DEVELOPMENT OF SPORTS TOURISM IN SELECTED REGIONS OF KENYA: PERCEPTIONS OF TOURISTS AND GOVERNMENT OFFICIALS

BY

CHUMBA JANET MUHALIA

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Chumba, Janet Muhalia
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DECLARATION

"This thesis is my original work and has not been presented for a degree in any other University".

Signature
Chumba Janet Muhalia

Date
156/CE/11901/2007

SUPERVISORS

This work has been submitted for review with our approval as University Supervisors:

1. Signature
Andanje Mwisukha, Ph.D.
Senior Lecturer,
Department of Recreation Management and Exercise Science

Date
29.04.2013

2. Signature
Mwangi Peter Wanderi, Ph.D
Associate Professor,
Department of Physical and Health Education

Date
29th April 2013
DEDICATION

This thesis is dedicated to my dear husband Mr. Nicholas Chumba Musonye. I thank God for you because you paid my fees without complain; I never missed any assistance from you. You have been a loving and caring husband; you made sure I completed my undergraduate and now my masters’ degree. May God give you many more years.
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3.1 Introduction.................................................................................................. 29
The purpose of this study was to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. The independent variables that were assessed included, sports as a pull factor that interest tourist to the Kenyan market, the extend of sports facilities, hosting of international sports event, cultural sporting activities, beach sports, high and low attitudes training centers, sports for sports icons. The study also looked at effectiveness of marketing, the level of security and political stability. A validated self administered questionnaire was used to collect the data. The sample size of 776 respondents that were randomly selected for the study included 46 government officials from the Ministry in-charge of Sports and Ministry in-charge of Tourism in the headquarters Nairobi, and 730 both local and international tourists who resided in starred hotels and high altitude training centre within the eight tourism circuit were also visited for data collection. The eight tourism circuits included central Kenya region, Nairobi, coastline, southern region, eastern region, north rift, south rift and western Kenya. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. On average 190(26%) of the tourists were of the view that facilities and infrastructure were not adequate while 30(65%) of the government officials were of the same view. 252(34.4%) tourists were of the view that security and political stability was not fully explored for the development of sports tourism in Kenya. 24(52.2%) of the government officials were of the view that Kenya is capable of hosting major international sports events while 221(30.4%) disagreed on the same. 14(30.4%) of the government officials did not agree on the promotion of cultural activities while 290(39.7%) of the tourists were of the view that cultural event was a viable product for the development of sports tourism. 363(46.77%) of both tourists and government officials were of the view that high altitude training centers were fully explored for sports tourism development but when it come to low altitude 396(51.03%) of both had no opinion. 117(16%) of the tourists were of the view that organization of sports for Kenya’s sports icons was not fully explored while 16(34.73%) of the government officials were of the view that it was fully explored. Ministries in-charge of Sports and Tourism needs to encourage sports tourism as a package in the Kenyan market. Recreational sporting facilities should be a requirement for starred hotels in Kenya. The Ministry of Youth Affairs Sports and Tourism should market sports tourism as a tourism package. Ministries in-charge of Sports and Tourism should beef up security; create more high and low altitude centers, and stadia to host cultural sporting events. Ministries in-charge of Sports and Tourism through the Ministry in-charge of Sports and Ministry in-charge of Tourism need to expand sports tourism as a package and encourage its growth in Kenya.
INTRODUCTION

1.1 Background to the Problem

Tourism can be defined as particular activities selected by choice and undertaken outside the home (Daniels, 2003). It may or may not involve overnight stay away from home (Daniels, 2003). Such tourism activities have been embraced by Kenya as a country over the years. Sports tourism on the other hand is any active or passive participation in sports activities that involve travel away from home. According to Ministry in-charge of Tourism (2010), Kenya tourism sector has earned 73.68 billion in terms of revenue earnings, this is the highest tourist revenue ever recorded and it represents an impressive growth of the revenue by 18% compared to the 2009 revenues. The vision 2030 aims to introduce niche tourist product with a view to increasing attractiveness and revenues in the sector (Kenya vision 2030, 2011). The country has embraced tourism as a tool for socio-economic development because it has been an important source of foreign exchange, job creation and economic growth (Butler, 1980). Moreover, several economists as well as an increasing number of development experts and political leaders continue to recommend tourism as a viable development option, particularly for economically depressed and under-developed regions of the world that have otherwise little development potentials (Butler, 1980; Daniels, 2003).

In order to promote tourism, Kenya has undertaken various strategies over the years. After realizing that the diverse arrays of African savannah wildlife had great potentials for tourism development, Ministries in-charge of Sports and Tourism started to formulate and implement various legislation aimed at the protection of Kenya’s unique wildlife resources, and promotion of outdoor organized recreational activities (Achiron & Wilkinson, 1986). It is in line with this that the government created pioneer national
parks in Kenya that included Nairobi National Park in 1947, Amboseli National Park in 1947, Tsavo National Park in 1948 and Mount Kenya National Park in 1949. Other national parks and reserves whose total number at the moment is fifty-two were created in subsequent years. (Akama, 1999 and Lusigi, 1978)

In order to market and promote tourism, various measures have been undertaken at various points in the history of Kenya. In 1948, the government in collaboration with conservation organizations formed the East African Travel and Tourism Association (EATTA) whose mandate was to coordinate, develop and promote wildlife tourism in East Africa (Ouma, 1982). From the 1950’s EATTA started implementing new tourism policies whose aim was to shift tourism activities in national parks and reserves from sport hunting to wildlife viewing and photography (Graham, 1973; Ouma, 1982). The association also advocated for the development of beach tourism at the coast as a way of encouraging more international tourists to visit East Africa (Ouma, 1982).

The focus of the KWS has been mainly on management of the wildlife resources in the protected wildlife areas of the country and promotion of wildlife-centered tourism (Ministries in-charge of Sports and Tourism, 1995). Its tourism activities are complemented by the Kenya Tourism Board (KTB) whose tourist figures have shown a drop in the number of tourists due to the political instability in the recent years arising from multi-party politics (Kenya Tourist Board Website, 2006). Widespread job losses were also reported in the lucrative tourism sector due to massive tour cancellations following the instability, not until 2009 that the tourism sector recorded impressive growth revenue.

In order to critically evaluate the underlying causes of the low performance of Kenya’s
tourism industry, it is important to focus on the nature of the tourism product offered by Kenya against the changing global tourism market demands (Akama, 2005). In this case, it can be argued that, in recent years, there has been a “mismatch” between the nature of the Kenyan tourism product and the existing global market (Akama, 2005). Over the years, Kenya has been offering an undifferentiated and limited tourism product that is based on beach and wildlife tourism. However, the manner in which people chose holidays, particularly between 1945 to the early 1970s was quite different to that of the period between the 1980s to the present. This factor would account for the fluctuation in the number of tourists visiting Kenya (Appendix I and Appendix II).

It is important to note that though tourism has continued to be an income generating opportunity for Kenya, much of it has focused more on wildlife and beach tourism. Other forms of tourism such as sports tourism, slum tourism, religious tourism, adventure tourism, medical tourism and cruise tourism have not received equalled attention, yet they are popular in other countries such as South Africa, Tanzania, Uganda, New Zealand, Switzerland, Spain, France, Italy, United States of America and Australia (Higham, 2005). For instance, alternative coastal products can be build around sports-oriented activities and facilities such as beach volleyball, cruise tourism, water parks, sport tourism resorts, nature retreats with focus on outdoor adventure and exploration with state-of-the-art equipment and facilities to offer visitors with various types of activities and educational programmes conducted by instructors with great deal of expertise (Hudson, 2003).

In order for any form of tourism (including sports tourism) to thrive, a number of factors must be addressed. For instance, Hudson (2003) suggests that calculated, workable and aggressive developmental policies for tourism development must be formulated and implemented. Burkart and Medlik (1990) on the other hand, emphasize on aggressive
publicity of the tourism products through the print and electronic media. For sports tourism development, Hudson (2003) stresses on the need for the development and maintenance of sports tourist facilities and amenities to enable a country to compete favorably to host major local and international sports events. Related to this factor is the importance of commercial sponsorship of sports events as a catalyst for enhanced interest in sports and availing sporting opportunities (Hudson, 2003). Other factors include availability of trained personnel to serve tourists, security, political stability, attractive tourist destinations or sites and infrastructure (Burkart & Medlik, 1990). In terms of sports tourism, there are many activities in Kenya that the tourism and private sectors may need to address in order to enhance it in the country. Some of these inputs may include the popularization of traditional sporting events like the bull fighting events in Western Kenya, fishing sports on Lake Victoria, boat rowing contests on Lake Victoria, white water rafting on River Tana at Sagana, camel derby in Northern Kenya, donkey riding in Lamu, 'boda boda' riding (cycling) in Western Kenya and Mombasa (Wandera, 2006).

To maintain the current growth in tourism sector, migration of tourists to other destinations that was evident in 2004 needs to be reversed permanently (Wandera, 2005). Kenya's tourist industry has been accused of an apparent limited change in the format and design, usually offering the same product year in and year out and advertising the same product in the same basic motive (Akama, 1999). It is in the light of this background that the current study was undertaken to assess the current status of sports tourism development in Kenya.
1.2 Statement of the Problem

The total number of beds available have steadily increased from 7,765,700 to 17,125,300 in the years 2003 to 2009 (Appendix i) except for 2008 due to the post election violence. The average bed occupancy for this period was approximately 38.2%. About more than half of the beds were not occupied (61.8%). These beds could be occupied if Kenya diversified its tourism products by marketing other packages like sports tourism.

Over the years, Kenya has been offering limited tourism products, main of which has been based on beach and wildlife attractions and activities (Akama, 1999). However, in order to attract more tourists and encourage their prolonged stay, it is imperative to offer a wide range of tourism products. This is in line with the current tourism trends in which tourists seek to explore variety of tourism packages. It is in the view of this that many countries have made tremendous efforts towards promoting various tourism products, one of which includes sports tourism. Indeed, sports tourism is very popular in South Africa, Tanzania, New Zealand, Switzerland, Spain, Italy, United States of America and Australia (Higham, 2005). However, the extent to which Kenya has embraced sports tourism despite the available potentials is not evident as it has not been extensively assessed and documented. Moreover the policies that encourage close collaboration between the Ministry in-charge of Sports and the Ministry in-charge of Tourism in Kenya are not evident (Akama, 1999). This study therefore, assessed the current status of sports tourism and with a view of determining factors that should be explored to promote and entrench it in Kenya. It specifically focused on sports tourism in Kenya in terms of availability of relevant policies for its promotion, marketing, sports tourism events available in the country, sports attractions and sites. An assessment of such factors as security and political stability and infrastructure that also have a bearing on sports tourism was also undertaken.
1.3 Purpose of the Study

The purpose of the study was to assess the perceptions of tourists both local and international and government officials on the development of sports tourism in Kenya.

1.4 Objectives of the Study

The objectives of the study included the following:

1. To determine the reason why tourists visit the Kenyan market and if sports is one of the pull factors that interest tourists who visit Kenya.

2. To assess the extent to which available sporting facilities and infrastructure attracts the development of sports tourism in the country.

3. To determine effectiveness in the marketing of sports tourism in Kenya.

4. To outline the extent of security and political stability in Kenya influences the development of sports tourism in the country.

5. To assess the extent to which hosting of international sports events influences sports tourism in Kenya

6. To assess the extent to which cultural sports such as bull fighting, traditional games, ‘boda boda’ (bicycle riding) and camel derby would influence the development of sports tourism.

7. To assess the extent to which beach sports such as beach volleyball, water sports (rafting on river Tana, boat rowing and fishing on Lake Victoria) would influence the development of sports tourism in the country.

8. To assess how high and low altitude centers would influence the development of sports tourism in Kenya.

9. To assess the extent to which organization of sports for the Kenyan sports icons would influence the development of sports tourism in Kenya.
1.5 Research Hypotheses

The following null hypotheses were tested:

H₀₁ The views of tourists and officials of the Ministry in-charge of Sports on the significance of Sports as a pull factor that attracts tourists to Kenya would not significantly differ.

H₀₂ There would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent to which availability of sports facilities and infrastructure attracts the development of sports tourism in the country.

H₀₃ There would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent to which effectiveness of marketing attracts the development of Sports Tourism in the country.

H₀₄ There would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent to which security and political stability affects Sports Tourism development in the country.

H₀₅ There would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent to which hosting of major international sports events affects the development of Sports Tourism in the country.

H₀₆ There would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent to which cultural sports activities such as bull fighting and traditional games such as “boda boda” (cycling) and camel derby would contribute to the development of Sports Tourism in Kenya.
There would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent to which beach sports such as beach volleyball, football, water sports (rafting, boat rowing, and fishing, wind surfing and snorkeling) would contribute to the promotion of Sports Tourism in the country.

There would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent to which development of high altitude training centers in eastern province and rift valley province would influence the development of Sports Tourism in the country.

There would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent to which development of low altitude training centers in eastern province and rift valley province influence the development of Sports Tourism in Kenya.

There would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent to which conducting sports for Kenya’s sports icons would influence the development of Sports Tourism in the country.

1.6 Assumptions of the Study

The researcher made the following assumptions:

a) Availability of sports tourism facilities determined the sports tourism trends.

b) The current global economic crunch does not have a major effect on sports tourism trends.

1.7 Significance of the Study

It has been noted that Kenya has great potential for exploiting tourism (Akama, 1999), and this made this study necessary. Although there have been fluctuations in the number
of tourists who visit Kenya, there has been a disproportionate increase in the number of tourists who participate in sports tourism, which raises concern (Akama, 1999). The study highlighted factors which influence the growth of sports tourism. This is important since Kenya relies, to a large extent, on tourism as a source of foreign exchange. The findings will enable the government and private sector to put in place the necessary measures that would encourage the growth of sports tourism. The findings of the study will also enable policy makers to put in place policies which are geared towards exploiting the potentials of sports tourism in Kenya.

The findings of this study will not only be useful to the government and private sectors, but will also be useful to students who are interested in studying sports tourism trends in Kenya. It therefore, provides baseline information for future research in the area. The media may use the findings to disseminate information to the general public on sports tourism trends, and therefore assist in promoting the sports tourism product in Kenya. The study enriches the available literature and information in the area of sports tourism. The study may also be used as a useful documentation for future researchers and may stimulate more research in this area.

1.8 Delimitation of the Study

This study was confined to both local and international tourists who visited starred hotels and the developed high altitude training centers in Kenya. Only senior government officers in the Ministry in-charge of Sports and the Ministry in-charge of Tourism based at the headquarters and the provincial offices were targeted for information. The assessment of factors influencing sports tourism in the country was based on the perceptions of these respondents. Since the research was delimited to Kenya, the findings of the study only apply to the same country.
1.9 Limitations of the Study

The limitation for this study was that some tourists refused to cooperate because they viewed interviews as an intrusion of their holiday activities. In this case, only those who were willing to volunteer their information were relied upon to provide the required data.

1.10 Theoretical Framework

The study was based on a modified theory of tourist life cycle by Butler in Akama (1999). This theory explains that tourists are attracted to a destination due to maturing travel needs, and these improve through experience. The owners of these destinations therefore have an opportunity to attract tourists as they seek the experience.

Richard Butler developed the Tourist Life Cycle Theory and aimed at explaining how tourism develops from the point when a destination is initially discovered (Akama, 1999). He explains that there is an increase in the number of tourists after the discovery stage, and this then leads to the involvement stage. The factors that make a place become a tourist destination are the attractions, which in sports tourism would include sports activities, events conducted, training and competition sites and facilities. This is the stage where there is the highest rate of increase in tourists in a discovered destination.

The stage is followed by Development and Involvement stages. In these stages, there is a further increase in the number of tourists who visit a destination; these only happen if the following factors are considered: marketing the destination aggressively, putting in place policies for its promotion, proper security, and political stability. After these stages, there is a gradual decline in the number of tourists who visit a destination, leading to stagnation in tourism. This stagnation is due to the fact that the threshold limit for destination is reached and may no longer be fashionable to visit; the reason for
threshold is that a new product has not been introduced to the market. In order to revive a destination which has reached this limit, it is important to reorganize or repackage the destination. To sustain and rejuvenate the tourism activities, policies that promote tourism should be formulated. Additionally, other factors that favor the flourishing of tourism such as aggressive marketing, security, political stability and development of infrastructure need to be addressed. This theory is summarized in Figure 1.1 below:

**Figure 1.1 Modified Butler's Tourist Life Cycle Theory (Akama, 1999)**

The Tourist Life Cycle Theory of Butler in Akama (1999) may explain the trend of tourism in Kenya. It has been fluctuating, and this may be due to the product or package being offered. The tourist life cycle theory explains that tourism develops from the point when a destination is initially discovered. The stage of its development can reach stagnation due to monotony but if new packages or products are added, rejuvenation is realized and back to an increased number of tourists. These explains clearly why Kenya’s tourism industry needs to be re-packaged by embracing new products such as sports tourism, cultural, slum, religion and adventure tourism.
1.11 Operational Definition of Terms

**Cultural Sports Activities** - These are sport activities which are identified with a certain social group or social groups in Kenya. Examples include bullfighting, traditional games, ‘boda boda’ (cycling) and camel derby.

**Developed Training Centres** - Athletes’ training sites that include Kipchoge Keino, St. Marks Kigari and Iten.

**High Altitude Training Centers** – These are training sites used for athletics training at high altitude in Rift Valley, Eastern and Central provinces in order to build athletes' endurance and resilience.

**Marketing** - Use of media and internet to advertise sports tourism activities in Kenya.

**Government Officers** - Senior Assistant Director of Tourism, Assistant Director of Tourism, Principal Tourism officer, Chief Tourism Officer and Senior Tourist Officers in the Ministry in-charge of Tourism in Kenya. Others include, sports secretary, commissioner of sports, deputy commissioner of sports, senior Assistant commissioner of sports, Assistant commissioner of sports and chief sports officers in the Ministry in-charge of Sports in Kenya.

**Sports Tourism** – Refers to all forms of outdoor travel that is motivated by the desire to get involved in sporting opportunities offered in specific sites.

**Sports Tourism Potentials** – These include availability of sports facilities, cultural sports events, beach sports, high and low altitude centers and sports tourist sites that can attract tourists to Kenya.

**Tourism** – Refers to self chosen outdoor activities that involve travel to destinations of choice for the sake of enjoyment or fun.

**Tourism Product/Package** - These are tourism services such as sports tourism, slum tourism, beach and wildlife tourism, cultural tourism, adventure tourism, religious tourism and others offered under a particular tourism brand in order to increase the
popularity of a particular destination.
CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

The chapter covers literature related to the study. Specifically, it covers literature on the factors that favor the promotion of tourism, tourism products, sports tourism and related studies on tourism.

2.2 Factors that Favors the Development and Promotion of Tourism

Policies that lead to the development of tourism and hospitality facilities with little consideration of long-term socio-economic and environmental impacts of facilities need to be addressed. Due to increasing degradation and reduction of the quality of Kenya's tourism product, the country is experiencing severe problem of competition as more tourists are switching to countries in the region which offer similar attractions (Higham, 2005). These include countries such as Zimbabwe, Botswana, Swaziland, Tanzania and Uganda (Higham, 2005). Consequently, the number of international visitor arrivals in Kenya has been declining in the recent years. In 1995, for instance, there was 20% decline in international tourist arrivals. In 1997, the country received 500,000 international tourists, down from over 800,000 arrivals in 1989 (Akama, 2003).

Marketing and promotion of tourism is another factor that favors the development of tourism. Various measures have been undertaken at various points in the history of Kenya. For instance, the Kenya tourism board (KTB) was formed to market tourism locally and internationally (Kenya Tourism Report, 2003). Over the years, the main goal of the government in terms of development of tourism has been to encourage more tourists to visit the country. Consequently, the country's tourism policy has put more
emphasis on tourism and hospitality facilities in order to attract increasing numbers of international tourists. In contrast, important social and environmental issues which influence the development of tourism have, most often, not received similar attention in tourism planning and deficiencies including the development of a spatially constrained tourism product and the degradation and reduction of quality of the country's tourism product (Akama, 2003).

Akama (2003) suggests that mass tourism in Kenya needs to be discouraged. The small number of popular parks and reserves are experiencing server problems of tourist saturation. The promotion of mass tourism and increasing numbers of tourists visiting the game reserves presents a management dilemma for park planners. National park visitor capacity may be exceeded resulting in over-use of park resources, visitor or vehicles overcrowding the parks, reduction of the parks' natural beauty and visitor dissatisfaction. Most parks in the country are rarely visited due to poor infrastructure. This is mainly due to lack of appropriate development of structures, particularly roads linking wildlife attractions located in remote areas (Akama, 1997). Where possible, environmental impact assessment reports should be required before the construction of new facilities and infrastructure.

2.3 Tourism Products

This is what the tourist buys. In a wider sense, the tourist product is an amalgam of what he does at the destination and of other services he/she uses to make it possible. Therefore, each destination has a particular product or products to offer. They include sports tourism, mass tourism, marine tourism, event tourism, beach and wildlife tourism, cultural tourism, adventure tourism, religious tourism, eco-tourism among others (Burkart and Medlik, 1989).
Sports Tourism refers to all forms of active or passive involvement in sports activity, participated in casually or in organized way that necessitates travel away from the home environment (Daniel, 2003). Mass Tourism is the development with improvements in technology, allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people can begin to enjoy the benefits of leisure time (Tourism Wikipedia, 2003). On the other hand, Adventure Tourism involves practical engagement for the tourist. There is a physical effort involved, to a greater or lesser extent, which from some perspectives is closer to work than vacation. Outdoor physical challenge, which may have positive side effects such as weight loss, physique development, suntan and related stress reduction, may be influenced by cultural forces in developed countries. Adventure tourism is a business enterprise. Adventure tourism involves mountaineering, explorations, hiking, rafting, wilderness experiences, multi-day trekking, abseiling and rock climbing (Hudson, 2002).

The other tourism product referred to as Marine Tourism comprises the marine sports such as boating, sailing, fishing, diving, cruising, snorkeling, surfing, windsurfing, parasailing, waterskiing, canoeing, kayaking, jet skiing and jet boating. Each type of marine tourism activity’s periods of participation depends on skills and experience levels; accesses different and the same locations for the pursuit of the activity; and uses of equipment, which requires either minimal or substantial financial outlay depending on the skill level of the participant(s) and the type of sport tourism pursued (Hudson, 2002).

Sport Event Tourism is the other tourism product. It is the development and marketing of sport events to obtain economic and community benefits. To the customer, it is travel for the purpose of participating in, or viewing a sport event. From the event organizer’s perspective, tourists might be one of several target markets to attract, and to event
sponsors (companies and organizations who pay to participate in event for their own marketing purposes), the tourism market is only one of the several within which relationships are forged. Many stakeholder groups can be involved with sport events, therefore tourism goals must be complementary to those relating to sport and community development, corporate marketing, and the physical environment (Hudson, 2002).

Cultural Tourism is also recognized as an important tourism product. In broad terms, it is travel directed toward experiencing the arts, heritage, and special character of unique places. It includes arts (galleries, studios, performing and visual arts), cultural activities (festivals, celebrations, rituals, events), and physical heritage (buildings and environments). ICOMES (the UN’s International Council on Monuments and Sites), in its international cultural tourism charter states that: “At the broadcast level, the natural and cultural heritage belongs to all people. We each have a right to responsibility to understand, appreciate and conserve its universal values”.

Cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological. It enables a society to market its rich and diverse cultural events to its citizens and visitors alike. Broadening participation in the arts, increasing opportunities for artists, preserving and promoting our cultural resources and investing in communities’ quality of life are among reasons state art agencies are key players in supporting and leading cultural tourism projects depend on collaboration, assessment, research, marketing and visitor service, as well as the development of successful strategies linking the arts and in communities (Stronge, 2000).
Another form of tourism product is Eco-Tourism. Eco tourism is nature and culture based tourism that invests in and supports the protection of the environment, respect local cultures and local communities to ensure equity amongst all stakeholders (Eco-Tourism Kenya, 2009).

2.4 Sports Tourism

Sports tourism includes travel away from one's primary residence to participate in a sport activity for recreation or competition travel to observe sport at the grassroots or elite level, and travel to visit a sport attraction such as a sports hall of fame or water park (Hudson 2002). Sports tourism destinations provide the tourist with things to see and do related to sport. Attractions can be natural (parks, mountains and wildlife) or human-made (museum, stadiums and stores). General characteristics represented in sports tourism include visitations to: state-of-the-art sport facilities and or unique sports facilities that generally house sports events, such as stadiums, arenas and domes. Secondly, these may include sport museums and/walls of fame dedicated to sport heritage and to honoring sport heroes and leaders. Thirdly, others are sport theme parks, summer ski jumps, bungee jumping. These can also encompass, hiking trails for exploring nature and sport retail stores (Hudson, 2002).

Sports tourism is popular in several countries of the world including South Africa, Tanzania, Uganda, France, Italy, United States of America and Australia (Higham, 2005 and Odunga, 2005). Sports tourism involve marine sporting activities such as boating, sailing, fishing, diving, snorkeling, surfing, windsurfing, parasailing, water skiing, canoeing, kayaking, jet skiing and jet boating. Adventure sports tourism activities include mountaineering, wildlife safaris, cultural touring, hiking, rafting, multi-day trekking, abseiling, rock climbing and wilderness experiences. The health and spa tourism activities include sun and fun activities, cycling, golf, sea cruise, travel for sauna
and massage, medical treatment and engaging in other healthy physical activities. Others pay visits for the sake of witnessing and participating in sports events such as Olympic Games, world university championships, world cup soccer, inter-school competitions, regular scheduled meets and amateur sport contests.

One of the most spectacular sport events that attracted the largest number of tourists to Africa was the 2010 Soccer World Cup held in South Africa. South Africa prepared for the 2010 world cup since it was awarded to host the tournament by FIFA the world governing body. The development of New Green Point stadium, the South African police services, disaster management teams, traffic law enforcement, emergency services, fire and rescue services and metropolitan police services were all implemented carefully to ensure safety (DelMont and Jordan, 2009). South Africa invested in new traffic vehicles and created employment by additional staff and volunteers to ensure safety and security. South Africa was the most sought sporting destination, bidding nations and cities, resorts and hotels, sporting bid committees, specialist’s tour and event organizers, international media and elite buyers met to conduct business in a unique exhibition (DelMont and Jordan, 2009).

Zimbabwe hoped to revive its ailing tourism sector by providing more than 6,700 hotel rooms to fans and sport organizers during the world cup that was held in South Africa in 2010 (Mhinga, 2009). The success of the tournament obviously gave South Africa and the rest of the continent an image make-over. This is what will obviously be the key to sustainable social and economic enlistment in the long term for the continent (Mohale, 2009).

For the case of Kenya, many runners across the world seek to discover the source of the country’s athletic prowess. Kenya’s north rift is a fertile ground for the development of
worlds' beating athletes. It is home to many of Kenya's world record breaking athletes (Weldon, 2007). Its high altitude attracts international athletes, yearning to share a little of that which builds Kenya's runners.

Other than the other tourism products, Religious Tourism is another one. Religious tourism is travel to a religious destination site example trip to holy land. It is travel with spiritual intent example, Christian conference. Religious tourism comprises of churches, religious organizations, group planners and individual faith travelers. Just as some people claim it 'it takes a village to raise a child', it really is true that it takes an 'industry to operate a religious tour event. The following entities comprise religious tourism: tour operators, cruise lines, airlines, hotels, retreat houses, conference centres, land transportation companies, destinations, tourist boards, conventions and visitor bureaus, attractions, museums, theaters, restaurants and service providers like travel insurance (Stronge, 2000).

As explained earlier, sports tourism includes travel away from one's primary residence to participate in a sport activity for recreation or competition, travel to observe sport at the grassroots or elite level, and travel to visit a sport attraction such as a Sports Hall of Fame or Water Park (Hudson, 2002)

Sports tourism destinations provide the tourist with things to see and do that are related to sport. Attractions can be natural (parks, mountains and wildlife) or human – made (museum, stadiums and stores). General characteristics represented in sports tourism include visitations to: state-of-the-art sport facilities and or unique sports facilities that generally house sports events such as stadiums, arenas, and domes; secondly sports museums and/Halls of Fame dedicated to sport heritage and to honoring sport heroes and leaders; thirdly, sport theme parks, summer ski jumps, bungee jumping; fourthly, hiking trails for exploring nature; and lastly, sport retail stores (Hudson, 2002).
Sport tourism is practiced in many countries of the world including South Africa, Tanzania, Uganda, France, Italy, United States of America and Australia (Higham, 2005; Odunga, 2005). Sports tourism involve the following; marine with the following sporting activities; boating, sailing, fishing, diving, snorkeling, surfing, windsurfing, parasailing, water skiing, canoeing, kayaking, jet skiing and jet boating. It also encompasses adventure activities such as mountaineering, wildlife safaris, cultural touring, hiking, rafting, multi-day trekking, abseiling, rock climbing and wilderness experiences. It further involves health and spa activities, including sun and fun activities, cycling, golf, sea cruise, travel for (sauna, massage), medical treatment and engaging in healthy activities that is sport and adventure. Sport events are also an important component of sports tourism. Such sports events that attract tourists include Olympic Games, world university championships, World Cup Soccer, inter-school competitions (both local and internationals), regular scheduled meets, multiparty events and amateur sport contests.

2.6 Studies on Tourism

Akama (1999) traces the history of Kenyan tourism from 1880. He uses the Butler model to try and explain the stagnation of Kenyan tourism scene. His study makes use of the ‘life cycle’ model for his conceptual framework. He explains that the life cycles model is a useful conceptual tool that can be used to explain socio-economic behavior of tourists. He however concludes without justification that this tool is not appropriate to forecast for long-term purposes.

Kieti (2000), on the other hand, measured tourists’ satisfaction in Kenyan National Parks. In the study, it was noted that there was a gap between tourists’ expectation and actual perception of service quality. Kieti (2004) used a questionnaire to seek the
expectation of tourists through the management of the hotels to collect data. The study only went as far as the services for the tourists are concerned. It was noted that tourists, like other customers are knowledgeable and take an active interest in what their service providers’ offer. The study indicated that the target of Kenya’s government is to increase the numbers of tourists.

Odunga (2005) investigated the choice of attractions, expenditure and satisfaction of international tourists visiting Kenya. The examined the impact of tour packaging on the tourist preferences. It was noted that policies encouraging mass and alternative forms of tourism were in existence and that Kenya’s neighbouring countries Uganda and Tanzania seem to prefer alternative form of tourism, which, he further noted, result in higher earnings per tourist. He used a stratified random sample to choose subjects for study. In conclusion, it was noted that in order to enhance the average daily level of expenditure by tourists, wildlife viewing and cultural tourism needs to be promoted. Another conclusion of the study was that wildlife – beach tourism combination needed to be discouraged and instead tourist satisfaction guaranteed by offering attractions that score highly in importance to individual tourists.

Wen-chi (2007) conducted a correlation research on tourists’ motivation and satisfaction to the home-stay in Taipei. The purpose was to investigate the relationship between the home-stay lodging motivation and satisfaction to the home-stay at U-Lai scenic sport, and compare the variance in the lodging motivation and satisfaction in terms of the ‘statistical population variables’. Questionnaires were used in the study. The subjects of the study were 407 tourists who took up quarters at the home-stay in Taipei, U-Lai scenic sport. All the collected materials were analyzed by descriptive analysis, factor analysis, t-test, one-way ANOVA and Pearson’s Product-moment correlation. The study
noted that five things motivated a tourist to a destination; beauty, hospitality, infrastructure, personnel and operational management.

2.7 Studies on Sports Tourism

Aman (2007) analyzed globalization and its economic contribution to leisure and sport tourism in Malaysia. The research involved library and archival research using information available to the public. It included official documents, ministry reports and reports by the key leisure, sport and tourism sectors. Semi-structured interviews were run to obtain the 'inside' view of key players in leisure, sport and tourism in Malaysia. The study noted that Government intervention in Malaysia and the states' economic development and practice play a significant role in leisure, sport and tourism sector. Tourism promotion was seen as a key to regional economic development and, arguably, minority cultural practices such as music, arts and crafts stand to be rejuvenated by this promotion. The study also revealed that commercialized leisure and sport were becoming an important tourism product in Malaysia. Malaysia’s nature-based sports activities such as scuba diving were being encouraged because of their links with tourism marketing.

Kareithi (2003) analyzed ways of coping with declining tourism among communities in Kenya. The research examined the effects of the tourism decline in the late 1990s and particularly in Narok district which hosts the Maasai Mara Game Reserve and where a large proportion of poor people’s livelihoods are largely tourism-based. The paper explored the consequences of the decline at individual, household and enterprise level as well as broader effects on the wider local economy stakeholders. In conclusion, the study paper offered some policy recommendations for supporting coping strategies during such decline. A total of 38 interviews were conducted, 30 of whom involved local people whose main livelihood depended on tourism. Another four interviewees were tour guides, two senior Narok County Council officials and two lodge managers.
who were interviewed to give an account of how the hotel sector coped with declining tourism arrivals. The study indicated that 40% of Narok’s population relied on tourism as their main source of livelihoods; they engaged in curio making (wood carving, beadwork, basketry and souvenirs) and others engaged in curio hawking for those who did not have the skill to make them. Apart from those informal enterprises, formal employment as watchmen in lodges and posing as cultural photographers at curio shops were also common activities.

Shonk (2006) conducted a study on perceptions of service quality, satisfaction and the intent to return among tourists attending a sporting event. The primary purpose was to determine a comprehensive set of dimensions of quality in sport tourism services, also propose and test a model where perceived quality in selection dimensions is said to lead to chart satisfaction with the experience which, in turn, is said to influence the interest of the tourists in returning to the event in the future. Questionnaires were used to collect data from residents in 50 miles or more away from the stadium. The data from the 215 cases was analyzed using structural equation modeling. The findings from the study point to support for a multi-dimensional model of service quality in sport tourism. The results suggested that there was an overall perception of sport tourism that significantly contributed to a tourist’s perception of satisfaction. Moreover, satisfaction was found to significantly contribute to a tourist’s decision to return to a sporting event or to a particular destination.

In an agency report, Kurtzman and Zauha (1994) found that entrepreneurs had increased the number of sports tours, developed sports specific resorts destination and added sports activity facilities and programs to resorts and hotels in order to set and promote sports events on the basis of tourism.
Green and Chalip (1998) studied sports tourism. In their study, recognized that sports tournaments are designed to attract participants and had become a significant element of tourism. The study surveyed the motives of travel amongst other issues. They noted the capacity of sports to attract visitors and underlined this to be an important factor in the emerging new discipline of sports tourism.

Eduardoii (2009) studied the potentially conflictual relationship between sports and tourism. The paper pointed out the conflicts that can arise in the field of sports and tourism from a case study of two marinas on the island of Tenerife (Spain). Following a qualitative approach, the discourses of the participants of seven different water sports were analyzed. In spite of the traditional optimistic approach towards the relationship between sport and tourism, research results showed that conflicts can arise if this is not carefully managed. Conflicts were found at two levels. First, at a sport practice level, where conflict can arise between the different sports held in and around marinas. Second, at a socio-economic level, conflicts can arise between tourism development and the use of marinas as a sporting venue. The paper concludes by emphasizing key issues to bear in mind when managing the relationship between tourism and sport, such as the brand image of both sport on the one hand and tourism destinations on the other hand, and the social groups that usually play each sport and visit each destination.

Yusof (2009) analysed the exploring of small scale sport event tourism in Malaysia. The purpose of the study was to explore the potential of a small-scale event tourist attraction in Malaysia using Leiper’s (1990) tourist attraction system as framework. Data for the study were collected quantitatively from 400 subjects using the leisure motivation scale developed by Ragheb and Beard (1983). Data were analysed using descriptive statistics
and logistic regression. Visitors to sport event at Lake Kenvir fall into three categories; (1) Sport excursionist, (2) active sport tourist and (3) passive sport tourist and the majority of respondents (81.75%) were sport tourists. The results indicated factors such as competence mastery and intellectual factors as being significant variables that motivate people to seek active sport – oriented vacations. On the other hand, passive sport tourists are motivated by social factors and the need to escape from over stimulating situations. The results were discussed in light of earlier findings concerning sport tourist motivations and preferred destination attributes.

Fortis (2007) studied the benefits of Greece’s Golf industry towards the development of the industry. The dissertation focused on the tourism industry in Greece and how development of a golf industry could facilitate further growth. The researcher looked in depth at the Greek tourism industry and discussed different differentiation strategies with a key component being differentiation into the European golf market. The economic benefits of an expansion of the golf industry were discussed as well as the current competitive nature of the market in Europe. Golf is a powerful industry as it attracts high spender and spawns the development of ancillary tourism facilities. It is also an industry that has tremendous growth potentials in South East Europe due to the saturation of Western Mediterranean markets. Due to the fact that golf is a new concept in Greece there was less golf awareness, and secondary research pertaining to the subject was quite difficult and therefore was mainly done through the worldwide web. The research undertaken by the author found out through an exploratory method, that the Greek tourism industry had lost some competitiveness due to increasing costs and needed to be invigorated through repositioning and differentiating its tourism product. The study showed that golf is the ideal vehicle of differentiation and can reposition the industry in an elite area where price sensitivity will no longer dictate the trajectory of the
Cave (2003) analyzed the economic benefits of sports tourism for Africa by reviewing the bid for the 2006 Soccer World Cup and evaluated the 2002 Cricket World Cup in South Africa, the African Nations Cup and the future bid for 2010 Soccer World Cup. It also examined successful major events elsewhere to consider whether Africa should continue to bid for major sporting tournaments or whether an alternative approach for African continent might be more appropriate. The research was based on published sources, research undertaken for a paper presented to the Association of International Experts in Tourism (AIEST) Congress in Athens, and authors own experiences from attending the 2002 Cricket World Cup in South Africa.

The study realized that despite the potential for tourism a first league sports competition such as an Olympic Games or soccer world cup is not the right way forward for most African countries at the present time. The possible exception would be South Africa with its good stock of hotels and air transport infrastructure. However, even in wealthy countries, such an event places a considerable burden on the public sector budget.

This improvement would certainly benefit tourism for any African nation such a level of investment would need to be set against the need to be set against the needs for health care, housing and education subject to the above, south Africa has been able to demonstrate its potential capabilities of staging major tournaments with its success in staging of the rugby and cricket world cup ably supported by the willing assistance of the army volunteers.

Suid (2008) carried out a case study on sport tourism event impacts on the host community of Red Bull Big Wave Africa. The focus of the study was on the management and social impacts of sport tourism events on the host community. Of
cognizance was the host community's involvement, perceptions, attitudes and an understanding of costs and benefits linked to the event, at the same time providing a critical view on the management aspects of the event and impacts evident from the host community's point of view. Survey questionnaires, interviews and direct observations were carried out as methods of obtaining data. Altogether 200 residents, two community leaders and one organizer took part in the investigation. The results indicated the event had entertainment value, provided economic benefits in particular for local businesses, promoted community pride and acted as regional showcase. On the other hand, the analysis indicated the event as causing minimal disruption to local residents including use of public facilities, mainly for residents in close proximity to the event. In addition, negative environmental impacts and social inequalities became evident. The article reflects a strong link between management and impact of events as a measure to maximize the positive impacts and minimize the

2.8 Summary of Literature Review

Sports tourism activities are important in any economy. Sports tourism is one of the tourism products that can play a crucial role in increasing the revenue earned from tourism, and it is the responsibility of the stakeholders in the sports industry to ensure that this potential is exploited. Much of the studies that have been conducted in Kenya have focused more on nature-based tourism than other forms of tourism products. For instance, Akama (1999), Kieti (2000) and Odunga(2005) conducted studies that focused on nature-oriented aspects of tourism. The reviewed studies in sports tourism by Aman (2007), Kutzaman and Zauha (1994) and Green and Chalip (1998) were conducted outside Kenya. However, the current study focused on the development sports tourism in Kenya.
CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter describes the methodology that was used in the study. It presents the research design, location of the study, target population, sampling procedures and sample size. The other areas included are instrumentation, pilot study, ethical considerations, data collection procedures and data analysis.

3.2 Research Design

The survey research was used in this study. According to Kombo and Tromp (2006) and Berg and Latin (1994), a survey research is useful when collecting information about peoples' opinions by administering interviews and questionnaires to a sample of individuals. Therefore, this design was appropriate for the study because the views of a section of stakeholders in the tourism industry were sought to determine the current status of sports tourism in Kenya.

3.3 Location of the study

The study was conducted in the eight designated tourism circuits in Kenya. The designated circuits include central Kenya region, Nairobi region, coastline region, southern region, North Rift, South Rift, Eastern region, Western Kenya region (Ministry of Tourism, 2013). Information was gathered from local and foreign tourists in starred hotels and athletic high altitude training centers within the eight regions. The Ministry headquarters and provincial offices for the Ministry of Youth Affairs and Sports and Ministry of Tourism were visited to collect information from government officials.

3.4 Target Population

The subjects targeted for information included 50% of the local and international tourists
who resided in both the high altitude training centers in Kenya and starred hotels in the eight designated tourism regions in Kenya (refer to Appendix III). Twenty (20) senior government officials in the Ministry of Tourism at the headquarters and provincial offices also constituted the target population. Others included twenty-eight (28) senior sports officers in the Ministry of youth Affairs and Sports at the headquarters and provincial offices.

3.5 Sample Size

Purposive sampling was used to select the proportion of 50% of the designated tourist regions because coast province has highest numbers of tourists visiting Kenya coastline constituted of 50% (refer to Appendix I). This converted to 4(50%) out of the 8(100%) tourist regions in the country. A proportion of 50% of the starred hotels and high altitude training centers in each of the selected regions was randomly selected for the study. Subsequently, another proportion of 50% of the tourists staying in each of the starred hotels and high altitude training centers in each of the 4 selected regions were selected using simple random sampling technique to provide the required data. According to Mugenda and Mugenda (1999), a proportion of 50% of the population is an adequate sample in a survey research.

Due to the small number of the targeted government officers in the Ministry in-charge of Tourism and in the Ministry in-charge of Sports, all of them were involved in the study. The figures were twenty-eight (28) from the Ministry of Youth Affairs and Sports, and twenty (20) from the Ministry of Tourism.

3.6 Instrument for Data Collection

A questionnaire was used to collect data for this study. It was constructed by the researcher and assessed for content appropriateness and suitability by experts and
researchers in the Department of Recreation Management and Exercise Science of Kenyatta University. According to Berg and Latin (1994), a questionnaire is the most suitable tool of collecting data in a survey research.

3.7 Pre-testing of Research Instrument

A test-retest was conducted to determine the reliability of the research instrument. Fifteen (15) tourists for the pilot study were randomly sampled from Windsor golf club in Nairobi which was not included in the main study. The tourists who were destined to stay in Kenya for at least one week were targeted in the pilot study. In addition, fifteen (15) district government officers in the Ministry of Tourism were involved in the pilot study. The test re-test method was used to establish the reliability index of the questionnaire. The questionnaire was administered twice to the subject within an interval of two weeks. A reliability index was above 0.5 hence an acceptable indicator of the reliability of the instrument.

3.8 Data Collection Procedures

Permission to conduct the research was sought from the Ministry of Youth Affairs and Sports and the Ministry of Tourism. A letter was written to the management of the starred hotels requesting for permission to access the tourists in their hotels (Appendix VI, VII, and VIII). A request also was made to the potential respondents to participate in the study. Each respondent was expected to put a mark against the choice of response that was best reflecting his opinion on each questionnaire item. Hotel managers were used as research assistants; questionnaires were personally handed to the managers and picked after two days. In the higher altitude and government officials, questionnaires were handed to the managers and collected after two days.

3.9 Data Analysis and Presentation Techniques

The data that was collected, coded and organized for analysis using the Statistical
Package for Social Sciences (SPSS). Percentages were used to organize and summarize the data. Tables, graphs and bar charts were drawn to represent the collected data. This was because tables, graphs and percentages were important statistical methods of organizing and summarizing raw data into a meaningful way for the ease of interpretation (Hinton, 1995). The hypotheses were tested using chi-square at 0.05 level significance. The chi-square was considered the appropriate statistical tool in this case because it was a non-parametric tool that compares data that is in the form of frequency counts.

3.10 Ethical Considerations

The researcher obtained permission from the Ministry of Education and an introductory letter from the university’s Graduate School to carry out the research from the starred hotels, high altitude training centers and government officials. In addition, an introduction letter from the Kenya Utalii College to the starred hotel managers signed by the manager was obtained to assist in the research, since she was an employee of the college at that moment. The respondents were assured of confidentiality and that data collected and photography would only be used for the purpose of the study (Appendices V, VI, and VII).
CHAPTER FOUR

FINDINGS AND DISCUSSION

4.1 Introduction

This chapter presents the findings, data interpretation and discussion of the results. Out of 900 sampled tourists who were issued with questionnaires, 776 responded to the questionnaires by filling and returning. This constituted 86% of the targeted population.

Figure 4.1 shows the number of respondents in the sports tourism centers

![Tourist centres](attachment:image.png)

**Figure 4.1: Distribution of Respondents’ Tourism Centres**

Out of the 730 tourists, majority of the tourists 400 (54.8%) were from Rift Valley high altitude training centers and South Coast, each comprising 200 (27.4%). Nairobi hotels had the least 150 (20.5%). This could be because of more tourist sites and related areas of interest. Tourist respondents were distributed in terms of age in six categories. The distribution is presented in figure 4.2.
Figure 4.2 Age Distribution of Respondents in Six Categories

The figure shows that respondents of age 31-40 years were highest in number (230, 31.5%), while those over 60 years were the least (34, 4.5%). This shows majority of tourists under the 31-40 years of age categories seemed to be much interested in tourism-related activities hence created time for them. On the other hand, majority of the government officials were elderly people most of whom were past 30 years of age.

Composition by age showed category under 20 were 3 (6.5%), 21-30 years 9 (19.6%), 31-40 years 17 (37%), 41-50 years 13 (28.3%) and 51-60 was 4 (8.7).

According to Yang (2009), sports tourism in the US maintain different levels based on gender, class, race and level of education for instance, those with university education are believed to be more active sports tourism participants, university students fall between the age (20-30) majority of the tourists visiting the Kenyan market are between (31-40) this above Yang’s study. Figure 4.3 shows the distribution of the tourists who participated in the study in relation to their gender.
The research involved 485 (66.7%) male and 242 (33.3%) female tourist respondents. This composition shows a great difference in number between male and female. The observation can be attributed to commitments to domestic chores as a major cause of few women taking part in tourism-related activities.

Table 4.1: Responses on the Significance of Sporting Activities in Attracting Tourists in Kenya

<table>
<thead>
<tr>
<th>Factor</th>
<th>Respondent</th>
<th>Responses</th>
<th></th>
<th></th>
<th></th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significance of Sporting Activities in Kenya</td>
<td>Tourists</td>
<td>564, 77.3%</td>
<td>153, 21%</td>
<td>13, 1.8%</td>
<td>730(100%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Officials</td>
<td>37, 80.4%</td>
<td>2, 4.3%</td>
<td>7, 15.2%</td>
<td>46(100%)</td>
<td></td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td>601(77.45%)</td>
<td>155(19.97%)</td>
<td>20(2.58%)</td>
<td>776(100%)</td>
<td></td>
</tr>
</tbody>
</table>

$X^2 = 98.8, n=776, df=2 p=0.02$ critical value 3.84 at 0.05 (Significant)

It is evident from table 4.1 above that majority of both the government officials and tourists 601 (77.45%) indicated that sports attract tourists in the Kenyan market. Majority of the government officials 37 (80.4%) indicated that sports were significant in attracting tourists to Kenya, while only 2 (4.3%) had no opinion. According to the
tourists who were interviewed, 564 (77.3%) indicated that sports were important in attracting tourists. 153 (21%) had no opinion while only 13 (1.8%) indicated that sports were of no significance in attracting tourists to the country. To determine if the observed differences were significant, a chi-square test was conducted. It is evident that there was a significant difference in responses on the significance of sporting activities. This is because the calculated $X^2 (98.8, P=0.02)$ was greater than the critical value ($X^2=3.84$) at 0.05 confidence level. As a result, the null hypothesis ($H_0$) that the opinions of the tourists and the government officials on the significance of sports as a pull factor that attracts tourists to Kenya would not significantly differ was rejected. The significant difference in the opinions could be due to a larger proportion of the tourists (21%) who expressed no opinion as to whether sports is a pull factor for the tourists than the government officials. Likewise, the significant difference in opinion can be explained in terms of a bigger proportion of government officials (15.2%) who were of the view that sport is not a tourist attraction than the tourists who were of the same view (1.8%).

The findings that majority of the government officials attached value to sports could be because sports create jobs, generates revenue for the government, and is a good way of relaxing after heavy work schedules as well as a way of preventing antisocial behavior. Another reason could be due to the Kenyan athletes who have continued to post outstanding performances in the world athletics championships that may have marketed the country as a tourist destination. A similar study by Green and Chalip (1998) recognizes that sports tournaments are designed to attract participants and are a significant element of tourism. They note the capacity of sports to attract visitors makes it to be an important factor in the emerging new discipline of sports tourism. In the above the Kenyan athletes put the country on the map by posting good results different sporting events.
Table 4.2: Responses on the Significance of Available Sports Facilities in Attracting Tourists in Kenya

<table>
<thead>
<tr>
<th>Factor</th>
<th>Respondent</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Agree</td>
</tr>
<tr>
<td>Sports Facilities</td>
<td>Tourists</td>
<td>276, 37.8%</td>
</tr>
<tr>
<td>Availability</td>
<td>Officials</td>
<td>15, 32.6%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>291 (37.5%)</td>
</tr>
</tbody>
</table>

\[X^2 = 169.1, \, n=776, \, df=2 \, p=0.01 \text{ critical value } 3.84 \text{ at } 0.05 \text{ (Significant)}\]

Table 4.2 shows the distribution of responses on whether the available sports facilities in Kenya were adequate in attracting tourists in Kenya. It is evident from table 4.2 that majority of the government officials, 30 (65%) were of the view that the facilities were not adequate for promoting sporting in the country, while on the other hand, only 190 (26%) of the tourists were of the same opinion. A average proportion of the tourists comprising 276 (37%) were of the view that the facilities were adequate, while 190 (26%) indicated that they were not adequate and 264 (36.2%) had no opinion. More government officials than tourists were of the view that there were no adequate sports facilities to attract sports tourists in the country. To determine if the observed differences were significant, a chi-square test was computed. The calculated chi-square \(X^2\) value (169.1, \(p=0.01\)) was greater than the critical value (\(X^2=3.84\)) at 0.05. As a result, the null hypothesis (\(H_0\)) that there would be no significance difference in the opinion of the tourists and the government officials on the extent to which the available sports facilities and infrastructure attracts sports tourists in Kenya was rejected. This could be because most starred hotels in Kenya have adequate sporting facilities they include swimming
pools, racket sport facilities, indoor sporting facilities and children’s playing grounds, on the other hand government officials would be considering the national facilities, a good example is during the 2010 world cup soccer in south Africa, the Brazilian team was to have its training sessions in Kenya, but at that moment both Nyayo national stadium and Kasarani were under renovations and therefore missed out on this opportunity.

The above findings are supported by a research done by Fortis (2007) which revealed that the development of a golf industry facilitated further growth in tourism. Golf was a powerful industry in Greece as it attracted high spenders and therefore spawns the development of additional tourism facilities. In the Kenyan scenario starred hotels seem to be having facilities but the government has not put up enough facilities to promote the development of sports tourism.

Table 4.3: Responses on the Effectiveness of Marketing Undertaken to Promote Sports Tourism

<table>
<thead>
<tr>
<th>Factors</th>
<th>Effective</th>
<th>No Opinion</th>
<th>In Effective</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Significant of</td>
<td>Officials</td>
<td>26, 56.5%</td>
<td>5, 10.9%</td>
<td>15, 32.6%</td>
</tr>
<tr>
<td>marketing</td>
<td>Tourists</td>
<td>376, 50.3%</td>
<td>175, 23.8%</td>
<td>188, 25.8%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>402, 51.80%</td>
<td>179, 23.06%</td>
<td>203, 26.15%</td>
</tr>
</tbody>
</table>

$X^2 = 17.8, n=776, df=2, p=0.01$ critical value 3.84 at 0.05 (Significant)

Table 4.3 shows that an average of the tourists, 367 (50.3%) rated the marketing strategies as effective, while those who viewed it as ineffective were 188 (25.8%). Minority of the tourists, 175 (23.8%) had no opinion on this issue. In addition, largest number, 26 (56.5%) officials indicated marketing as effective, but minority of them 5
(10.9%) had no opinion while 15(32.6%) felt it was ineffective. To determine whether these differences were significant, a chi-square test was run and the results are shown in table 4.3. These differences in their views are significant because the calculated $X^2$ (17.8, $p=0.01$) is greater than the critical value ($X^2 3.84, p=0.05$). Therefore, the null hypothesis ($H_0$) that there would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent of effectiveness of marketing undertaken to promote sports tourism in Kenya is rejected. Although majority of the tourists and government officials viewed the marketing strategies as effective, the gap between the proportions of those who had no opinion on this issue and those who viewed the marketing strategies as ineffective was relatively wide. One reason for these could be because Kenya’s tourism industry is marketed in one package/product, that is, the wildlife and beach tourism while the sports tourism markets itself through the impressive performance in athletics in international events. These findings tally with those of Aman (2007) who noted the importance of devising marketing strategies for promoting sports tourism.

**Table 4.4: Responses on the Level of Security and Political Stability for the growth of Sports Tourism**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Respondent</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Agree</td>
</tr>
<tr>
<td>Influence of Security and</td>
<td>Tourists</td>
<td>360, 49.3%</td>
</tr>
<tr>
<td>Political Stability</td>
<td>Officials</td>
<td>23, 50%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>383, 49.35%</td>
</tr>
</tbody>
</table>

$X^2 = 78, n = 776, df = 2, p = 0.01$ critical value 3.84 at 0.05 (Significant)
As shown in table 4.4 above, an average percentage of the tourists, 360 (49.3%) indicated that security and political stability was of importance in this country. 119 (16.3%) of them had no opinion while 252 (34.4%) reported that it was not important. In addition, majority of the officials agreed on the issues of security and political stability as areas of importance in the promotion of sports tourism. 23 (50%) agreed with the idea, 10 (21.7%) had no opinion while 13 (28.3%) disagreed with the idea. The chi-square analysis shows a significant difference in the perceptions of tourists and government officials with regard to whether security and political stability influence the development of sports tourism in Kenya. More government officials, than tourists were of the view that security and political stability influence the development of sports tourism in the country. To test whether these was significant a chi-square test was conducted. The results showed significant deference because the calculated $X^2$ (78, $p=0.01$) was greater than the critical value ($X^2=3.84$) at 0.05 confidence level. Therefore, the null hypothesis ($H_0$) that there would be no significant difference in the opinions of the tourists and officials in the Ministry in-charge of Tourism and Ministry in-charge of Sports on the extent to which security and political stability affects Sports Tourism was rejected. The reason for this could be because of the post-election violence that took place in Kenya in the year 2007-2009 where the Kenyan tourism industry witnessed a downfall in the number of tourists who visited the country.

A similar study carried out by Shonk (2006) on perceptions, satisfaction and the intent to return among tourists attending a sporting event. The results suggested that there is an overall perception of sport tourism which significantly contributes to tourist’s perceptions of satisfaction. Moreover, satisfaction was found to be a determinant of a tourist’s decision to return to a sporting event or to a particular destination.
Table 4.5 Responses on the Effect of Hosting of Major International Sports events on Promotion of Sports Tourism in Kenya.

<table>
<thead>
<tr>
<th>Factor</th>
<th>Respondent</th>
<th>Responses</th>
<th></th>
<th></th>
<th></th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Agree</td>
<td>No Opinion</td>
<td>Disagree</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Hosting of major international</td>
<td>Tourists</td>
<td>375, 51.43%</td>
<td>134, 18.4%</td>
<td>221, 30.4%</td>
<td>730(100%)</td>
<td></td>
</tr>
<tr>
<td>sports</td>
<td>Officials</td>
<td>24, 52.2%</td>
<td>10, 21.7%</td>
<td>12, 26.1%</td>
<td>46 (100%)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>397, 51.15%</td>
<td>140, 18.04%</td>
<td>233, 30.02%</td>
<td>776 (100%)</td>
<td></td>
</tr>
</tbody>
</table>

X² = 79, n = 776, df = 2, p = 0.01 critical value 3.84 at 0.05 (Significant)

It is evident from the table above that an average of the tourists 375(51.4%) and an average number of government officials 24(52.2%) were of the opinion that hosting of major sporting events would influence sports tourism development in the country. On the other hand, a larger proportion of the tourists, 221(30.4%) viewed hosting of major international sports events as not being an influencing factor in the development of sports tourism, while 134 (18.4%) had no opinion on the issue. Minority of the government officials, 10 (21.7%) indicated that hosting international events has no effect on the development of sports tourism while 12 (26.1%) had no opinion on the issue. The chi-square analysis shows a significant difference in the opinions of tourists and government officials with regard to whether hosting of major international sports events would be a tool for promoting the development of sports tourism in the country. The calculated chi-square test value X² (79, p = 0.01) is greater than the critical value (X² = 3.84 = 0.05). As a result, the null hypothesis (Ho3) that there would be no significant difference in the opinions of the tourists and government officials on the extent to which the hosting of major international sports events affects the development of sports tourism in the country was rejected. Although more tourists and government officials perceived hosting of international sports events as a tool for promoting spots tourism,
there appeared to be greater difference in proportions of the tourists and government officials who expressed no opinion on this factor. The reason for support by majority for the need for the country to host more international sports events so as to promote sports tourism is based on the success the country achieved by successfully hosting major international events like the Mombasa international marathon, East and Central African championships (CECAFA) in 2009, the annual rugby safari sevens held annually in Kenya, the East Africa University games held at the Kenyatta University in 2010, African Athletics championships and many others. These events attracted many visitors from all over the world and gave the country the opportunity to expose itself as a tourist destination.

These views are supported by Cave (2003) who analyzed the economic benefits of sports tourism for Africa by reviewing the bid for the 2006 Soccer World Cup, the 2002 Cricket World Cup in South Africa, the African Nations Cup and the bid for 2010 Soccer World Cup. It also examined successful major events elsewhere to consider whether Africa should continue to bid for major sporting tournaments or whether an alternative approach for African continent might be more appropriate. The study indicated that improvement occasioned by hosting of such events would certainly benefit tourism for any African nation. These improvements would be in areas such as; level of investment, need for health care, housing and education. This study shows that Kenya is capable of hosting major international events only if facility and infrastructure is given priority.
Table 4.6 Responses on the Effect of Cultural Events on the Promotion Sports Tourism in Kenya

<table>
<thead>
<tr>
<th>Factor</th>
<th>Respondent</th>
<th>Responses</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural Sports</td>
<td></td>
<td>Agree</td>
<td>No Opinion</td>
<td>Disagree</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>Activities</td>
<td>Tourists</td>
<td>290, 39.7%</td>
<td>347, 47.5%</td>
<td>93, 12.7%</td>
<td>730(100%)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Officials</td>
<td>23, 50%</td>
<td>9, 19.6%</td>
<td>14, 30.4%</td>
<td>46 (100%)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>312, 40.20%</td>
<td>356, 45.87%</td>
<td>107, 13.78%</td>
<td>776 (100%)</td>
<td></td>
</tr>
</tbody>
</table>

$X^2 = 76.7, n=776, df=2, p=0.02$ critical value 3.84 at 0.05 (Significant)

The chi-square analysis shows a significant difference in the perception of tourists and government officials with regard to whether promotion of cultural events would influence the development of sports tourism. More government officials than tourists were of the view that the promotion of cultural events would enhance sports tourism in Kenya. It is evident from table 4.6 that an average percentage of the government officials 23 (50%) and tourists 290 (39.7%) were of the opinion that the promotion of cultural event would enhance sports tourism in the country. On the other hand a small proportion of the tourists 93 (12.7%) and government officials 14 (30.4) viewed the promotion of cultural events as not an influencing factor on the development of sports tourism. To determine if there was a significant difference in the responses of the tourists and government officials with regard to the influence of the promotion of cultural events on sports tourism, a chi-square test was run and the calculated. The chi-square value $X^2(76.7, p=0.02)$ was greater than the critical value ($X^2=3.84$) at 0.05 confidence level. As a result the null hypothesis ($H_0$) that there would be no significant difference in the views of tourists and Ministry officials on the extent to which cultural sports activities such as bull fighting and traditional games such as “boda boda”(cycling) and camel derby would contribute to the development of sports tourism in Kenya was rejected. The reason for these could be because the cultural sporting activities like bull
fighting, cock fighting in western Kenya, boda boda (cycling) races in Nyanza and Western Kenya, Carmel derby in North Eastern, boat race and water rafting in Nyanza are popular but need to be widely marketed.

These results are similar to those by Kareithi (2003). Kareithi analyzed ways of coping with declining tourism among communities in Narok, Kenya. The study indicated that 40% of Narok’s population relied on tourism as their main source of livelihoods; they engaged in curio making (wood carving, beadwork, basketry and souvenirs), while others engaged in curio hawking for those who did not have the skill to make them. Apart from the informal enterprises, formal employment as watchmen in lodges and posing as cultural photographers at curio shops were also common activities.

Table 4.7: Responses on the Effect of Beach Sports on the Development of Sports Tourism

<table>
<thead>
<tr>
<th>Factor</th>
<th>Respondent</th>
<th>Respondent Responses</th>
<th>Agree</th>
<th>No Opinion</th>
<th>Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion of beach sports</td>
<td>Tourists</td>
<td>297, 40.7%</td>
<td>229, 31.2%</td>
<td>203, 27.8%</td>
<td></td>
<td>730(100%)</td>
</tr>
<tr>
<td></td>
<td>Officials</td>
<td>13, 28.3%</td>
<td>8, 17.4%</td>
<td>25, 54.3%</td>
<td></td>
<td>46(100%)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>310, 39.94%</td>
<td>337, 43.42%</td>
<td>227, 29.25%</td>
<td></td>
<td>776(100%)</td>
</tr>
</tbody>
</table>

$X^2 = 17.9, \ n=776, \ df=2 \ p=0.05$ critical value 3.84 at 0.05 (Significant)

Table 4.7 shows that an average percentage of the tourists, 297 (40.7%) and government officials, 13 (28.3%) were of the opinion that the promotion of beach sports would enhance sports tourism in the country. On the other hand a large proportion of the government officials, 25 (54.3%) and tourists, 203 (27.8%) viewed the promotion of beach sports as not an influencing factor in the development of sports tourism. To test whether these differences in opinion were significant, a chi-square test was computed. The results are shown in table 4.7 that indicate there was a significant difference in the
responses on the extent to which beach sports would promote sports tourism in Kenya. This is because the calculated value $X^2$ (17.9, $p=0.05$) was greater than the critical value ($X^2=3.84$, $p=0.05$). As a result, the null hypothesis ($H_0$) that there would be no significant difference in the opinion of tourists and Ministry officials on the extent to which beach sports such as beach volleyball, beach football and water sports (rafting, boat rowing, fishing, wind surfing and snorkeling) would contribute to the promotion of sports tourism in Kenya was rejected. There were apparent and wide differences in percentages between tourists and government officials who were of the view that promotion of beach sports would not promote sports tourism as well as those who perceived it otherwise. In addition, although the highest proportion of tourists viewed the need to promote beach sports as a step towards promoting sports tourism, the majority of the government officials were of the opposite view. The reason for this in the case of the tourists could be because of the natural beautiful beaches that are found at the coast of Kenya with both local and international tourists visiting them for leisure and recreational activities.

Table 4.8: Responses on the Influence of Development of High Altitude Training Centers on the Promotion Sports Tourism

<table>
<thead>
<tr>
<th>Factor</th>
<th>Respondent</th>
<th>Responses</th>
<th>Agree</th>
<th>No Opinion</th>
<th>Disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of high altitude training centers</td>
<td>Tourists</td>
<td></td>
<td>334, 45.8%</td>
<td>295, 40.4%</td>
<td>100, 13.7%</td>
<td>730 (100%)</td>
</tr>
<tr>
<td></td>
<td>Officials</td>
<td></td>
<td>29, 63%</td>
<td>9, 19.6%</td>
<td>8, 17.4%</td>
<td>46 (100%)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>363, 46.77%</td>
<td>304, 39.17%</td>
<td>108, 13.91%</td>
<td>776 (100%)</td>
</tr>
</tbody>
</table>

$X^2 = 51.3$, $n=776$, $df=2$ $p=0.01$ critical value 3.84 at 0.05 (Significant)

According to table 4.8, a large percentages of the government officials, 29 (63%) and an average percentage of the tourists, 334 (45.8%) were of the opinion that the development
of high altitude training center would enhance sports tourism in the country. On the other hand a very small proportion of the government officials, 8 (17.4%) and tourists, 100 (13.7%) viewed the promotion of high altitude training centers as a factor that would not influence on the development of sports tourism.

To determine if there was a significant difference in the responses of the tourists and government officials with regard to the influence of the development of high altitude training centers on development of sports tourism, a chi-square analysis was computed. The calculated value $X^2 (51.3, p=0.01)$ was greater than the critical ($X^2=3.84, p=0.05$). As a result, the null hypothesis ($H_{0\theta}$) that there would be no significant difference in the perceptions of tourists and the government officials on the extent to which development of high altitude training centers in country would influence the development of sports tourism in Kenya was rejected. Although most of the tourists and government officials agreed on the role that the development of high altitude centers would play in promoting sports tourism, apparent wide differences in the views were among minority ones whose perceptions were in the reverse or lacked opinion on this attribute. The main reason for support for development of high altitude centers could be due to the high altitude training centers in the rift valley region of Kenya that attract and accommodate both local and international athletes.
Table 4.9: Responses on the Influence of the Development of Low Altitude Training Centers on the Promotion of Sports Tourism in Kenya

<table>
<thead>
<tr>
<th>Factor</th>
<th>Respondent</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Agree</td>
</tr>
<tr>
<td>Development of low</td>
<td>Tourists</td>
<td>154, 21.1%</td>
</tr>
<tr>
<td>altitude training</td>
<td>Officials</td>
<td>5, 10.9%</td>
</tr>
<tr>
<td>centers</td>
<td></td>
<td>159, 20.48%</td>
</tr>
</tbody>
</table>

\[X^2 = 110.5, \; n=776, \; df=2 \; p=0.01 \; \text{critical value} \; 11.34 \; \text{at} \; 0.05 \; \text{Significant}\]

Table 4.9 shows that an average percentage of the government officials, 23 (50%) were of the opinion that the promotion of low altitude training centers would not influence sports tourism, and almost a similar proportion of tourists, 378 (51.8%), had no idea about the same. On the other hand, only a very small proportion of the government officials, 5 (10.9%), and tourists, 154 (21.1%) viewed the promotion of low altitude training centers as an influencing factor to the development of sports tourism.

To determine if there was a significant difference in the responses of the tourists and government officials with regard to the influence of the development of low altitude training centers on the development of sports tourism, a chi-square analysis was computed and the results are shown in table 4.9 above. According to the outcome of the chi-square test, a significant difference in the responses was noted, the calculated value \(X^2 = 110.5, \; p=0.01\), was greater than the critical value \((X^2=11.34=0.05)\). As a result, the null hypothesis (H₀₉) that there would be no significant difference in the perception of the tourists and the government officials on the extent to which development of low altitude training centers in Kenya would influence the development of sports tourism in Kenya was rejected. There is an evidently wide gap in proportion of tourists (27%) and
government officials (50%) who indicated that the development of low altitude training centers would not contribute to the development of sports tourism in Kenya. This can be attributed to the fact that more athletes, both local and international, train at the high altitude centers in Kenya than those who train at low altitude centers.

Table 4.10: Responses on the Effect of Organization of Sports for Kenya's Sports Icons on the Promotion of Sports Tourism

<table>
<thead>
<tr>
<th>Factor</th>
<th>Respondent</th>
<th>Respondent</th>
<th>Respondent</th>
<th>Respondent</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Agree</td>
<td>No Opinion</td>
<td>Disagree</td>
</tr>
<tr>
<td>Organization of sports for Kenya's sports icons</td>
<td>Tourists</td>
<td>259, 35.5%</td>
<td>353, 48.4%</td>
<td>117, 16%</td>
</tr>
<tr>
<td></td>
<td>Officials</td>
<td>16, 34.8%</td>
<td>15, 32.8%</td>
<td>15, 32.6%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>275, 35.73%</td>
<td>368, 47.42%</td>
<td>132, 17.01%</td>
</tr>
</tbody>
</table>

$X^2 = 14.3$, $n=776$, $df=2$ $p=0.01$ critical value $9.21$ at $0.05$ (Significant)

According to table 4.10, it is evident that an average percentage of the tourists, 353 (48.4%) as well as government officials had no opinion on whether hosting of sports for sports icons would influence sports tourism. On the other hand, a small proportion of the government officials, 16 (34.8%) and tourists, 259 (35.5%) viewed the hosting of sports events for sports icons would enhance the development of sports tourism in the country. To determine if there was a significant difference in the responses of the tourists and government officials on the organizing of sports for sports icons as a tool for promoting sports tourism, a chi-square analysis was computed. The calculated chi-square value $X^2 (14.3, p=0.01)$ was greater than the critical value $(9.21, p=0.05)$. As a result, the null hypothesis ($H_0$) that there would be no significant difference in the views of the tourists and the Ministry officials on the extent to which conducting sports for Kenya's sports icons would influence the development of sports tourism in Kenya was rejected.
The reason could be because most Kenyan federations are headed by sports icons, a good example is the National Olympics committee of Kenya headed by Kipchoge Keino, Athletics Kenya Isaiah Kiplagat.

Green and Chalip (1998) studied sports tourism. In their study they recognized that sports tournaments could be designed to attract participants and had become a significant element of tourism. They identified the capacity of sports to attract visitors and underlined this to be an important factor in the emerging new discipline of sports tourism. The Ministry in-charge of Sports needs to conduct sports for Kenya's sports icons so as to attract participants and be an element in attracting sports tourists.

The study also carried out an assessment on reasons why tourists visit the Kenyan market, there were different reasons for touring the country, those with multiple reasons for touring were majority (410, 52.8%) as compared to sports (100,13%), beach (58,7.4%), religion (69,8.8%) and being away from home (139,18%). The reason for this could be because Kenya has many tourism packages but has not developed them well to attract and encourage tourists to visit the country; Kenya has marketed itself in one area that is wildlife and beach tourism (Akama, 1999).
CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter covers the summary, conclusions and recommendations of the study. This study investigated the extent of sports tourism development in Kenya. A total of 730 questionnaires were completed, returned and analyzed. The study was carried out in April, May and 2010.

Questionnaires were used to gather information on:

i. Majority of the tourists and government officials (601, 77.45%) were of the view that sporting activities are significant in attracting tourists to Kenya. The chi-square computation however, showed significant difference in the views of the two groups of respondents. The significant difference was noted to be the wide gap between those who indicated that sports were not significant in attracting tourists to Kenya; (1.8%) tourists and (15%) government officials.

ii. Most tourists and government officials (265, 34.1%) had no opinion on the available sporting facilities in the country, while (291, 37.5%) tourists and government officials were of the view that facilities attract tourists to Kenya. A significant difference was noted in the wide gap between those who had no opinion on if Kenya had enough sporting facilities to attract tourist. Tourist, (264, 36.2%) and government officials (1, 2.2%). The chi-square analysis however, showed significant difference in the views of the two groups.

iii. Majority of the tourists and government officials (402, 51.80%) were of the view that marketing was significant in attracting tourists to Kenya. There was however a wide gap between tourists (175, 23.8%) and government officials (5, 10.9%)
who had no opinion on the view that marketing was effective in attracting tourists to Kenya. The Chi-square computation showed a significant difference in the views of the respondents.

iv. Most tourists and government officials (383.49%) were of the view that security and political stability was important in promoting sports tourism in Kenya. The chi-square computation showed significant difference in the views of the two groups respondents. There was a slight difference in the views of the tourists (252, 34.4%) and government officials (13, 28.3%) in regard to whether security and political stability does not influence the growth of sports tourism in Kenya.

v. Majority of the tourists and government officials (397, 51.15%) were of the view that hosting of major international sports events would influence the development of sports tourism in the country. However, there was a wide gap between the tourists (221, 30.4%) and government officials (12, 26.1%) on the view that hosting of major international sports did not influence the development of sports tourism in Kenya. The chi-square analysis however, showed significant difference in the views of the two groups of respondents.

vi. Most tourist and government officials (356, 45.8%) had no opinion on whether promotion of cultural events would influence the development of sports tourism in Kenya. However, there was a wide gap between government officials (23, 50%) and tourists (290, 39.7%) on the view that cultural events could promote the development of sports tourism in Kenya. A Chi-square computation however, showed a significant difference between the two groups of respondents.

vii. Most tourists and government officials (337, 42%) had no opinion on whether beach sports enhance the development of sports tourism in Kenya. There was a wide gap between government officials (25, 54.3%) and tourists (203, 27.8%) on the view that beach sport does not enhance the development of sports tourism in
Kenya. There was also a wide gap between the tourists (297, 40.7%) and government officials (13, 28.3%) on the view that beach sports could enhance the development of sport tourism in Kenya. The chi-square computation however, showed a significant difference between the two groups of respondents.

viii. Most tourists and government officials (363, 46.77%) were of the view that high attitude centers would enhance the development of sports tourism in Kenya. However, there was a wide gap between the tourists (295, 40.4%) and government officials (9, 19.6%) who had no opinion on the view that high altitude training centers influence the development of sports tourism in Kenya. A chi square analysis was computed and there was a significant difference in the two groups of respondents.

ix. Majority of the tourists and government officials (296, 51.03%) had no opinion on whether the development of low altitude training centers would be relied upon to enhance the development of sports tourism in Kenya. There was a wide gap between tourist (197, 27%) and government officials (23, 50%) on the view that low altitude training centers does not influence the development of sports tourists in Kenya. There was also a wide gap between the tourists (154, 21.1%) and government officials (4, 10.9%) on the view that low altitude training centers enhance the development of sports tourism in Kenya. However, a chi-square was computed and there was a significant difference in the two groups of respondents.

x. Most tourists and government officials (368, 47.42%) had no opinion on whether organization of sports for Kenya’s sports icons can influence the development of sports tourism in Kenya. There was wide gap between the tourism (117, 16%) and government officials 15, 32.6%) on the view that organization of sports for Kenya’s sports icons does not influence the development of sports tourism in
Kenya. Minority of the tourists and government officials (275, 35.73%) were of the opinion that organization of sports for Kenya’s sport icon influences the development of sports tourism in Kenya. However, a chi-square was computed and there was a significant difference in the two groups of respondents.

5.2 Conclusions

The following conclusions were drawn based on the findings of the study:

i. There were slightly more male tourists than female tourists visiting the Kenyan market. However there were more female government officials than the male.

ii. Most of the officials support sports as a significant sector and product in the Kenyan tourism market. Most tourists too agreed that sports tourism is a viable product for growth of tourism in Kenya.

iii. Both the tourists and the ministry officials were of the view that the facilities and infrastructure were not adequate and suitable for sports tourism activities. A good number of tourists had no opinion on the role of facilities and infrastructure in the development of sports tourism in Kenya.

iv. Most tourists and government officials were of the view that marketing of sports tourism was effective although a good number had no opinion, while a good percentage of the tourists were of the view that marketing was not effective.

v. Most of the tourists were of the opinion that the level of security and political stability was not fully explored for the development of sports tourism. Majority of the government officials agreed on the issue of security and political stability as being conducive for the growth of sports tourism.

vi. Most government officials and tourists affirmed that Kenya is capable of hosting major international sports events as a way of developing sports tourism.
vii. Most government officials did not agree on the need of promoting cultural activities for the promotion of sports tourism to thrive. Most tourists had no opinion on this.

viii. Most tourists and government officials affirmed that the development of high altitude centers in Kenya should fully explore for the development of sports tourism, except low altitude training centers.

ix. Most tourists and government officials were of the view that organization of sports events for Kenya’s sports icons need to be fully explored as means of promoting sports tourism.

5.3 Recommendations

i. Kenya is a tourist’s destination, the Kenyan government needs to note that sports attracts many tourists to the country, and therefore the need to encourage, develop and expand sports tourism as a package in the Kenyan market is necessary. The Ministry responsible for Sports should take up the issue and work together with the Ministry responsible for Tourism to encourage the growth of sports as a tourism package.

ii. Most hotels in Kenya that accommodate both local and international tourists need to beef up sports facilities especially the recreational sports facilities. Most tourists need recreational activities such as swimming, racket sports, basketball and indoor games. This implies that before the government upgrades a hotel to a stared hotel, recreational sporting facilities should be a requirement. Beach hotels should also develop beach sporting facilities for recreation and competition purposes.

iii. The Ministry in-charge of Tourism in conjunction with the Ministry in-charge of Sports need to market sports tourism as a package both locally and
internationally. The Ministry in-charge of Tourism has been noted to market the Kenyan tourism in only one way; this needs to change since sports is one of the pull factors for the tourists who visit the Kenyan market.

iv. Ministries in-charge of Sports and Tourism needs to beef up security in the tourism industry. Tourism is the biggest foreign exchange earner for Kenya and without security for both the local and international tourists; Kenya stands to lose earnings from tourism.

v. The Government of Kenya through the Ministry in-charge of Sports needs to develop more sporting facilities to be able to host more international sporting events so as to attract sport tourists.

vi. Ministries in-charge of Sports and Tourism through the Ministry in-charge of Sports and the Ministry in-charge of Tourism need to create stadia’s for cultural activities such as for bull fighting in Western Kenya and Camel Derby. Majority of sports tourists enjoy these activities but lack of proper space hampers the development of these sporting activities.

vii. The government, through the Ministry responsible for Sports, needs to put up a government high altitude training center in the rift valley that is affordable to the local tourists. All high altitude training centers in the rift valley are individually-owned. Universities that are in the rift valley like the Moi University should also invest in high altitude training centers with modern facilities that are affordable to attract both local and international tourists. The same is recommended for low altitude training centers.

5.4 Recommendations for Further Research

(i) The emergence of water parks as a sport tourist attraction in Kenya.

(ii) The government’s involvement in high altitude training centers of Kenya.

(iii) The development of Bull fighting sports arena in Western Kenya.
(iv) An assessment of the development of beach sports facilities along the Kenyan coast.

(v) Evaluation of sporting facilities in the rated hotels in Kenya.
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New York: Butterworth-Heinemann


### HOTEL BED OCCUPANCY BY ZONE

<table>
<thead>
<tr>
<th>ZONE</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
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<tbody>
<tr>
<td>Coastal-Beach</td>
<td>1,269,600</td>
<td>1,883,500</td>
<td>2,273,700</td>
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<td>3,768,100</td>
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<td>52,900</td>
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<td>10,030,700</td>
<td>1,084,500</td>
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<td>14,711,600</td>
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Appendix I: Hotel Bed Capacity and Occupancy by Zone 2003–2009

*Source: Ministry in-charge of Tourism (Kenya)*
Appendix II: Reported Visitor Arrivals

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<tr>
<th>Year/Quarter</th>
<th>Holiday Visitors</th>
<th>Business Visitors</th>
<th>Transit Visitors</th>
<th>Total Visitors</th>
<th>Holiday Departures</th>
<th>Business Departures</th>
<th>Transit Departures</th>
<th>Other Departures</th>
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<td>219.5</td>
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<td>124.6</td>
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<td>1,772.2</td>
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<td>62.0</td>
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<td>891.7</td>
<td>108.9</td>
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<td>180.6</td>
<td>98.4</td>
<td>1,340.2</td>
<td>1,064.9</td>
<td>169.3</td>
<td>97.4</td>
<td>136.6</td>
<td>1,468.2</td>
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</table>

Source: Ministry in-charge of Tourism (Kenya)
Appendix III: TOURISM CIRCUIT/REGIONS

REGIONS

- Central Kenya Region
- Nairobi Region
- Coastline Region
- Southern Region
- North Rift Region
- South Rift Region
- Eastern Region
- Western Region

HOTELS IN MOMBASA

- Diani Reef Beach Resort & Spa
- Indian Ocean Beach Club
- Leopard Beach Hotel
- Leisure Lodge
- Travellers Beach Hotel
- Neptune Beach Resort
- Neptune Paradise Village
- Southern Palms Hotel
- Pinewood Village
- Safari Beach Hotel
- Africana Sea Lodge
- Jadini Beach Hotel
- Baobab Beach Resort
- Papillon Lagoon Reef
- Paradise Lost Hotel
- The Sands at Chale Island
- Shimoni Reef
- SheShe Baharini Beach Hotel
- Forest Dream Cottages
- Maweni Beach Cottage
- Capricho Beach Cottages
- Alfajiri Villas
- Asha Cottage
- The Sands at Nomad Hotel
- The Funzi Keys
- Kinondo Kwetu Hotel
- Sand Island Beach Cottages
- Diani Sea Lodge
- Villa Annchen Resort
- Diani Sea Resort
- Jacaranda Beach Resort
- Kaskazi Beach Hotel

NAIROBI

- Boulevard Hotel
- Jacaranda Hotel
- Ole-Sereni Hotel
- Crowne Plaza Hotel
- Karen Blixen Garden
• Panafic Hotel
• Fairview Hotel
• Kenya Comfort Hotel
• Panari Hotel
• Giraffe Manor
• L’ol Dacha Hotel
• Safari Park Hotel
• Grand Regency
• Macushla House
• Silver Springs Hotel
• Hillpark Hotel
• Nairobi Safari Club
• Sixeighty Hotel
• Hilton Hotel
• Nairobi Serena Hotel
• The Stanley Hotel
• Holiday Inn
• Ngong House
• Tribe Hotel
• House of Waine
• Norfolk Hotel
• Utalii Hotel
• Intercontinental Hotel
• Palacina Residential Hotel
• Windsor Golf & Country Club
Appendix IV: Permission to Conduct Research

Ministry of Education, Science & Technology

Dear Sir/Madam,

RE: CONDUCTING A RESEARCH ON THE FACTORS INFLUENCING THE DEVELOPMENT OF SPORTS TOURISM IN KENYA

I am a student at Kenyatta University pursuing a Master's degree in leisure and recreation management. I am currently preparing to carry out a research based on the factors influencing the development of sports tourism in Kenya.

I hereby request for permission and support to be able to carry out this study by administering questionnaires to sports officers in the Ministry in-charge of Sports in the eight provinces in Kenya. The findings enable the government and private sectors to put in place necessary measures in order to encourage the growth of sports tourism in Kenya.

The researcher hereby gives assurance that all data collected be treated confidentially and be used for research purpose only.

Thank you.

Yours faithfully,

CHUMBA JANET MUHALIA
Appendix V: Permission to Conduct Research

The Hotel Manager

Dear Sir/Madam,

RE: CONDUCTING A RESEARCH ON THE FACTORS INFLUENCING THE DEVELOPMENT OF SPORTS TOURISM IN KENYA

I am a student at Kenyatta University pursuing a Master's degree in leisure and recreation management. I am currently preparing to carry out a research based on the development of sports tourism in Kenya.

I hereby request for permission and support to be able to carry out this study by administering questionnaires to tourists who reside in your hotel. The findings enable the government and private sectors to put in place necessary measures in order to encourage the growth of sports tourism in Kenya.

The researcher hereby gives assurance that all data collected be treated confidentially and be used for research purpose only.

Thank you.

Yours faithfully,

CHUMBA JANET MUHALIA
APPENDIX VI: PERMISSION TO CONDUCT RESEARCH

The Chief Tourism Officer,
Ministry in-charge of Tourism

Dear Sir/Madam,

RE: CONDUCTING A RESEARCH ON THE FACTORS INFLUENCING THE DEVELOPMENT OF SPORTS TOURISM IN KENYA

I am a student at Kenyatta University pursuing a Master’s degree in leisure and recreation management. I am currently preparing to carry out a research based on the development of sports tourism in Kenya.

I hereby request for permission and support to be able to carry out this study by administering questionnaires to tourism officers in the Ministry in-charge of Tourism in the eight provinces in Kenya. The findings enable the government and private sectors to put in place necessary measures in order to encourage the growth of sports tourism in Kenya.

The researcher hereby gives assurance that all data collected be treated confidentially and be used for research purpose only.

Thank you.

Yours faithfully,

CHUMBA JANET MUHALIA
APPENDIX VII: PERMISSION TO CONDUCT RESEARCH

The Sports Secretary,
Ministry in-charge of Sports

Dear Sir/Madam,

RE: CONDUCTING A RESEARCH ON THE FACTORS INFLUENCING THE DEVELOPMENT OF SPORTS TOURISM IN KENYA

I am a student at Kenyatta University pursuing a Master’s degree in leisure and recreation management. I am currently preparing to carry out a research based on the development of sports tourism in Kenya.

I hereby request for permission and support to be able to carry out this study by administering questionnaires to sports officers in the Ministry in-charge of Sports in the eight provinces in Kenya. The findings enable the government and private sectors to put in place necessary measures in order to encourage the growth of sports tourism in Kenya.

The researcher hereby gives assurance that all data collected be treated confidentially and be used for research purpose only.

Thank you.

Yours faithfully,

CHUMBA JANET MUHALIA
Appendix VIII: Questionnaire for the Tourists

Please put a mark against the response that best represent your view on each item.

1. Please indicate your age (years).
   a) Under twenty
   b) 21-30
   c) 31-40
   d) 41-50
   e) 51-60
   f) Over 60

2. Sex
   Male
   Female

3. Country of origin

4. How long you be on this tour in Kenya?

5. What is your main reason for touring? Please tick
   Viewing animals in the parks
   a) Enjoyment of beach activities
   b) Enjoyment of sports activities
   c) Religious tour
   d) Being away from home to recreate
   e) Any other(s) please Specify
   f)
6. Indicate the extent of effectiveness of the marketing undertaken to promote Sports Tourism in Kenya

   a) Effective   
   b) No opinion  
   c) Ineffective 

7. The level of security and political stability in Kenya is conducive for the growth of sports tourism activities

   a) Agree
   b) No opinion
   c) Disagree

8. The available sports facilities and infrastructure in Kenya are adequate and suitable for sports tourism activities.

   a) Agree
   b) No opinion
   c) Disagree

9. The following factors have been fully explored to promote sports tourism in Kenya (please rate).

   a) Hosting of major international sports events
   b) Promotion of cultural events
   c) Promotion of beach sports
d) Development of high altitude training centers  

e) Development of low altitude training centers  

f) Organizing of sports for Kenya’s sports icons 

<table>
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<tr>
<th></th>
<th>Agree</th>
<th>No Opinion</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
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10. Sports tourism is a significant tourism product in Kenya

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<th>Disagree</th>
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<tr>
<td>c</td>
<td></td>
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</table>
Appendix IX: Questionnaire for Ministry Officials

Please put a mark against the response that best represent your view on each item.

Indicate your Ministry from the following:

i) Ministry in-charge of Sports

ii) Ministry in-charge of Tourism

1. Please indicate your age (years).
   a) Under twenty
   b) 21-30
   c) 31-40
   d) 41-50
   e) 51-60
   f) Over 60

2. Sex
   Male
   Female

3. Indicate the extent of effectiveness of the marketing undertaken to promote Sports Tourism in Kenya
   a) Effective
   b) No opinion
   c) Ineffective
4. The level of security and political stability in Kenya is conducive for the growth of sports tourism activities

   a) Agree
   b) No opinion
   c) Disagree

5. The available sports facilities and infrastructure in Kenya are adequate and suitable for sports tourism activities

   a) Agree
   b) No opinion
   c) Disagree

6. The following factors have been fully explored to promote sports tourism in Kenya (please rate).

   a) Hosting of major international sports events
   b) Promotion of cultural events
   c) Promotion of beach sports
   d) Development of high altitude training centers
   e) Development of low altitude training centers
   f) Organizing of sports for Kenya's sports icons

<table>
<thead>
<tr>
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<th>No Opinion</th>
<th>Disagree</th>
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<tr>
<td>f</td>
<td></td>
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</tbody>
</table>
7. Sports tourism is a significant tourism product in Kenya
   a) Agree
   b) No opinion
   c) Disagree

8. Is there an official document for the promotion of sports tourism in Kenya?
   YES
   NO
Appendix X: Photos Kipchoge Keino and Lorna Kiplagat high altitude training centres.

Lorna Kiplagat's high quality gym, below an athlete during a training session.
Lorna Kiplagats swimming poll area, below the researcher at the Lorna’s basket ball pitch.
Below is one of the instructors at the kipchoge keinos therapy room
The Kipchoge Keinos therapeutic rooms
The gymnasium and physiotherapy room was donated and equipped by The International Athletic Foundation (IAAF) through the President of the IAAF, Mr. Lamine Diack.

Below the researcher trying out on one of Kipchogege Keinos facilities in the gym.