

**Abstract:**

The introduction of international tourism in Sub-Saharan Africa is relatively recent. In the context of Kenya, tourism development, in volume and value terms, exemplifies a success story (ECA 1978, 3; Dieke 1991). Despite remarkable progress in this respect in recent years, the tourism sector in the country has been constrained by certain internal and external factors. This article reviews the main features of international tourism development in Kenya, with particular reference to the problems and difficulties of development and the challenges that the industry faces on the eve of the millennium.