

# ECOTOURISM SOCIETY OF KENYA >>



JUDITH A. KEPHER-GONA >>



## SHORT BIOGRAPHY >>

Judith Kepher-Gona is the CEO of Ecotourism society of Kenya. Judy joined ESOK in 1999 and has since then engineered its transformation from an insignificant awareness creation organisation to a leader in setting standards for the tourism sector in Kenya and now into performance evaluation.

Judy graduated from University of Nairobi in 1992 with a BA degree in Sociology and Geography. She worked for the Kenya Wildlife Service, the organisation charged with management of Kenya's national parks. Judy is in the final stages of completing her MA in Community Development. Her MA thesis is on private/community partnerships in ecotourism as tools for rural development.

"I have a passion for the concept of ecotourism, for me it's a philosophy-for me it's more than a market segment it's a tradition."  
Judith Kepher-Gona

## ABOUT THE ECOTOURISM SOCIETY OF KENYA >>

The Ecotourism Society of Kenya, Africa's premier ecotourism society, was founded in 1996 with a vision to propel Kenya's tourism to new heights-ecotourism. With membership of over 200 corporate organisations and professionals, the society aims at providing leadership in the knowledge and practice of ecotourism for Kenya and the Africa region at large. Key achievements include the implementation of a voluntary certification scheme for accommodation facilities, the ESOK Eco-rating Scheme, and a community outreach program that encourages communities to engage in ecotourism.

## ABOUT KENYA >>

Kenya is a developing country with a population of about 30 million people. Agriculture is the mainstay of the economy with more than 50% of the population living from agriculture. Tourism is among the top three foreign exchange earners, others being coffee and tea. Kenya is credited among the first countries to embrace ecotourism.

Photos: Kenya Tourist Board



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