

# FITNESS STUDIOS AND HEALTH CLUBS IN NAIROBI, KENYA

BY

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## ABSTRACT

In the last decade, Kenya has witnessed the emergence of fitness studios and Health Clubs. This may be attributed to the growing interests in keep fit and exercise without necessarily engaging in conventional sporting activities usually geared towards competition. A greater awareness about the relationship between exercise and health, unexpected free time and improved living standards are some contributing factors to an increased sports involvement and growth of studios and clubs. Maintaining health and losing weight through exercise has become an obsession for some people who have leaped into the fray enthusiastically. The fitness studios and health clubs are privately and commercially run through membership subscription and pay as you methods. This has led to the marginalisation of participants making it a preserve of those who can afford the costs. Female participants outnumber males with participants giving varied reasons for coming to these places. The studios offer a range of facilities and activities. This paper analyses the characteristics and operations of Fitness studios and Health clubs, and the nature and motives of participants. The paper also analyses problems and offers solutions.

**Key words:** Fitness and Health, clinics weight control management problems.