Sports Tourism as an Alternative to Rejuvenate the Stagnating Tourism Industry: The Kenyan Situation

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ABSTRACT

The Kenyan fragile economy like that of many developing countries takes cognizance of the significant role tourism plays in maintaining its GDP at its current level. To be able to harness scarce foreign exchange from this venture the government recognizes the importance of investing time and resources. In an era where the World Bank expects justification for every ministry, Kenya is able to rationalize a whole ministry of tourism. However, indications are that tourism is on the decline.

This paper uses three theories: - the Butler’s theory of “tourist life cycle” Iso-Ahola’s theory of travel needs and France’s model of alternative tourism. These three theories are consummated to show that as a destination decreases in popularity, it could be due to the maturing of travel needs, which improve with experience. As experience is sought, the option is to seek for alternative tourism as opposed to mass tourism.

This paper contends to rejuvenate this decline, there is need to diversify and repackaging the destination. Sports tourism is coming out as a viable alternative to change this trend. This paper seeks to illuminate the fact that sports tourism though unnoticed is picking up and becoming a serious alternative