

MKTE 2025

Magical Kenya:
Unlocking Africa's Potential through
Sustainable Tourism Growth

1st to 3rd OCT, 2025



Uhuru Gardens,
NAIROBI

Call For Abstracts & Innovations

Be part of MKTE 2025 and the inaugural Africa Tourism Investment Forum (ATIF)

We invite tourism professionals, students, innovators and thought leaders to submit abstracts, success stories, models or innovations aligned with this year's sub-themes

1. Tourism Destination Competitiveness
2. Digital Transformation and Innovations in Tourism
3. Environmental, Social, Economic and Governance in tourism
4. Corporate Culture and Workforce Development in the Tourism Sector

To be Submitted to:

Email: research@mkte.co.ke

Telephone: +254 713 660580 | 0725 049688

Please Note: Submissions are **FREE OF CHARGE**

SUBMISSION GUIDELINES

ABSTRACTS:

1. Max 300 words (include Background, Objectives, Methods, Findings, Conclusion)
2. Add 5 key terms
3. Font: Times New Roman, 12pt
4. Full paper: 4,000–6,000 words
5. Author details, affiliations (organization), contact (email and phone number)

INNOVATIONS (KENYAN YOUTH ONLY):

1. 500-word summary (incl. Title, Objectives, Process, Budget, Results)
2. 10-min video (with self-intro & motivation)
3. Must be on:
 - a. Indigenous Culinary Arts
 - b. Tourism & Hospitality Tech
 - c. Sustainability in Tourism/Hospitality
4. Successful participants will present their work at MKTE 2025 from 1st-3rd October, 2025

Successful papers will be published in the **African Journal of Tourism and Hospitality**.

IMPORTANT DATES

Abstracts/Innovations submission deadline	Mon, 7th July 2025
Abstracts/ Innovations Acceptance:	Fri, 18th July 2025
Corrected Abstracts/ Innovations submission deadline	Mon, 28th July 2025
Submission of full draft papers & innovations deadline	Fri, 15th August 2025
Feedback for the full papers & innovations	Mon, 1st September 2025

**NEW
DATES!**

Visit Website
for more info

For more information visit www.mkte.co.ke