Sports Tourist Expectation Trends: The Case of Safari Sevens 2005

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Abstract
Tourism in Kenya has undergone radical changes in the last two years. Prior to 2004, there was a marked decline in the numbers of tourists coming to Kenya. Currently however, the increase has been significant to the extent that even with the negative travel advisories from the countries that were considered traditional tourists origin zones the numbers of tourists is phenomenal. The Safari Sevens Rugby competition has been one of those events where sports tourists have frequented. This study went out to find the tourist expectations when they come for this kind of activity. Information was sought in terms of demographic data, reasons for the visit, frequency of visits, preferences and expectations from 60 tourists. Results indicated the trend towards interest in sports tourism.