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Abstract

This paper offers an intellectual discourse for destination managers by exploring alternative branding approaches used during the colonial period in Kenya, now that the image is under siege both internally through socio-economic instability and unprecedented levels of poaching, and externally through travel warnings, outright trafficking in big game trophies, the constant threat of terror attacks, and poor global rankings in the Travel and Tourism Competitive Index. The paper conforms to the mission of thought and practice by identifying practical ways of promoting tourist destination Kenya through an in-depth analysis of historical experiences.