



TOURISM REGULATORY AUTHORITY

Congratulations

TOURISM REGULATORY AUTHORITY (TRA) Congratulates all the graduands on this notable achievement and wish you the best in your future endeavours.

OUR VISION is to be a valued and trusted lead regulator in a competitive tourism sector.

OBJECT AND PURPOSE OF THE AUTHORITY. The object and purpose of the Authority shall be to regulate the tourism sector.

Functions of the Authority.

The Authority shall;

- a. Formulate guidelines and prescribe measures for sustainable tourism throughout the country;
- b. Regulate tourism activities and services countrywide, in accordance with the national tourism strategy;
- c. Register, licence and grade all sustainable tourism and tourist-related activities and services including cottages and private residences engaged in guest house services;
- d. Develop and implement, in consultation with relevant stakeholders, criteria for standardization and classification of tourism facilities and services;
- e. Develop and regulate, in consultation with the ministry for the time being responsible for matters relating to education, tourism and hospitality curriculum, examination and certification;
- f. Develop and implement a code of practice for the tourism sector;
- g. Ensure the development and implementation of high-quality tourism sector;
- h. Vet and recommend expatriates seeking employment in the tourism and hospitality sector;
- i. Monitor and assess tourist activities and services to enhance continuous improvement and adherence to sound principles and practices of sustainable tourism;
- j. Undertake, annually, an assessment and audit of tourism activities and services, measures and initiatives at the national level, and prepare and publish an annual national tourism sector status report, in consultation with the Minister and the relevant lead agencies;

**TRA website www.tourismauthority.go.ke.
dg@tourismauthority.go.ke, Tourism twitter @tra_ke
P.O.Box 25357-00100 Nairobi,**

