



**GLOBAL TOURISM RESILIENCE AND CRISIS MANAGEMENT CENTRE – EASTERN  
AFRICA, AT KENYATTA UNIVERSITY, KENYA**  
**Brief – November 2024**  
**(<https://gtrcmc.ku.ac.ke/>)**

**GTRCMC-EA Honored with 2024 Global Tourism Resilience Award**

On November 6, 2024, the Global Tourism Resilience and Crisis Management Centre – Eastern Africa (GTRCMC-EA), domiciled at Kenyatta University in Kenya, was presented with the prestigious Tourism Resilience Award during the Global Resilience Council Hall of Fame Awards at Plaisterers' Hall in London. This award recognizes the Centre's outstanding contributions to tourism resilience and crisis management, supporting Eastern Africa's tourism sector in overcoming challenges and advancing sustainable development.

Distinguished dignitaries were present to receive the award, including Kenya's Cabinet Secretary for Tourism and Wildlife, who serves as Chairperson of the GTRCMC-EA Board of Governors, the Ambassador of Kenya to the United Kingdom, and Kenyatta University's Vice Chancellor, Prof. Waceke Wanjohi, Secretary of the Board. Also attending were Dr. Esther Munyiri, Director of GTRCMC-EA, and other senior officials from the Centre.

The Centre, founded in 2019, has made significant strides in equipping Eastern Africa's tourism industry with resilience strategies. Initiatives such as the Paid Internships Abroad Programme, a digital tourism inventory, and crisis response strategies during the COVID-19 pandemic have greatly strengthened tourism across the region's fourteen countries. GTRCMC-EA has also pioneered Harmonized Sustainability Standards for East Africa, setting a benchmark for sustainable tourism practices.

Special thanks go to Hon. Edmund Bartlett for his visionary leadership in conceptualizing GTRCMC, and his immense support in advancing the Centre's mission. His dedication to resilience in tourism has been a guiding force, positioning GTRCMC-EA as a model for sustainable tourism development in Africa and beyond.

The award ceremony also marked the Centre's participation in the World Travel Market in London, where delegates will further build partnerships and share insights on tourism resilience. This recognition underscores GTRCMC-EA's leadership and sets a powerful example for sustainable growth in the tourism industry worldwide.