respect to the environment and culture of the country. For example protection from commercialization of culture as well as pornography and child sex exploitation requires joint efforts.</p>
<p>Chapter five Tourism Development, Promotion and Marketing</p>	<p>Tourism Development</p>	<p>The conservation of tourist attraction assets is critically important for the long term sustainability of the industry. Developments which adversely impact the environment should be avoided 2. Promote investment in sustainable tourism development by providing conducive environment in form of enabling policies and incentives.</p>
	<p>Tourism Promotion and Marketing</p>	<p>The success of sustainable tourism is dependant upon effective and creative marketing and promotion of the country as a destination. This calls for a coordinated and structured approach that builds on cooperation between the government and stakeholders.</p>

Key Policy Issues Limiting the Kenya Tourism Policy in Achieving Sustainable Tourism

Ideally, tourism policies in Kenya address anticipated problems that arise because of an imbalance between public and private goals. Without this imbalance, the policies, as well as laws and regulations, would not be necessary. Imbalances result in conflicts and policies try to minimize such conflicts by applying different policy instruments. This does not only apply at the national and state levels but also at the community, private firm or household level.

There is broad agreement that the implementation of tourism policies remains a major bottleneck to achieving better sustainable tourism despite some positive advancement concerning sustainable tourism. There is no dearth of explanations why what is written so beautifully in a policy document is not translated into visible improvements on the ground. Although it has been proposed that one reason for poor policy implementation and a lack of impact is that policies might be seriously flawed, out of touch with reality and outdated, there are numerous equally important reasons that account for the poor implementation of existing policies.

1. A serious weakness is that in Kenya, the tourism policy concerning sustainable tourism is neither sufficiently backed up with legislative provisions nor are they followed up by program and strategy development, action plans and operational

- tactics. In such case where plans are drawn up that are not supported by policies or the law, they become difficult to implement
2. In part, inertia and resistance to change can be explained by lack of funds and weak capacities. Recognizing that funds are limited has not resulted in comprehensive adjustments and prioritization exercises within an overall strategy of policy implementation. Instead, devolution of tourism management is viewed as a solution to insufficient funds. Responsibilities, although not necessarily authorities, are passed down to the counties or local level, to tourism user groups, communities or non-governmental organizations with little or no accompanying budget allocations.
 3. In Kenya there is a new realization of devolved units of governance. Thus, the country has drafted policies and legislation for implementing devolution and decentralization of tourism management in one way or the other and the number of communities and households involved in sustainable tourism has increased steadily. There is still less emphasis on sustainable tourism even in devolved units.

CONCLUSION AND RECOMMENDATIONS

This review has provided a strategic view of the place of policy in tourism. The review has highlighted the importance of tourism policy in fostering sustainable tourism. The review has highlighted that the tourism and hospitality policy defines a decision making process where every country has its unique set of policies with different sets of objectives from where governance can be attributed. The study also established a number of tourism policies adopted for development and sustainability in the industry which included purchasing policies, natural capital policy and Environmental conservation policies. Each of these policies have inherent weaknesses which occur due to climate change, costs of energy, risk factors that affect business performance, visitor arrivals, and the management of tourism resources.

Kenyan tourism policy on sustainable tourism and hospitality guide the tourism and hospitality sector in Kenya. Other policy and legal instruments that have a bearing on tourism are The National Wildlife Conservation and Management Policy, Wildlife Conservation and Management Act 2013, Environmental Management and Conservation Act (EMCA) 1999 and Climate Change Act 2016 as well as Public Private Partnership Act 2013. There are a number of provisions that allow the policy to enhance sustainable tourism in Kenya.

It also appears that policy research has moved from particular political or ideological perspectives to a more sociological perspective looking at concepts like power, collaboration, and governance. Thus, generalist theories have been replaced with development of policy in the context of local actors' power. That said tourism policy seems set within ideologies (mostly) with little questioning of boundaries. It seems to be about optimization of a particular approach or choice of policy options within a policy ideology. Additionally public tourism policy is increasingly seen as the study of parts of governments – rather than government as a whole.

There is no doubt that the analysis of tourism policy could be conducted from an economic perspective. However, this is not the only perspective that should be taken into account when governments are facing designing tourism policy; they must also consider culture, environment, and social dynamics. In this sense, it is necessary to use a broader definition of tourism and tourism policy. It may be helpful and necessary to consider the issue from the perspective of the dispute between interests which have different power, ideologies,

and values. Growing importance of conflicts emerges, and the tourism policy cannot stand aside. There remains a need to advance in terms of research by addressing some of the central questions facing the tourism policy today: how to combine a steadily growth with sustainable principles; how to achieve cohabitation between tourist necessities and local, or which is the role of the tourism policies in a better balance between costs and profits to local societies.

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