

# CITIZEN'S SERVICE DELIVERY CHARTER

## VISION

The preferred destination offering diverse, Innovative and authentic experiences to our visitors.

## MISSION

We inspire Kenyans and the world to visit Kenya through effective positioning of the destination's experiences while enriching the lives of Kenyans and travelers alike

## CORE VALUES

To fulfill its mandate and accomplish its vision and mission, the Board will be guided by its core values of:

- **Excellence** – surpassing standards of expectation, striving to be the best in serving internal and external stakeholders, totally committed, operating at peak potential.
- **Productive partnerships** – collaborating and engaging with stakeholders to achieve Kenya tourism vision.
- **Innovation** – a culture of innovation in all areas of work.
- **Creativity** - creativity built into every initiative that drives the customer value proposition

## COMMITMENTS ON SERVICE DELIVERY

### TO THE EMPLOYEES

No.	SERVICES RENDERED	Requirements to Obtain Service	Cost of Services	TIMELINE
1.	Provision of conducive work environment and resources	Nil	Nil	Continuous
2.	Conducting Staff appraisals	<ul style="list-style-type: none"> <li>• Filled appraisal forms</li> <li>• Job Description</li> <li>• Signed Annual Work Plans</li> </ul>	Nil	Annually
3.	Enhancing skills through relevant capacity development	<ul style="list-style-type: none"> <li>• Signed and dully completed appraisal forms</li> </ul>	Nil	Continuous
4.	Communicating of policy changes	<ul style="list-style-type: none"> <li>• Nil</li> </ul>	Nil	Immediately
5.	Responding to feedback/Complaints	<ul style="list-style-type: none"> <li>• Staff grievance /Complaint Form</li> </ul>	Nil	7 days

### TO THE GOVERNMENT

1.	Submission of performance contract reports to the relevant government authorities	<ul style="list-style-type: none"> <li>• Reports in prescribed format</li> <li>• Extracts of minutes of the Board/subcommittee that approved the report</li> </ul>	Nil	Quarterly
2.	Submission of annual financial statements	<ul style="list-style-type: none"> <li>• Reports</li> <li>• Board extract that app–roved the annual financial statements</li> </ul>	Nil	30th September
3.	Remittance of taxes due	<ul style="list-style-type: none"> <li>• Reports</li> <li>• Relevant certificates (Withholding tax certificates etc.)</li> </ul>	Nil	As per statutory deadlines

### TO THE TOURISM INDUSTRY

No.	SERVICES RENDERED			TIMELINE
1.	Offering advisory services	<ul style="list-style-type: none"> <li>• Official communication of the request through email or letter</li> </ul>	Nil	Continuous
2.	Releasing planned marketing activities	<ul style="list-style-type: none"> <li>• Request in writing (letter or email)</li> </ul>	Nil	Continuous
3.	Developing/establishing strategic partnerships in the implementation of marketing activities	<ul style="list-style-type: none"> <li>• Partnership proposal</li> </ul>	Nil	Continuous

### TO THE SUPPLIERS

No.	SERVICES RENDERED			TIMELINE
1.	Ensuring compliance with the Public procurement and Asset Disposal Act 2015 and the new Public procurement and Asset Disposal Regulations 2020	<ul style="list-style-type: none"> <li>• Compliance with the Public procurement and Asset Disposal Act 2015 and the new Public procurement and Asset Disposal Regulations 2020</li> </ul>	Nil	Continuous
2.	Payment for goods and services	<ul style="list-style-type: none"> <li>• Provision of the necessary payment documents</li> </ul>	Nil	As per the terms of contract

### TO THE PEOPLE OF KENYA

No.	SERVICES RENDERED			TIMELINE
1.	Treating the general public courteously and professionally	<ul style="list-style-type: none"> <li>• Nil</li> </ul>	Nil	Continuous
2.	Responding to enquiries through:- <ul style="list-style-type: none"> <li>• Telephone</li> <li>• Email</li> <li>• Letters</li> <li>• Walk In</li> </ul>	<ul style="list-style-type: none"> <li>• Nil</li> </ul>	Nil	<ul style="list-style-type: none"> <li>• 3 rings</li> <li>• 24hrs</li> <li>• 7 Days</li> <li>• Promptly</li> </ul>
3.	Conducting Media Briefings	<ul style="list-style-type: none"> <li>• Media invite</li> </ul>	Nil	Quarterly

### WE ARE COMMITTED TO COURTESY AND EXCELLENCE IN SERVICE DELIVERY

Any service/good rendered that does not conform to the above standards or any officer who does not live up to commitment to courtesy and excellence in service delivery should be reported to:

The Chief Executive Officer,  
Kenya Tourism Board,  
KenyaRe Towers 7th Floor,  
P.O. Box 30630 – 00100 Nairobi,  
Tel : +254 (0)20 2711262  
Email : ceo@ktb.go.ke or complaints@ktb.go.ke

The commission Secretary/Chief Executive Officer,  
Commission on Administrative Justice, 2nd Floor  
West End Towers, Waiyaki Way, Nairobi  
P.O. Box 20414 – 00200 Nairobi  
Tel : +254 (0)20 2270000/2303000  
Email : complain@ombudsman.go.ke