TOURISM EXCELLENCE AWARDS-KENYA

OCTOBER, 2025

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AWARD CATEGORIES

This being the inaugural National Tourism Excellence Award Scheme, the Authority identified categories in which the stakeholders can apply for entry in whichever area that fits their operations or sector. The categories identified are listed below: -

1. **Hospitality Category**

Best Hospitality facility as per the quality audit criteria in each of the 9 tourism circuits in Kenya.

a) **Nairobi Circuit**- Nairobi County
b) **Central Kenya Circuit**- Kiambu, Embu, Nyeri, Murang'a, Kirinyaga, Meru, Nyandarua and Laikipia Counties
c) **Coastal Circuit**- Mombasa, Kwale, Kilifi, Lamu, Tana River Counties
d) **Northern Circuit**- Marsabit, Samburu, Turkana, Garissa, Isiolo, Mandera, Wajir Counties
e) **Western Circuit**- Kisumu, Kakamega, Busia, Homa Bay, Kisii, Migori, Nyamira, Bungoma, Siaya, Vihiga Counties
f) **Southern Circuit**- Taita taveta and Kajiado Counties
g) **North Rift Circuit-** Uasin Gishu, Elgeyo Marakwet, Baringo, Kericho, Nandi, West Pokot, Trans Nzoia Counties
h) **South Rift Circuit**- Narok, Bomet and Nakuru Counties
i) **Eastern Circuit**- Tharaka Nithi, Machakos, Makueni, Kitui Counties

1) Best Hotel in Kenya
2) Best Lodge in Kenya
3) Best Tented Camp in Kenya
4) Best Resort in Kenya

2. **Tourism Enterprises Category**

a) Best Travel Agent in Kenya
b) Best Tour Operator in Kenya
c) Best Tour Guide in Kenya
d) Best Tourism Photographer in Kenya
e) Best Spa and Wellness center in Kenya

3. **Young Entrepreneurs Category**

a) Best Male in Tourism
b) Best Female in Tourism

4. **Tourism Influencer Category**
5. **Tourism Journalist Category**
6. **Cultural & Heritage Tourism Category**
7. **Adventure Tourism Category**
8. **Lifetime Achievement Category**

a) Best Male
b) Best Female

HOSPITALITY CATEGORY

ELIGIBILITY REQUIREMENTS

1. Licensed by TRA

JUDGING CRITERIA

1) Compliance with Statutory Obligations
2) Location, Design & layout of the facility
3) Guest Reservation & Reception Services
4) Guest facilities & amenities
5) Food and beverage delivery, storage, production & services
6) Food safety and hygiene services
7) Safety and Security
8) Staff professionalism & facilities
9) Customer Experience and Satisfaction
10) Sustainability Practices

TRAVEL AGENTS CATEGORY

ELIGIBILITY REQUIREMENTS

1. Licensed by TRA
2. Member of a recognized Association

JUDGING CRITERIA

1. Staff Professionalism and Development

a) Staff training and licensing
Ensure all tour guides are licensed, staff undergo training annually, training records are well maintained.

b) Customer Service Training
Quarterly customer refresher courses, role- play exercises and customer feedback analysis.

c) Code of Conduct
Develop and implement staff code of conduct.

d) Staff welfare and retention
Provide fair wages, health benefits, recognition awards and flexible scheduling.

2. Technology and innovativeness

a) Online booking & payments

Offer secure online booking and payment systems. Real-time availability is displayed and accessible desktop and mobile.

b) Automated Client Communication

Automated confirmations, reminders, digital itineraries sent instantly and integrated CRM system.

c) Virtual Itinerary Access

Provide clients with mobile itinerary apps, live updates on itinerary changes.

d) Data driven service design

Analyze booking data to create tailored packages, monitor customer preferences.

3. Sustainable and Responsible Tourism

a) Paperless ticketing

Issue all tickets electronically and encourage clients to use e-documents

b) Local supplier engagement

Prioritize locally owned suppliers and track percentage of spend locally.

c) Cultural preservation

Incorporate local cultural experiences, ensure authenticity and respects cultural IP rights

d) Carbon offset in Travel

Offer clients carbon offset options and partner with certified offset programs.

4. Industry Engagement and Partnerships

a) Cross-Sector Collaboration

Collaborations with airlines, hotels, government agencies and tourism stakeholders.
Participate in Trade fairs, Expos and tourism industry events.
Contribution to industry standards and advocacy.

b) IATA Bonding

The agency is IATA bonded to ensure they meet their financial obligation to airlines and clients.

5. Customer Care & Responsiveness (CCR)

a) Clients Services Standards

Service charter displayed in the reception and online. Clearly defined service timelines for responses, booking and complaints. Staff are trained in customer care and there are multiple channels of access (phone, email, social media).

b) Complain handling

Written complaints policy is in place. All complaints are logged in a tracking system and target resolutions within 5 working days. Follow ups with clients is done post resolution.

c) Service consistency

There are documented SOP's for bookings, confirmation and clients handling. Quarterly service audit and continuous staff training.

d) 24/7 Customer Assistance

Maintain 24-hour hotline which is displayed in all correspondence and on the website. Staff are trained on-call at all times.

6. Online Presence

a) Active and well managed social media accounts that demonstrate an authentic digital footprint.
b) Professional and active website.
c) Positive online reviews and customer feedback/ interactions. Responsiveness to customer comments and inquires.
d) Use of digital tools for marketing and branding.
e) Quality and consistent content (photos, videos and stories)

TOUR OPERATOR CATEGORY

ELIGIBILITY REQUIREMENTS

1. Licensed by TRA
2. Member of a recognized Association

JUDGING CRITERIA

1. Customer Experience and Satisfaction

a) Quality of service delivery before, during and after the tour.
b) Client feedback, testimonials and satisfaction ratings.
c) Personalization of tour to meet clients' needs and preferences.
d) Responsiveness to inquiries, complaints and special requests.

2. Product Knowledge, Innovation and Creativity

a) Development of unique, authentic and value-added tour packages.
b) Creative storytelling and itinerary design that enhance visitor experience.
c) Use of local culture, heritage and nature in innovative ways.
d) Integration of digital tools (apps, VR, social media marketing).

3. Sustainable & Responsible Tourism Practices

a) Commitment to environmental conservation and eco-friendly operations.
b) Partnerships with local communities and support for local economies.
c) Promotion of responsible travel behavior among clients.
d) Certification or participation in sustainability programs.

4. Staff Professionalism and Development

a) Continuous training of guides and staff on customer care, destinations and safety.
b) Employee welfare, motivation and retention.
c) Employment of local talent and capacity building.

5. Industry Impact

a) Advocacy for responsible tourism or policy improvement.

6. Industry Collaborations and Partnerships

a) Collaboration with other tourism stakeholders (hotels, airlines, attractions)
b) Participation in industry association and development programs.

7. Operational excellence in Tour Planning

a) Realistic Itinerary Management

Design itineraries with realistic travel times, allow rest period, ensure manageable pacing for all demographics.

b) Supplier vetting and contracts

Maintain contracts with service providers, verify licensing and insurance.

c) Contingency Planning

Backup plans for weather/ disruptions, alternative suppliers/ routes identified, changes communication promptly.

d) Quality supplier partnerships

Partner with top-rated suppliers, review partnerships annually and prioritize sustainable providers.

8. Customer Care & Responsiveness (CCR)

a) Clients Services Standards
   Service charter displayed in the reception and online. Clearly defined service timelines for responses, booking and complaints. Staff are trained in customer care and there are multiple channels of access (phone, email, social media).
b) Complain handling
   Written complaints policy is in place. All complaints are logged in a tracking system and target resolutions within 5 working days. Follow ups with clients is done post resolution.
c) Service consistency
   There are documented SOP's for bookings, confirmation and clients handling. Quarterly service audit and continuous staff training.
d) 24/7 Customer Assistance
   Maintain 24-hour hotline which is displayed in all correspondence and on the website. Staff are trained on-call at all times.

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e) Quality and consistent content (photos, videos and stories)

TOUR GUIDE CATEGORY

ELIGIBILITY REQUIREMENTS

1. Licensed by TRA
2. Member of a recognized Association

JUDGING CRITERIA

1. PROFESSIONAL KNOWLEDGE & SKILLS

Tourism & Destination Knowledge

a) Demonstrates thorough knowledge of Kenyan geography, culture, history, wildlife, and key tourist attractions.
b) Accurate and up-to-date information delivery.
c) Ability to answer guest questions confidently and informatively.

Safety & Emergency Protocols

a) Understands and implements safety guidelines and procedures during tours.
b) Can respond effectively in emergencies or unexpected situations.

Legal & Ethical Standards

a) Awareness of Kenya's tourism laws, code of conduct, and ethical guiding practices.
b) Respect for cultural sensitivities and local customs.

Guiding Techniques

a) Uses clear, engaging, and organized delivery methods (storytelling, interactive elements).
b) Manages group dynamics effectively.

2. PERSONAL DEVELOPMENT

a) Participation in professional development programs (training, workshops).
b) Dedication to continuous learning and improving guiding skills.

3. KNOWLEDGE OF DESTINATION AND INTERPRETATION SKILLS

a) Comprehensive knowledge of destinations, history, culture, flora, fauna, and geography.
b) Ability to communicate information accurately and engagingly.
c) Storytelling skills that make tours memorable and educational.
d) Use of local languages or multilingual ability (added advantage).

4. CUSTOMER SERVICE & COMMUNICATION

Communication Skills

a) Fluency in at least one foreign language (English is mandatory; additional languages like Swahili, French, German, Spanish, Mandarin are a plus).
b) Clear articulation, engaging voice, and appropriate pacing.

c) Ability to adapt communication style to different audiences (families, elders, children, special needs).

Interpersonal Skills & Guest Relations

a) Warmth, friendliness, patience, and empathy.
b) Handles complaints and special requests professionally.
c) Creates a positive, memorable experience for tourists.

5. COMMITMENT TO SUSTAINABLE AND REPONSIBLE TOURISM

Environmental Conservation

a) Educates tourists on environmental protection and wildlife conservation.
b) Practices and encourages 'Leave No Trace' principles during tours.
c) Minimizes ecological impact (e.g., waste management, respecting habitats).

Community Engagement & Cultural Respect

a) Promotes local culture and supports community tourism initiatives.
b) Respects and encourages respectful interaction with local communities.
c) Supports local businesses (crafts, food vendors).

6. INNOVATION & USE OF TECHNOLOGY

Use of Technology in Guiding

a) Incorporates digital tools (GPS, apps, multimedia presentations) to enhance tours.
b) Active presence on social media or websites to promote tourism and share knowledge.

Creative Guiding Methods

a) Develops unique or personalized tour experiences.
b) Uses storytelling, games, or interactive elements innovatively.

7. EXPERIENCE & PROFESSIONAL DEVELOPMENT

Years of Experience

a) Minimum years working as a licensed tour guide (scaled by award category).

Continued Education & Training

b) Participation in workshops, seminars, certifications related to tourism, languages, first aid, or cultural studies.

Recognition & Awards

c) Previous awards, commendations, or positive industry recognition.

8. SAFETY & DISASTER PREPAREDNESS

Approved Vehicle Use

a) Use only NTSA-approved vehicle, display inspection stickers and maintain logbooks.

Driver/Guide Standards

b) Licensed drivers, defensive driving courses, maximum driving hours observed.

Vehicle safety checks

c) Daily pre-trip inspections, monthly mechanical checks and vehicle records maintained.

Passenger briefings

d) Safety briefing before trips, emergency procedure explained, seatbelt use enforced.

9. ONLINE PRESENCE

f) Active and well managed social media accounts that demonstrate an authentic digital footprint.
g) Professional and active website.
h) Positive online reviews and customer feedback/ interactions. Responsiveness to customer comments and inquires.
i) Use of digital tools for marketing and branding.
j) Quality and consistent content (photos, videos and stories)

TOURISM PHOTOGRAPHER CATEGORY

ELIGIBILITY REQUIREMENTS

1) Licensed by TRA
2) Member of a recognized Association

JUDGING CRITERIA

1) ARTISTIC QUALITY AND COMPOSITION

a) Demonstrates strong technical skill in photography (lighting, focus, composition, color balance).
b) Effective use of natural or artificial light to enhance subject matter.
c) Displays a distinct artistic style or visual identity.
d) Composition captures the viewer's attention and evokes emotion.

2) STORYTELLING AND CREATIVITY

a) Uniqueness of perspective or concept. The image shows creativity beyond standard travel shots, presenting a fresh view of destination Kenya.

b) Each photograph tells a compelling story related to Kenya's tourism or hospitality experience.
c) Shows creativity and originality in theme, angle, and perspective.
d) Communicates authentic Kenyan narratives that inspire exploration.

3) PRESENT KENYA'S TOURISM AND HOSPITALITY PRODUCTS AND SERVICES

a) Ability of the photo to inspire travel, promote a destination, or portray its tourism potential (culture, nature, heritage, adventure, hospitality).

b) Accurately and attractively showcases Kenya's destinations, culture, heritage, wildlife, or hospitality sector.
c) Promotes Kenya's image as a top travel destination.
d) Highlights diversity—people, landscapes, cuisine, accommodation, or experiences.
e) Avoids clichés or over-commercialized portrayals; focuses on authentic Kenyan experiences.

4) TECHNICAL COMPLIANCE AND PRESENTATION

a) Proper labeling, captions, and adherence to contest rules (size, format, originality, authenticity — minimal over-editing).
b) Demonstrates control over photographic elements such as exposure, sharpness, and color grading.
c) Editing enhances rather than over-manipulates the image.

d) Maintains high resolution and print/display quality suitable for exhibitions or publications.
e) Shows mastery of both camera and post-processing tools.

5) SUSTAINABILITY AND RESPONSIBLE TOURISM MESSAGE

a) Highlights eco-tourism, conservation, or sustainable practices within tourism

6) IMPACT AND ENGAGEMENT

a) Photograph creates emotional connection or inspires action (e.g., travel interest, appreciation of Kenyan culture).
b) Engages public or professional audiences (through exhibitions, online engagement, or publications).
c) Demonstrates influence or contribution to Kenya's visual tourism identity.

7) PROFESSIONALISM AND ETHICAL PRACTICE

a) Adheres to ethical standards in photography—respect for people, wildlife, and property.
b) Maintains cultural sensitivity and informed consent where applicable.
c) Demonstrates professionalism in partnerships, collaborations, and copyright handling.
d) Consistent commitment to promoting Kenya positively and responsibly.

SPA AND WELLNESS CENTER CATEGORY

ELIGIBILITY REQUIREMENTS

1. Facility must be a member of a recognized Association

JUDGING CRITERIA

1. **Location & Accessibility**

a) How would you rate the Spa & wellness location accessibility including provision for PWDs?
b) Assess and rate the location in terms of safety, comfortability and tranquillity?
c) How would you rate the provision for online presence to enhance accessibility?
d) How would you rate the provision of clear, visible and appropriate signage?

2. **Quality of Product & Services**

a) How would you rate provisions for a Spa /massage parlor and use of approved and certified products?
b) How would you rate provisions for a fully equipped health (fitness & wellness) center with professional fitness & wellness team?

3. **Safety and Hygiene**

a) Assess and rate the facility compliance with existing safety and hygiene regulations and standards?
b) Are staff trained regularly on safety and hygiene and are the records of staff training kept? Assess and rate
c) How would you rate the documentation and implementation of procedures related to various functions related to safety and hygiene?
d) Assess and rate the facility's documented SOPs?

4. **Security**

a) How would rate the provision for appropriate measures to secure the facility?
b) How would rate measures in place to ensure the facility complies with local safety and security standards and Occupational safety and Health (OSHA)?
c) How would you rate the provision for safety information to guests and a disclaimer signed on arrival?
d) How would you rate the provisions for well documented Emergency Response Procedures?
e) How would you rate the provision for staff and guests' movement control within the premises?

5. **Customer Experience & Satisfaction**

a) How would you rate the range and detail of information on the facility and services provided in the guest information and electronically at the reception and public areas?
b) How would you rate the systems put in place to acquire feedback on the guest experience?

c) How would you rate the provision for management decision making on online review reports?
d) How would you rate the provision for complaint handling and records of the action taken on the same?

6. Staff Professionalism and Development

a) How would you rate provisions to ensure the facility is under the management of a suitably trained person from recognized institutions?
b) How would you rate the qualification of personnel assisting the manager in terms of evidence of proven distinguished career in their respective profession?
c) How would you rate provisions to ensure staff are trained in first aid and cardio pulmonary resuscitation (CPR)?
d) How would you rate the provision for (PPE) Personal protective equipment for staff?
e) How would you rate the provision for staff facilities and staff welfare?

7. Technology and Innovation

a) How would you rate the provision for social media presence on at least one platform?
b) How would you rate the facility's presence on reputable online booking platforms?

8. Ambience, Design & Layout

a) How would you rate the design in terms of harmony with the physical built up, natural, social and cultural environment?
b) Assess and rate the facility's site in terms of impressiveness, vantage, scenery and richness of biodiversity?
c) How would you rate the provision for a design theme with additional functionality, safety, security and conducive to relaxation?
d) How would you rate the aesthetics of design and layout?
e) How would you rate the provision for permissible sound management features to enhance comfort and privacy of guests?
f) Asses and rate the locality including the outlook and suitability of the facility in terms of internationally recognizable standards?

9. Cleanliness and Maintenance

a) How would you rate provisions to ensure equipment are regularly serviced, cleaned, sanitized and in good condition?
b) How would you rate provisions to ensure Spa equipment are sterilized between treatment and linen replaced after each treatment?
c) How would you rate the condition and maintenance of floors and walls?

10. Sustainability and Responsible Practices

a) How would you rate the provision for approved procedures for solid waste separation, collection, storage, transportation and disposal in accordance to waste management regulations?
b) How would you rate the provision for deliberate water conservation practices and measures to avoid wastage?
c) How would you rate the provision for energy conservation policy?

d) How would you rate the provision for efficient and effective waste water/ effluent management systems located and constructed in such a way that it prevents contamination of water, food and environmental pollution?
e) How would you rate the provision for effective solid waste management plan and measures to ensure there is, reduction, reuse &recycle?

11. ONLINE PRESENCE

a) Active and well managed social media accounts that demonstrate an authentic digital footprint.
b) Professional and active website.
c) Positive online reviews and customer feedback/ interactions. Responsiveness to customer comments and inquires.
d) Use of digital tools for marketing and branding.
e) Quality and consistent content (photos, videos and stories)

YOUNG ENTREPRENEURS IN TOURISM CATEGORY

1. **Best Female**
2. **Best Male**

ELIGIBILITY REQUIREMENTS

1. Must be between 18 to 35 years
2. Licensed by TRA
3. A member of a recognized association

JUDGING CRITERIA

1. **Customer Experience and Satisfaction**

a) Demonstrates excellence in customer care and service delivery.
b) Positive client feedback, testimonials, or repeat business.
c) Ability to tailor tours to meet diverse client needs.
d) Responsiveness to inquiries, feedback, and complaints.

2. **Innovation and Creativity**

a) Development of unique, value-added, or niche tour packages (e.g., adventure, cultural, eco, youth travel).
b) Introduction of creative marketing strategies and storytelling.
c) Integration of technology (e.g., social media marketing, online booking platforms, virtual tours).

3. **Sustainable and Responsible Tourism Practices**

a) Promotion of eco-friendly and community-based tourism initiatives.
b) Use of local suppliers and contribution to local economies.
c) Encouragement of responsible behavior among tourists.
d) Participation in environmental or cultural conservation projects.

4. **Business Growth and Entrepreneurship**

a) Demonstrated growth in clientele, sales, or destinations offered.
b) Innovative business models or partnerships.
c) Clear financial and operational sustainability.
d) Ability to adapt to changing market conditions

5. **Professionalism and Ethical Conduct**

a) Adherence to legal, regulatory, and safety requirements in tour operations.
b) Transparent pricing, accurate information, and ethical dealings with clients and partners.
c) Demonstrates integrity and professionalism in all business operations.

6. **Leadership and Teamwork**

a) Demonstrates strong leadership in managing staff or collaborating with stakeholders.
b) Contribution to youth empowerment and mentorship in tourism.
c) Team-building and positive staff motivation practices.

7. **Marketing and Brand Positioning**

a) Strong, consistent brand identity and visibility in the market.
b) Effective use of marketing channels (digital, print, events).

c) Participation in trade fairs, exhibitions, or tourism forums.

8. Product Knowledge and Destination Expertise

a) Strong understanding of travel products, destinations, and itineraries.
b) Ability to recommend suitable travel packages that meet client needs and budgets.
c) Keeps up to date with global travel trends, regulations, and destination updates.

9. Technology Use and innovation

a) Efficient use of digital tools (booking systems, CRM, online payments).
b) Social media presence and engagement to promote travel experiences.
c) Use of technology to improve client experience or operational efficiency.

10. Personal Development

a) Enthusiasm and dedication to the travel and tourism profession.
b) Ongoing learning (courses, certifications, workshops).
c) Clear career vision and contribution to the future of youth in tourism.

TOURISM INFLUENCER CATEGORY

ELIGIBILITY REQUIREMENTS

1. The individual must be a member of a recognized Association

JUDGING CRITERIA

1. **Content Quality and Creativity**

Originality, creativity, and professionalism in the presentation of tourism content.

2. **Engagement and Reach**

Level of interaction, audience engagement, and follower authenticity across platforms.

3. **Consistency and Frequency**

Regular posting and consistent tourism-related messaging.

4. **Contribution to Destination Kenya**

Positive promotion of Kenya's destinations, culture, and people.

5. **Relevance, Authenticity and Credibility**

Honest, transparent, and credible tourism advocacy without misinformation.

6. **Visual Appeal and Story Telling**

Aesthetic quality and emotional impact of shared visuals and narratives.

7. **Social Impact and Inspiration**

Ability to inspire travel, community participation, or sustainable tourism practices.

TOURISM JOURNALIST CATEGORY

ELIGIBILITY REQUIREMENTS

1. The individual must be a member of a recognized Association

JUDGING CRITERIA

1. **Professionalism**

Adherence to journalistic ethics, objectivity, and professional integrity

2. **Relevance and Accuracy**

The extent to which the journalist's work accurately represents tourism facts, trends, and destinations in Kenya.

3. **Depth of Research**

Evidence of investigative reporting, factual accuracy, and well-sourced information.

4. **Innovativeness, Creativity and Storytelling**

Innovation and creativity in content presentation, writing style, and narrative appeal.

5. **Impact and Influence**

Demonstrated impact of published stories on tourism awareness, behavior, or policy.

6. **Promotion of Destination Kenya**

Focus on promoting Kenya as a tourism destination through positive and informative storytelling.

7. **Presentation and Consistency**

Quality of writing, presentation, and regular contribution to tourism reporting.

CULTURAL & HERITAGE TOURISM CATEGORY

ELIGIBILITY REQUIREMENTS

- Must be registered by the Department of Culture, the Arts & Heritage

JUDGING CRITERIA

1. **CONSERVATION AND PROTECTION, PRESERVATION**

a) Efforts to protect, maintain, and restore heritage assets

b) Show evidence of visitor management, interpretation, and heritage conservation practices.

2. **CULTURAL SIGNIFICANCE**

a) Demonstration of authentic cultural or historical value

3. **SUSTAINABILITY PRACTICES**

a) Demonstrate preservation of cultural, historical, or architectural value in line with Kenya's national heritage standards.

b) Uphold environmental sustainability and inclusive access for diverse audiences.

4. **INNOVATION AND PROMOTION**

a) Creativity in showcasing heritage and attracting visitors.

5. **INTERPRETATION AND PRESENTATION**

a) Quality of visitor interpretation, information, and education

6. **COMMUNITY INVOLVEMENT**

a) Role of local communities in management and heritage promotion

b) Level of local community engagement and benefit

c) Actively promote community participation and local cultural identity

7. **AUTHENTICITY AND INTEGRITY**

a) Maintenance of original features and historical authenticity

8. **VISITOR EXPERIENCE AND ACCESSIBILITY**

a) Quality of interpretation, accessibility, and visitor satisfaction

b) Have operated for at least two consecutive years with documented visitor data or heritage activities.

ADVENTURE TOURISM CATEGORY

ELIGIBILITY REQUIREMENTS

1. Licensed by TRA
2. Member of a recognized Association

JUDGING CRITERIA

1. PROFESSIONALISM AND TRAINING

a) Staff are trained, certified, qualified and experienced in safety and risk management for the activities undertaken.
b) Training, certification, and service delivery standards are available

2. QUALITY OF EXPERIENCE

a) Uniqueness, thrill factor, and participant satisfaction

3. SAFETY STANDARDS

a) Adherence to safety regulations and risk management
b) Regular servicing and maintenance of equipment
c) Have a valid insurance policy covering both staff and participants
d) Have documented safety procedures
e) Have an indemnity form for all clients to fill and conduct safety briefs before activities are undertaken.

4. ENVIRONMENTAL STEWARDSHIP /RESPONSIBILITY

a) Sustainable use of natural resources
b) Demonstrate environmentally responsible operations with minimal ecological impact.

5. INNOVATION AND EXPERIENCE QUALITY

a) Demonstrate innovation, creativity and effective promotion of adventure tourism

6. COMMUNITY LINKAGES

a) Integration of local communities' participation in product delivery and benefit-sharing

7. MARKETING AND IMPACT

a) Effectiveness in promoting Kenya as an adventure destination

LIFETIME ACHIEVEMENT CATEGORY (EXCEPTIONAL CONTRIBUTION TO KENYA'S TOURISM SECTOR)

1. **Best male**
2. **Best female**

ELIGIBILITY REQUIREMENTS

1. Licensed by TRA
2. Member of a recognized Association

JUDGING CRITERIA

1. **CAREER EXCELLENCE AND PROFESSIONAL ACHIEVEMENT**

a) Demonstrated sustained excellence in the tourism industry for over a significant period (e.g., 20+ years).
b) Record of outstanding accomplishments, innovations, or leadership.
c) Recognition or awards received from peers, organizations, or the tourism industry.
d) Evidence of consistency, integrity, and professionalism throughout their career.

2. **IMPACT AND CONTRIBUTION TO TOURISM**

a) Significant, measurable, or widely acknowledged impact on the tourism industry, discipline, or community.
b) Contributions that have advanced the standards, knowledge, or practice in tourism.
c) Influence on policy, practice, education, or awareness related to their area of work.
d) Demonstrated impact on tourism development and policy influence
e) Contributions beyond professional duties that benefit society.

3. **LEADERSHIP AND MENTORSHIP**

a) Role in nurturing talent and inspiring others in the tourism industry
b) Contribution to nurturing future generations or fostering professional growth in others.
c) Demonstrated leadership in creating opportunities or empowering others

4. **INTEGRITY AND CHARACTER**

a) Reputation for ethical behavior, fairness, and professionalism.
b) Embodiment of values such as humility, perseverance, and social responsibility.
c) Personal conduct that upholds the ideals of the award or organization presenting it.

5. INNOVATION AND VISION

a. Demonstrated foresight, innovation, and adaptability over the years
b) Pioneering ideas, methods, or creations that changed the industry.

6. LEGACY AND RECOGNITION

a. Awards, honors, and sustained positive reputation in tourism. Enduring contributions that continue to shape the field or community.
b. Establishment of programs, institutions, or initiatives with long-term impact.
c. Recognition that their body of work will remain influential or foundational in years to come.
d. Influence extending beyond local or national boundaries.