**Factors affecting innovation and creativity on sustainable**

**development in tourism sector**

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**ABSTRACT**

Innovations are an important factor of success in a competition which is getting increasingly intense. Only those who are able to invent themselves over and over again and thus gain new competitive advantages will be able to survive in the long run. The aim of the study is to find out the factors affecting innovation and creativity on sustainable development in tourism sector. The majors factors considered in the study were; absence of support, follow-up, the perceptions of stake holders andorganisational culture which affect innovation, creativity and change in tourism sector in Kenya. Population of the study was managers and employees in 5 selected destinations. Descriptive method was used to achieve the objectives. Questionnaire was use to collect responses from 200 employees who were selected randomly and managers from the selected destinations. It was found out that organization culture and perception of stakeholders were the major factors affecting innovation and creativity for sustainable development in tourism sector. Absence of followup and support from government and other sectors has least effect on innovation and creativity. The study concludes that tourism sector in Kenya needs to enhance creativity and innovation for sustainable development and to increase its competitiveness in the industry.

**Key words:** innovation, creativity, tourism, and sustainable development