

**INFLUENCE OF SPORTS EVENTS HOSTING ON TOURISM
DEVELOPMENT IN UASIN GISHU COUNTY, KENYA**

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DECLARATION

This thesis is my original work and has not been presented to any university for academic award.

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DEDICATION STATEMENT

I dedicate this thesis to the almighty God, whose grace has been sufficient throughout this research journey. Further, a special dedication to my wonderful parents, Mr. Joseph Beren and Mrs. Martha Beren, for their consistent support, both financially and with constant encouragement. You are the best parents in the whole world. I also dedicate this research to my spouse and friend Protus Kilong'i Watitei for the moral support and encouragement throughout this journey. You are an amazing person, and I truly appreciate everything you did to make this journey manageable.

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ABBREVIATIONS AND ACRONYMS

AASC	Association of African Sports Confederations
AFCON	African Cup of Nations
ANOCA	Association of National Olympic Committees of Africa
ANOVA	Analysis of Variance
AU	African Union
CHAN	African Nations Championship
COVID-19	Corona Virus Disease of 2019
CNN	Cable News Network
DCI	Director of Criminal Investigation
DMOs	Destination Management Organizations
EACC	Ethics and Anti-Corruption Commission
FIFA	Fédération Internationale de Football Association
FKF	Football Kenya Federation
GDP	Gross Domestic Product
IAAF	International Association of Athletics Federations
ITTF	International Table Tennis Federation
KAS	Kenya Academy of Sports
KTB	Kenya Tourism Board
KRLF	Kenya Rugby League Federation
KTTA	Kenya Table Tennis Association
KUERB	Kenyatta University Ethics and Research Board
LCIV	Local Community Involvement
NACOSTI	National Commission for Science and Technology Innovation
OECD	Organization for Economic Co-operation and Development
PLS-SEM	Partial Least Squares Structural Equation Modelling
SEHBI	Sports Events Hosting Brand Identity
SEHCs	Sports Events Hosting Challenges
SET	Social Exchange Theory
SPSS	Statistical Package for Social Sciences
SSSE	Small-Scale Sports Events
UNODC	United Nations Office on Drugs and Crime
UNWTO	United Nations World Tourism Organization
WADA	World Anti-doping Agency
WTO	World Tourism Organization

OPERATIONAL DEFINITION OF TERMS

Active sports tourist	An individual who travels to engage in sports related activities
Branding identity	It is the ultimate positive perception in the minds of locals and tourists where sports events are concerned.
Challenges	Refers to all factors delaying or barring the smooth organization and implementation of all processes related to sports events in a destination
Event hosting	Refers to the capability to provide facilities, guidelines, operations or have formal oversight of tourism-related sports events
Local Involvement	This is the consideration of local community members' (ordinary people) ideas in decision-making and integration of their businesses together with benefit-sharing from gains of sports events in their area.
Sports events	An athletic activity requiring skill or physical prowess, usually competitive and governed by rules.
Sport tourism	It is a type of tourism activity that refers to the travel experience of the tourist who either actively participates or observes as a spectator in a sporting event generally involving commercial and non-commercial activities of a competitive nature.

**Tourism
Development**

A continuous process of developing strategies and plans to develop, increase and encourage tourism in a particular destination.

ABSTRACT

In the 21st century, tourism destinations, including Kenya, use sports events hosting to enhance their tourism sectors. Hosting sports events helps Kenya revitalize its tourism industry, communicate revitalization plans, and align with Vision 2030 goals for long-term tourism development. However, the empirical study on the viability of hosting sports events as a tourism product in Kenya has been overlooked. Thus, the current study examined sports events hosting influence on tourism development in Uasin Gishu County-Kenya. Three specific objectives guided the study: (i) to determine the influence of the local community involvement in sports events hosting on tourism development in Uasin Gishu County, (ii) to assess the influence of sports events hosting as a branding identity tool on tourism development in Uasin Gishu County, and (iii) to identify the influence of sports events' hosting challenges on tourism development in Uasin Gishu County. Social exchange theory was adopted in this study. The study adopted a cross-sectional research design. The study's target population was local community members living in Eldoret and its metropolitan areas, and key informants were drawn from hotels, event-organizers, and sports and tourism county officials. A simple random sampling approach was used to sample the locals and sports tourists, while a purposive sampling technique was utilized to select key informants. The sample size of the study was 552 respondents, consisting of 384 locals, 152 sports tourists, six (6) event managers, eight (8) hotel managers, and two (2) tourism county officials from Uasin Gishu County. Questionnaires and interview schedules were used for the collection of data. The quantitative data was analyzed using descriptive statistics of percentages, means and standard deviations statistics of correlation and regression analyses. Qualitative data followed a text/content analysis, after which the responses were grouped as theses and integrated into the discussion of quantitative findings. The findings revealed that local community involvement ($r=0.723$, $p=0.000$), sports events hosting as a branding identity ($r=0.534$, $p=0.000$), and sports events hosting challenges ($r=0.480$, $p=0.000$) exhibited a positive and statistically significant relationship with tourism development in Uasin Gishu County. Further, although the three variables positively influenced tourism development, local community involvement was the most adamant predictor ($R^2=52.2\%$), and all three dimensions of sports events hosting caused a 57.2% variation in tourism development in Uasin Gishu County. The study concludes that hosting sports events influenced tourism development in Uasin Gishu County. The study recommends using a macro-approach to involve locals and a thorough global benchmark on the best's sports events and hosting practices. Further, the study recommends a multi-agency approach to curbing corruption, doping, mismanagement, and inadequate training facilities and financial resources in sports events hosted in Kenya. There is a need to nurture sports events to be hosted as a tourist product, recognized, and marketed to diversify Kenyan tourism products' portfolio and increase the competitiveness of Uasin Gishu County as a preferred sports tourism destination.

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

Tourism development stems from the nebulous term of development-increase in capita gross domestic product (GDP), well-being, and prosperity (Jackson, 2016). This is true following the 1949 speech by the then-president of the USA- Truman, who visualized tourism as a catalyst in supporting the “underdeveloped areas” in the economy (Potter et al., 2018, p.8). This followed the advocacy of agencies like the World Tourism Organization (WTO) and World Bank pushing the concept of tourism as a “passport to development” (Sharpley, 2022), which was aimed to balance the adverse effects of tourism costs from sociocultural, economic, and environment perspectives. To this day, the tourism-development nexus (Torkington et al., 2020), balancing the costs and benefits of tourism, has remained a critical challenge not only for destinations but also in the context of pandemics and climate change. However, the interlink between tourism and development under development theory is still viewed as "a new and evolving paradigm in the sphere of tourism" (Andriotis, 2018, p.53).

In ensuring tourism development, the 21st century has been marked by a significant rise in the demand for sports events as a tourist attraction worldwide (Mxunyelwa, 2017). The Soccer World Cup, the Olympic Games, and the Rugby World Championships are just a few examples of sporting events that have become significant draws for vacationers and have helped to improve the destination's reputation as a tourist hotspot as a result of their presence (Zoritsa et al., 2017). Athletes, coaches, trainers, managers, technical officials, journalists, photographers, researchers, writers, artists, fan clubs, and spectators are among those who travel to host cities for sporting events on a regular basis (WTO, 2019). Because of the travel and activities that result

from these kinds of events, huge amounts of revenue are generated by the tourism industry in the form of transportation, lodging, food, beverage, catering services, accessories, and souvenir goods (Dimanche, 2016).

Different cities and countries, such as Tokyo and Beijing, which have hosted the Olympic games, and countries such as Russia, Brazil, Germany, and South Africa, have hosted the world cup games. These events have been used as a leverage tool to achieve touristic benefits, such as raising the profile of the country, city, or developing long-term investment and creating jobs (Mulei & Muchemi, 2021).

Sports in Africa are recognized as an element of culture in the fourth aspiration of Agenda 2063 of the African Union (AU). The African Union African Charter for African Cultural Renaissance recognizes the critical role that sports and cultural events play in mobilizing and uniting people around shared ideals and promoting African culture to build Pan-Africanism (AU, 2015). South Africa, for instance, placed the African continent on a global scale in 2010 when it hosted the soccer world cup. This event greatly impacted the country's economic development (Siyabulela, 2016). For example, the South African government, through a report conducted by Organisation for Economic Co-operation and Development (OECD), reported that the 2010 World Cup generated \$509 million in the country's GDP (Nene, 2013). The event further benefitted low-income households and families with \$769 million, not forgetting the 130,000 jobs created before, during, and after the games (Aragao, 2015; Sport & Recreation South Africa, 2012).

The Fédération Internationale de Football Association (FIFA) under-20 World Cup has been hosted by nations like Tunisia, Nigeria, and Egypt. Comparatively, Egypt and Nigeria have hosted the under-17 World Cup. Due to media coverage, these events generated major economic repercussions and notoriety (WTO, 2019).

Kenya, over the years, has participated in hosting significant sporting events such as the 1987 All Africa games, the 2007 International Association of Athletics Federations (IAAF) World Cross Country Championships, the 2012 Africa swimming competitions, the 2017 IAAF World U18 Championships, the 2020 World Athletics U20 Championships, and 2021 Open African Masters Championships (Athletics Kenya, 2020). Beyond hosting major sport events, Kenya is also known globally as the hub of the best athletes in middle and long-distance running (Magical Kenya, 2021).

Kenya bagged ten medals (four gold, four silver, and two bronze) from the 2020 Tokyo Olympics (International Olympics Committee, 2020), courtesy of the renowned athletes from the North Rift region in Kenya, especially Uasin Gishu county. On the contrary, countries like Ethiopia and Uganda which are rivals especially in long-distance running, have also had their athletes train in Uasin Gishu County. The County is in a high-altitude zone, and athletes worldwide go there to train. Due to the tenacity of the athletics in Uasin Gishu county, the County has, over the years, hosted marathon events that attract local and international participants, especially the annual Eldoret City Marathon and The Kass Marathon (Ruto, 2023).

The success of sports tourism development always depends on the goodwill and cooperation of the local community, as it helps to uphold the local culture of the local people (Zhou et al., 2017). Through participation, negative impacts and perceptions associated with sports events' development can be decreased, while all industry players' general quality of life can be improved (Parra-Camacho et al., 2021). The community is likely to support sports event development if it brings socio-cultural, economic, and environmental benefits (Boonsiritomachai & Phonthanukitithaworn,

2019a). Each sporting event is highly valued (Herbold et al., 2020), as the residents participate actively or passively.

Political intrigue, accusations of corruption, insecurity, and unfulfilled financial and economic growth have all been difficulties associated with hosting sporting events in the past (Bason & Grix, 2018). For example, the hosting rights granted to Qatar and China for the 2022 FIFA World Cup and 2022 Winter Games respectively, were subject to charges of corruption (CNN, 2021). The misappropriation of funds that were intended for the development of sports and their associated infrastructure has resulted in Kenya's lack of standardized sports facilities, which has hurt the country's chances of winning bids to host sporting events (Gitari, 2016). Further, the outbreak of Corona Virus disease (COVID-19) posed a threat to sports as most major international, regional, and national sporting events were cancelled or postponed (WTO, 2019). For example, Kenya Table Tennis Association (KTTA) postponed the 2020 International Table Tennis Federation (ITTF) Africa Top 16 Championships calendar in fear of the spread of COVID-19 (Kenya Table Tennis Association, 2020).

Uasin Gishu County has a great potential to embrace sports tourism to diversify its tourism products. Tubey and Tubey (2015) argued that a destination has a great advantage if it has the ability to develop and integrate value into products that help in sustaining its resources while at the same time remaining competitive. In the case of Uasin Gishu the competitive advantage consists of various factors such as environment, climate enhanced by high altitude and most importantly the repeated success of runners in global events who live and train in Uasin Gishu and the surrounding areas. Despite the numerous sporting events that have taken place in Uasin Gishu County, limited data has been collected regarding how these competitions have contributed to the growth of Kenya's tourism industry. Therefore, there is a need to

package sports events as a viable tourism product (Byron, 2018). Consequently, this study examined how sports events as a branding-identity tool, the involvement of locals in the sports events, and the challenges faced while hosting the events shape tourism development in Uasin Gishu County, Kenya.

1.2 Problem Statement and Justification

Tourism in Kenya is a promising economic sector. However, its volatile nature, compounded by the COVID-19 pandemic, insecurity, corruption, negative travel advisories, and internal conflicts, has forced the government of Kenya, through the Ministry of Tourism and Wildlife, to always be on the lookout as the industry is "a shy goose" (Kelleher, 2019). The Kenyan government has therefore devised measures, institutional frameworks, and policy documents (Tourism strategic plan 2018-2022 and Tourism Blueprint 2030) to foster the industry's stability, development, and diversification of its products (Government of Kenya, 2017).

Uasin Gishu County has been working on promoting tourism development through initiatives such as cultural and heritage site attractions. The Eldoret City of Uasin Gishu serves as a getaway for tourists to explore the region as it is continuously developing infrastructure such as road network, accommodation and recreational facilities to cater for the growing number of tourists. (<https://www.uasingishu.go.ke>).

Tourism in Uasin Gishu county faces challenges despite the developmental initiative. These challenges include community involvement and benefit sharing, limited marketing and promotions as well as security concerns (Kirui & Kimosop, 2016). The county is known for its prowess in athletics and this could be used as a tool to boost tourism development. Sports events can serve as a powerful tool for tourism development by attracting visitors, promoting the regions cultural and natural assets as well as well as generating revenue (Kiplagat, 2019).

The advent of sports events is at the heart of the product diversification strategy. Anchored on The Sports Act (2013) the government envisioned a Kenya where sports events are "for recreation, drug-free, managed properly, accommodative, pampered with fully-equipped facilities, and to be used for branding Kenya as a signature destination" (Sports Act, 2013). However, in a 2018 government report titled Sector Plan for Sports, Culture and The Arts sports events were found to be marred by inadequate budgetary allocations, doping risks, neglected local community stakeholders' involvement, and expensive doping tests due to the nation lacking an accredited World Anti-doping Agency (WADA) laboratory (Government of Kenya, 2018). Sports events can be used to diversify tourism products and promote tourism regional balance so that destinations that don't offer the traditional tourism products such as beach tourism and safari can benefit from sports tourism.

Despite being ignored as a viable tourism product, various studies have examined how sports events can harness tourism development (Chen et al., 2021; Gannon et al., 2021; Rastrollo-Horrillo & Navarrete, 2020). For example, a case study in Korea by Li et al. (2021) finds Chuncheon locals as catalysts for tourism development, discouraging the government's predefined roles as they make locals passively involved. Mikkonen and Lahovuuo (2020) found that organized sporting events are a potential branding technique, although destination managers do not fully advocate for them. The above studies show the potential of sports events in promoting tourism development, despite narrowing their focus on developed states using mega or organized events as case studies, which cannot be generalized in Kenya.

Many sport events have been hosted in Kenya and especially in Uasin Gishu and it is regrettable that the influence of these sport events on tourism development has not been documented. In order to fill these gaps, the current study looked at the influence

of hosting sports events on tourism development in Uasin Gishu County through; local community involvement, using it as a branding identity tool, and the sports events hosting challenges.

1.3: Purpose of the study

This study examined the influence of hosting sports events on tourism development in Uasin Gishu County, Kenya.

1.4 Objectives of the Study

1.4.1 General Objective

The general objective of the study was to examine the influence of hosting sports events on tourism development in Uasin Gishu County, Kenya.

1.4.2 Specific Objectives

1. To determine the influence of the local community involvement in sports events hosting on tourism development in Uasin Gishu County.
2. To assess the influence of sports events hosting as a branding identity tool on tourism development in Uasin Gishu County.
3. To identify the influence of sports events' hosting challenges on tourism development in Uasin Gishu County.

1.5 Research Hypothesis

H₀1: Local community involvement in sports events hosting does not significantly influence tourism development in Uasin Gishu County.

H₀2: Sports events hosting as a branding identity tool does not significantly influence tourism development in Uasin Gishu County.

H₀3: Sports events hosting challenges do not significantly influence tourism development in Uasin Gishu County.

1.6 Significance of the Study

Kenya relies primarily on tourism as one of the economic pillars under vision 2030. This necessitates focusing on the facilitators for developing strategies to help exploit the untapped potential of sports events in tourism development. This will enhance the growth and diversification of tourism products to curb the seasonality of traditional attractions (beach tourism and wildlife safaris), which attract visitors to only specific regions in the country. The study's findings offer the National and Uasin Gishu County governments insights into how sports events boost tourism development.

Through the Ministry of Tourism and Wildlife and other tourism stakeholders like KTB, the findings of this study act as a roadmap for the government to implementing the infrastructural adjustments needed to boost this sector and enhance policies and policy decision-making to market Kenya as a sports tourism destination. Other stakeholders, like the Sports Kenya can use this study's findings to identify gaps in challenges facing hosting of sports events. This will see the parastatal tapping into the gaps and hosting regional events. In addition, Sports Kenya will attract other bodies like Kenya Rugby League Federation (KRLF) and Football Kenya Federation (FKF) on the need to host their events within Uasin Gishu County.

1.7 Delimitation/Scope of the Study

The study was conducted in Uasin Gishu County, specifically within Eldoret town and its metropolis. Data was collected from the locals, athletes, County tourism and sports officials, and event organizers within the Eldoret area. Data was obtained using administered semi-structured questionnaires and an interview guide from the study population (athletes, local government officials and sports event organizers).

1.8 Limitations

The researcher anticipated difficulty accessing athletes whose schedules are tight. This problem was addressed by providing a link to google forms for the questionnaire to be filled in at their own time. The study also anticipated barriers to accessing official records from county offices. To assure them of the study's confidentiality use of any information, the researcher provided an introductory letter, research authorization from Kenyatta University, and a research permit from the National Commission for Science and Technology Innovation (NACOSTI).

1.9 Assumptions of the study

The research assumed that the targeted audience is well-informed and knowledgeable about hosting sports events and how they can influence tourism development.

1.10 Conceptual Framework

The conceptual framework in Figure 1.1 has three independent variables; local involvement, branding identity, and sports events hosting challenges, while tourism development is the dependent variable. According to the framework, the participation of the local community in sports events is compounded by their involvement in decision-making, empowerment, and sharing benefits from tourism revenues. Further, hosting sports events in Uasin Gishu county enhances the County as a destination by promoting its destination image through positive publicity and media coverage (Piva et al., 2017). Sports events also experience challenges (Gitari, 2016), which must be tackled from all angles to ensure tourism development.

Similarly, the national and the Uasin Gishu county governments must intervene through viable policy formulations and legal frameworks to ensure the success of sports events if tourism development goals are to be realized within Uasin Gishu County. The social exchange theory application applies to this study because Uasin

Gishu County has a good reputation in sports. Hosting sports events will benefit tourism by bringing visitors to the destination, creating awareness about the destination, and developing infrastructure to accommodate the tourists and the events (Li et al., 2021). Thus, it is a win-win situation.

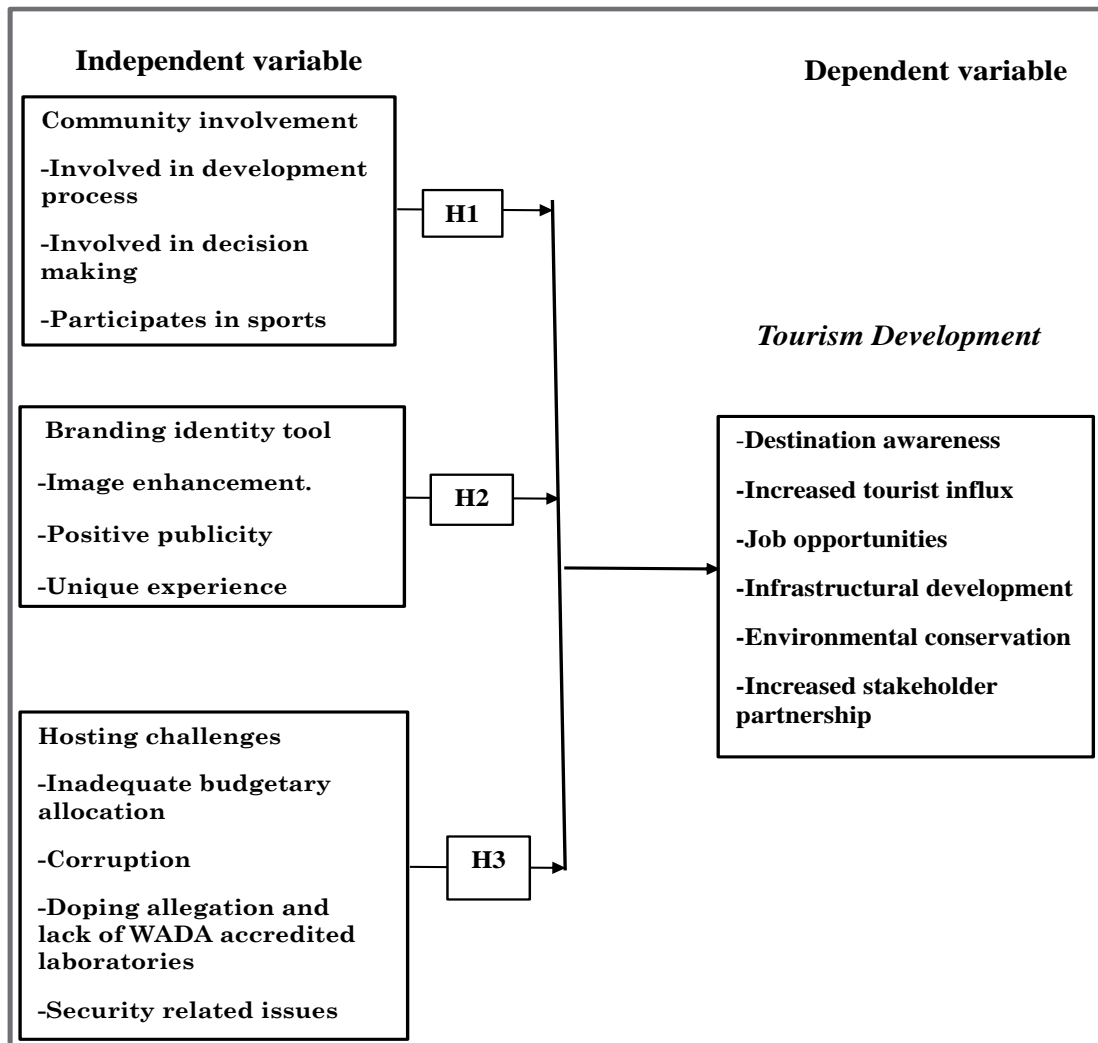


Figure 1.1: Proposed Conceptual Framework

Adopted from: Boonsiritomachai and Phonthanukitithaworn (2019) Gitari (2016), and Li et al. (2021).

1.11 Theoretical Framework

To gain an understanding of the role played by sporting events in the development of tourism in Uasin Gishu County, social exchange theory [SET] was adopted. SET, explores the dynamics of behavioral, sociological, and psychological interactions within a given social context (Homans, 1958). The theory centers around negotiated exchanges, elucidating the process of social stability and change. When applied to sports events hosting and tourism development, Social Exchange Theory sheds light on the mutual relationships between these two entities, explaining the stability and social change as a process of negotiated exchanges, thus notifying the aims of tourism development (Abujamous et al., 2019).

Sports events have emerged as a tourism development catalyst in recent years, drawing national and international audiences to host cities. The symbiotic relationship between sports events and tourism is evident as sports events attract spectators and participants, generating economic, social, and cultural impacts on the host destination (Nicolaidis, 2015). By applying the principles of Social Exchange Theory to this context, we can understand the role of mutual relationships and the importance of optimizing exchanges to maximize the benefits for both sports events and tourism development (Thomas & Gupta, 2021). Exchanges in this theory illustrate the behavior, implying that tourists and locals participate in and share sports tourism exchanges.

The essence of Social Exchange Theory lies in its emphasis on mutual relationships and shared exchanges. In the case of sports events and tourism development, tourists and locals participate in and share exchanges associated with sports tourism (Thomas & Gupta, 2021). For tourists, attending sports events offers entertainment, excitement, and an opportunity to experience the local culture, while locals benefit from increased

economic opportunities, cultural exchange, and enhanced community pride. This mutual exchange forms the backbone of sustainable sports tourism development.

According to Nicolaides (2015), when the components of sports events are thoughtfully sorted, tourism development can yield immense value. Event organizers and tourism authorities must strategize and optimize the exchanges to create a win-win situation for all stakeholders. Such optimization ensures that both the sports events and the host destination benefit significantly, improving overall experiences for tourists and locals alike.

In conclusion, Social Exchange Theory offers valuable insights into the dynamics of sports events hosting and tourism development. By recognizing the mutual relationships and shared exchanges between sports events and tourism, stakeholders can enhance the benefits derived from these activities. Strategic planning and optimizing exchanges based on the principles of Social Exchange Theory can lead to sustainable and prosperous sports tourism development, positively impacting both the host destination and its visitors

CHAPTER TWO: LITERATURE REVIEW

2.0 Chapter Overview

This chapter details sections of empirical literature review based on the study objectives. In addition, the subsequent sections present a summarize the gaps identified from the literature.

2.1 The Relationship between Sports Events Hosting and Tourism Development

People going to engage in and watch sports stretches back to the ancient Olympic Games (Charika & Kumari, 2016). Though the links between sports and tourism have long been documented (Byron ,2018), the relationship is still in its infancy as people become more aware of the health and recreational benefits of sports and tourism (Gitari, 2016). Sports events are an important and expanding component of the industry, including the full range of individual and multi-sport activities (Njoroge et al., 2017). If they are successfully leveraged in infrastructure development, destination branding, and other economic and social benefits, these events have the potential to propel the growth of the tourism industry (World Tourism Organization (WTO), 2019)

Today, sports event typologies can be classified as complex mega/major sports events like the Olympic Games, the FIFA World Cup, the IAAF World Championships, the Paralympics Games, and the Rugby World Cup to more manageable small-scale sports events (SSSE) (regular-seasonal tournaments, international sporting fixtures, domestic competitions, soccer, swimming, inter-university games, and marathon) (Margaritis et al., 2017).

Sports events are essential in rejuvenation and strategic positioning to boost tourism development through their event portfolios (Ziakas, 2023). Mega sports events make for a substantial share of the sports tourism sector, and when destination branding and

infrastructure development are leveraged properly, they can function as economic catalysts (Bogan et al., 2018). Although the benefits that sports events bring to a destination in terms of tourism are numerous, this can lead to over-tourism, which can cause negative impacts such as overpopulation, environmental pollution, and economic challenges to small businesses (competition from established and larger enterprises) (Milano et al., 2019).

Despite such hurdles, tourism destinations are increasingly staging distinct sports events to strengthen their destination brands and harness tourist experiences for their markets (Ziakas, 2023). The outcomes from such initiatives are two-fold. One, the destinations get to develop their tourism sector by increasing their tourism product portfolios (Viol et al., 2018; Ziakas, 2019), which have required rejuvenation for decades. Second, sports events hosting end up being a source of business profits (Wickramaratne & Kumari, 2016; Wood et al., 2018), a manipulator of perspectives about a destination (Gannon et al., 2021; Rojas-Méndez et al., 2019), and more importantly, helping various economic and development models in a destination or a country (Aragao, 2015; Gitari, 2016; Knott & Tinaz, 2022; Schumacher et al., 2021).

2.2 Community Involvement in Sports Events and Tourism Development

Over the years, the composition of sports events hosting decision-making phases has been left for the ‘elite stakeholders’ (Herbold et al., 2020) and has been considered ‘uncritical’ for long-term developments. This is because the whole scenario has been unchallenged/unquestioned as to why locals have been marginalized when it comes to event hosting planning (Guest, 2019; Skinner et al., 2019). This came before the realization of how sports events not only enhance the networking of people, through coming together but also the mutual relationships created between the tourist (during their expeditions during and after the events) and the hosts (Dragičević, et al., 2019).

Although local community participation in hosting sports events is dismal and overly generalized, women's space in such participation is even smaller than men's (Rich et al., 2022). According to the authors, geographical, social, and cultural issues may hinder such women from actively participating in leisure and sports activities. This can be attributed to the implicit policy frameworks that support individual outcomes (social inclusion policies) or focus on international matters ('sports for peace and development') (Fernández-Martínez et al., 2022; Rich et al., 2022). Such policies in sports promote social inequalities in the social structures (Gravelle et al., 2015), as they de-emphasize the concept of community participation by not focusing on marginalized members of the society (Gravelle et al., 2015; Kelly, 2011).

There has been a lot of research done on how community involvement affects the growth of sports tourism. For example, González-García et al. (2018) explored the opinions of the locals regarding the effects that sports tourism has had on the town. They found out that the positive perception that the native population has on the effects of tourism is derived from a favorable attitude toward more remarkable tourism development oriented towards the sports sector. Boonsiritomachai and Phonthanukitithaworn (2019) focused on residents' support in developing sports events tourism along with the Beach City of Chonburi. The structural equation modelling analysis found that a triple-bottom-line framework that involves locals should be employed if local support is to be actualized in sports tourism development. Although these two studies have identified how locals perceive and support the development of sports tourism, they have not detailed the role locals can play in hosting sports events. Li et al. (2021) examined the attitudes and community participation in sports events during the Chuncheon Puppet Festivals in Korea. Their study established that locals should be prioritized while planning events since their cultural exchanges form part of

the event experience. These findings conform with Muganda et al. (2013) and Thetsane (2019) findings on the need to avoid the "prevailing top-down" approaches in tourism development and involve the local community in developing tourism policies. The above studies used a case study approach and relied on qualitative data, thus requiring both qualitative and quantitative analysis in further studies.

Nwankwo et al. (2022) examined how local sports events can be used to leverage tourism development in Nigeria. Their study administered questionnaires (n=400) to the locals from ten randomly selected communities. Using Chi-Square analysis, the descriptive analysis identified that despite local sports events having capabilities to develop tourism, they are also sponsored by the affluent/elite members of the community. Further, these sports events were found to promote community cultural identity. This study highlights another angle into sports events, local sports events, and the crowd funding to run them. However, it fails to use an elaborate methodology that combines qualitative and quantitative analysis, thus prone to bias. This study addressed this methodological gap through its mixed-method approach.

Despite the above finding, the total lack of precise analysis of the exact role(s) played by the locals and the extent of their involvement in decision-making for hosting sports events, such as the bidding, especially in developing states like Kenya (Herbold et al., 2020). Further, this is escalated because developing nations have not fully conceptualized having sports events as a resource or a competitive advantage, let alone integrating the local community into sports events hosting. It is also worth noting that despite the plethora of literature on sports events hosting and tourism development nexus, there is still a gap in articulating what the locals should be doing and how they can identify with the sports events.

2.3 Sports Events as a Means for Destination Brand Identity

Destination branding through sports events represents "the fluid relationship between a destination's essential features and the impression they make on potential visitors" (Piva et al., 2017). Hence the visitors' perspectives are considered fundamental in triggering the processes of destination branding (Saraniemi & Komppula, 2019). Travelers have access to a variety of sites with equal chances to capture a portion of the global tourism industry and consequently derive its targeted sports because tourism destinations frequently strongly associate with a particular sport. - Benefits associated to brands (Nyikana et al., 2018). This allows different countries to popularize themselves using unique events, like golf tours in Florida, surfing holidays in Portugal, and martial arts in South Korea (Connolly et al., 2020).

Such identity legacies have been a manifestation of most of the emerging nations in Africa and Asia, where, through globalization and resource mobilization from developed nations, they have been able to leverage sports event opportunities (Morgan Stanley Capital International, 2022). For example, such nations can now be identified through their sporting leagues or teams and as sporting equipment manufacturers (Knott & Tinaz, 2022). With this development comes the legacies of the sport, which identify a destination throughout, which a sports events destination must cope with. According to Preuss (2007), sporting legacies can be negative or positive, and the sporting destination must be ready to be identified with them. He noted that sporting legacies are "...All planned and unplanned, positive and negative, tangible and intangible structures made for and by a sporting event that last longer than the event itself, regardless of when and where they were made." (p. 211).

Therefore, hosting sports events can take many forms, "soft or hard," and end up identifying or positioning a tourism destination and championing other tourism and

societal developmental aspects (Byers et al., 2021b). For example, the United Nations used the FIFA World Cup 2022 as a barometer for meeting global carbon sustainability (Spanos et al., 2022). Hence Kenya, being part of the emerging nations, can adopt the sports events legacies (see Figure 2.1), helping its tourism sector outcompete its competitors by focusing on sports legacies, specially building a solid brand/image. If it could leverage such legacies, it would have solved many socio-economic, environmental, and cultural issues through sports events.

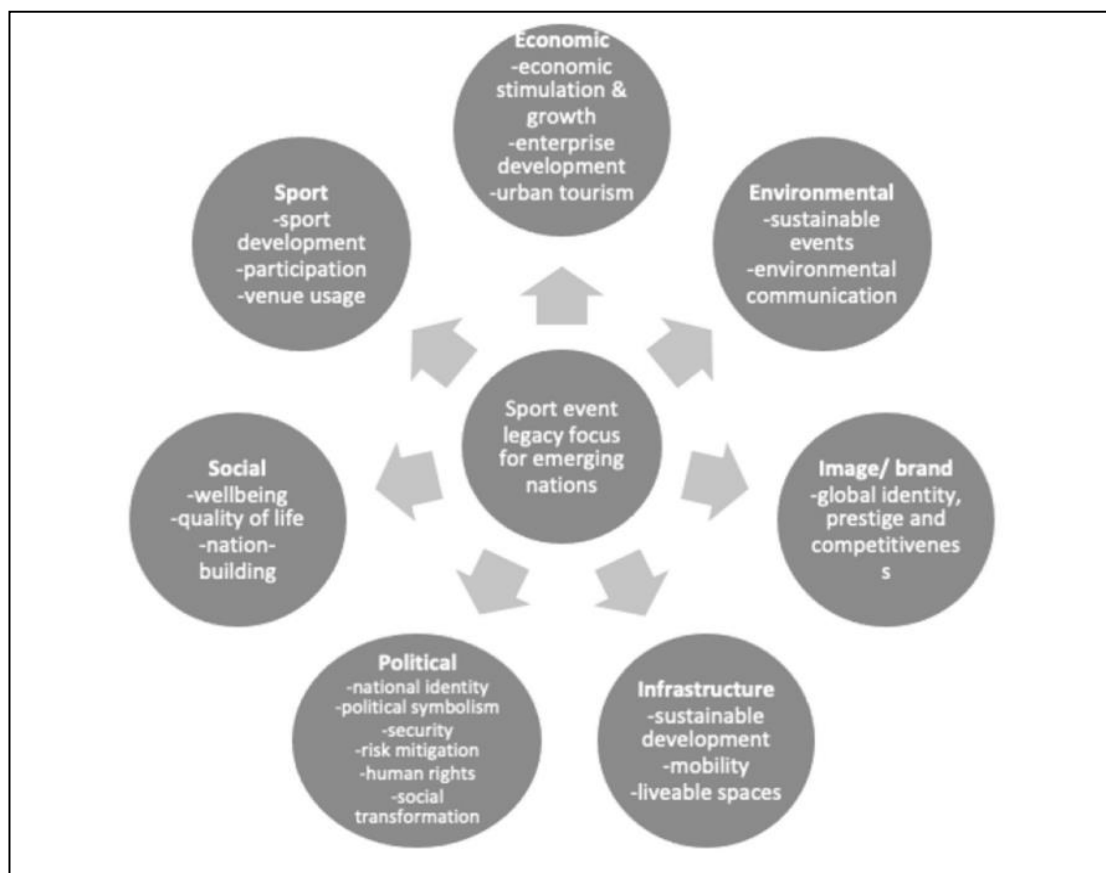


Figure 2.1: Sports Events Legacies

Adapted from Cornelissen et al. (2011) and Knott and Tinaz (2022, p.10)

Consequently, sports events present excellent possibilities for host locations to implement branding strategies, enabling locations to potentially build international recognition for their brands (Marzouki, 2019). In a similar vein, holding major sporting events can lead to economic and social growth (Hemmonsbeay & Tichaawa, 2018).

Sports mega-events have particularly proven to be an essential feature in positioning nations or even cities in the global society to rebrand them as 'cities/nations of sport' (Hautbois et al., 2020).

For example, Hemmonsbeey and Tichaawa (2020) studied the branding messages from the perspectives of tourists and tourism stakeholders in South Africa. Their study collected data from stakeholders (n=403), and interviews (n=24) were conducted with key industry informants. From the empirical analysis, the study identified that South Africa is portrayed as a tourist destination with a favorable climate, reasonable currency exchange rates, and bestowed with picturesque landscapes. These perspectives from the visiting tourists attending various sports events in Cape Town and Johannesburg depict how a destination can be positioned and marketed entirely by tourists after they have had good experiences during the sports events. Although this study contributes to the destination branding theory, it is necessary to adopt the same methodology and set it in the context of Kenya.

Over the years, sports events-destination branding research has focused on the role of branding in the consumption of tourism destinations (Nguyen, 2017). These studies have shown that the sports events industry catalyzes branding opportunities from which destinations can benefit. Despite destinations focusing on hosting the four mega-events (the Olympic games, the Football and Rugby World Cup, and America's Cup), cities also try to host other sports events that provide huge global exposure (Hemmonsbeey & Tichaawa, 2018).

Regrettably, there is a lack of literature related to the role played by sports events as a branding identity, more so in the African region, particularly in Kenya. This may be due to the immense focus on mega-events in developed states (Grix et al., 2021) or the abandonment of sports events by developers and tourism stakeholders caused by stiff

competition from existing tourism products (Herbold et al., 2020). Another reason may be that coping with sports events hosting comes with legacies, in which tourism stakeholders are not ready to take risks, especially if the legacies are negative.

2.4 Challenges Facing Sports Events Hosting

Tourism has seen its rapid expansion over the last two decades (Admin & Kranjčević, 2017; Tomino et al., 2020), where such changes have stimulated a niche segment, sports tourism (Al-Makhadmah et al., 2021). Although some scholars have shown how sports can enhance tourism development (Boonsiritomachai & Phonthanukitithaworn, 2019b; Vitezić, et al., 2019) others have disputed this phenomenon (Admin & Kranjčević, 2017; Chersulich et al., 2020). The latter scholars argue that despite the economic gains from sports events, its challenges far outweigh the benefits (Garidzirai & Pasara, 2020).

For example, structural constraints (cost and time-related constraints), intrapersonal constraints (health issues, personal safety), and interpersonal constraints (unavailability of events information, limited travel recommendations, physically demanding events) were found to influence the development and hosting of sports events for family tourism in Malaysia (Hua et al., 2022). The study also inferred that family income and events' entry fees challenged meeting the event's capitalization objectives.

Wanyonyi et al. (2021) used a cross-sectional research design to explore the difficulties and potential of staging tourism events in Nairobi City. From the findings, linear regression analysis identified poor planning, insecurity, and policy issues as the key challenges delaying event hosting. Many sports tourist sites now demand visitor safety and security as a condition of their operation in order to grow their business. Governments globally are developing measures to enhance a peaceful environment,

including anti-terror policing and establishing tourist police, that assure visitors of their safety during events (Perić et al., 2018; Wanyonyi et al., 2021).

Sports tourism events hosting does not only happen on land but also on the water. Though the challenges differ, they share some common barriers. For example, Abedi et al. (2021) examined challenges experienced in Iran while hosting beach water sporting events. The findings identified infrastructure, socio-cultural, economic, and legal-political barriers as key challenges through structural equation model analysis. This resonates with the Kenyan situation where sports hosting events are underscored (Njoroge et al., 2017), underfunded, and deplorable infrastructures (Njoroge et al., 2017) that do not meet international standards to host national sporting events like the African National Championship (CHAN), where Kenya lost the bidding to host in 2018 (BBC, 2017; Wanyonyi et al., 2021).

Political manoeuvrings, promises of financial gain, and economic progress are always present during the bidding process for hosting sports events (Bason & Grix, 2018). For instance, it is suspected that the awarding of the hosting rights to Qatar and China to hold the 2022 FIFA World Cup and 2022 Winter Games was tainted by corruption. (CNN, 2021). The unhealthy competition to host mega-events has affected the bidding efforts and prevented potential cities from bidding for hosting rights in developing countries (Bason & Grix, 2018).

The world came to a standstill as the COVID-19 sickness broke out. All areas of life were impacted by the health, safety, and regulations. The multi-billion-dollar sector of sports tourism was not an exception. According to the Guardian, major sports like Premier League, Euro 2020, Tokyo 202 Olympic and Paralympic Games, and French Open were partially or fully postponed later (Aarrons, 2020). Similarly, mega-events

like Kenya's annual Magical Kenya Golf Championships were postponed due to the pandemic in Kenya (Coles, 2020).

In conclusion, sports events hosting faces many challenges, from structural and policy to a lack of trained staff to work with tourists during these events. Although this is the case, the position of 'action' is not yet achieved, and the challenges vary case-per-case. What is needed is a collaborative approach by all tourism stakeholders to ensure that the sports event segment thrives in a volatile environment. Short-term benefits sought by tourism planners should not guide this but should be implemented with long-term goals. Therefore, understanding which challenges influence sports events hosting in a destination is critical to achieving the tourism goals set by a destination.

2.6 Summary of the Literature Review

The above-cited studies show that sports events are essential in tourism development (Gitari, 2016). Most developed countries have used sports events to boost tourism by hosting mega sports events that attract many tourists with massive media coverage. However, a gap exists in how developing countries like Kenya can leverage sports events to develop tourism (Njoroge et al., 2015). The literature also shows that local community involvement enables locals to actively engage in tourism development initiatives and utilize their potential as social agents as opposed to passive subjects. The precise roles of the locals, particularly in decision-making, are unknown (Herbold et al., 2020).

Sports events from literature have been an essential catalyst for destination branding. However, the focus has been on mega and major sports events in developed states (Hemmonsbeey & Tichaawa, 2018), raising questions on how SSSE and other sports events (cultural and free-time events) can be utilized in the branding process among developing countries (Mikkonen & Lahovuuo, 2020). In conclusion, the literature has

identified challenges such as insecurity and corruption as the commonly faced issues for destinations. Other challenges in hosting sports events include policies that allow a favorable environment for sports tourism. Although Kenya has sports policies, an elaborate legal framework for hosting mega sports events is lacking, compounded by weak institutions' frameworks in sports (Wanyonyi et al., 2021).

A summary of the gaps identified in the literature review is indicated in Table 2.1.

Table 2.1: Summary of Literature and Gaps Identified

<i>Topics</i>	<i>Sources of Theoretical models</i>	<i>Areas addressed/Key contributions</i>	<i>Key gaps</i>
Local communities' involvement in sports events hosting	Gitari (2016); González-García et al. (2018); Herbold et al. (2020a); Li et al. (2021); Muganda et al. (2013); Njoroge et al. (2015); Thetsane (2019)	-perceptions and attitudes of the residents on the impacts of sports tourism on the community and their participation - residents' support in developing sports events tourism	There is a need to detail exactly the role locals can play in hosting sports events. The need to abolish the "top-down" approaches to sports tourism and involve the local community in developing sports events hosting and general tourism policies. There is a need to adopt qualitative and quantitative analysis in further studies.

<p>Utilization of sports events hosting as a branding tool for a destination</p>	<p>Connolly et al. (2020); Hautbois et al. (2020); Hemmonsbey & Tichaawa (2018); Marzouki (2019); Nyikana et al. (2018); Connolly et al. (2020) Saraniemi & Komppula (2019);</p>	<ul style="list-style-type: none"> - popularizing destinations through unique events - Branding opportunities (economic and socio-development) and positioning of destinations hosting sports events 	<p>There is a lack of literature related to the role played by sports events as a branding identity, more so in the African region, particularly in Kenya.</p> <p>The focus has been on mega and major sports events in developed states, raising questions on how SSSE and other sports events (cultural and free-time events) can be utilized in the branding process among developing countries.</p>
<p>Challenges in sports events hosting</p>	<p>Abedi et al. (2021); Bason & Grix (2018); Coles (2020); Hua et al. (2022); Njoroge et al. (2017), Perić et al. (2018); Wanyonyi (2021);</p>	<ul style="list-style-type: none"> - Structural and intrapersonal constraints, family income and events' entry fees, visitor safety and security - challenges in hosting beach water sporting events- infrastructure, socio-cultural, economic, and legal-political barriers -barriers caused by COVID-19 	<p>Proper implementation of ADAK and other policies is needed to curb corruption.</p> <p>The collaboration of County and National governments is lacking to address dilapidated sporting facilities and financial support.</p>

CHAPTER THREE: RESEARCH METHODOLOGY

3.0 Introduction

This chapter details the methodological frameworks used in this study. The subsequent sections have documented details on the research design, study population and sampling, pretesting, data collection instruments, data collection procedures, analysis procedures, and logistical and ethical considerations.

3.1 Research design

The study used a cross-sectional research design. The design allowed the researcher to gather large volumes of data and analyze it qualitatively and quantitatively. The design was also suitable for the study, as it enabled the researcher to collect data from all cases and record it without any bias (Bryman & Bell, 2007; Katzung et al., 2012). Therefore, the researcher collected qualitative data by interviewing County tourism officials, hotel managers, and event organizers, and through content analysis, themes were identified which helped shape and give detailed insights into study variables (Wanyonyi et al., 2021). Further, by analyzing quantitative data, the researcher was able to triangulate two methods of data collection and analysis, thus making the research design appropriate to prevent biases caused by using a single technique (Askarian et al., 2015).

3.2 Study Area

The study was conducted in Uasin Gishu County, specifically in Eldoret town (urban and peri-urban areas). The County has a population of 1,163,186 people and covers an area of 2955 km² (Kenya National Bureau of Statistics, 2019). The County is divided into six sub-counties; Turbo, Kapseret, Soy, Kesses, and Moiben (see Appendix J) The county possesses great attributes such as rich cultural heritage, warm hospitality and

proximity to other major attractions. This area was also ideal because of its high altitude, ideal for training for long and middle-distance runners. It is also a sports hub as the area has Kipchoge Keino Stadium, sports clubs, and training grounds at the University of Eldoret, which hosts local and international games like football, rugby (Sepetuka Sevens), and the prestigious Eldoret City Marathon. The impact of sports events that have been hosted within the county on tourism development have not been documented over the years.

3.3 Target population

In order to understand how sports event hosting impacts the tourism development in Uasin Gishu County, the study targeted locals living in Eldoret urban area mainly comprising of business people athletes, residents civil servants [378, 000] (KNBS, 2019), sports tourists participating in the sports events (248) (event organizers report), key informants from county tourism officials (2), event organizers (8), and hotel managers (6) (Government of Uasin Gishu County, 2022). These groups of respondents were deemed helpful in understanding how the locals are involved in the sports events hosting process, determining the challenges involved in the events hosting process, and how such events promote the brand identity of the County (see Table 3.1).

Table 3.1: Target Population

Target Group	Targeted Population
Locals	378, 000
Sports tourists	248
County tourism officials	2
Event organizers	8
Hotel managers	6

3.4 Sampling Techniques

A simple random sampling technique was used to sample the locals and sports tourists with relevant information during the field study. This technique was ideal as it gave all respondents an equal chance to be selected (Rono et al., 2018). Further, a census was used to sample the county tourism and sports officials while purposive sampling was used to select event organizers, and hotel managers (Saunders et al., 2016).

3.5 Sample Size

Krejcie and Morgan's (1970) formula was used to tabulate the study samples for locals and tourists, as shown below in Figure 3.1.

$$s = \frac{X^2NP(1 - P)}{d^2(N - 1) + X^2P(1 - P)}$$

Where, s= the required sample size; X²= Table value for the Chi-square for 1 degree of freedom at a desired confidence level (3.841); N= The population size; P=The population proportion (assumed to be 0.5) providing maximum population; d= The degree of accuracy expressed as a proportion (0.05)

Figure 3.1: Sample Size Calculation Formula

$$\text{Therefore } s = \frac{3.841^2 * 378000 * 0.5(1-0.5)}{0.05^2(378000-1) + 3.841^2 * 0.5(1-0.5)} = 384 \text{ local community members}$$

$$s = \frac{3.841^2 * 248 * 0.5(1-0.5)}{0.05^2(248-1) + 3.841^2 * 0.5(1-0.5)} = 152 \text{ sports tourists}$$

A sample size of 536, comprising 384 locals and 152 sports tourists, was considered for quantitative data collection. Further, from all two (2) county tourism officials, eight (8) event organizers and six (6) hotel managers were considered for qualitative data collection. Therefore, the total sample size was 552 respondents comprising 384 locals, 152 sports tourists, two county tourism officials, eight event organizers, and six hotel managers, as summarized in Table 3.2.

Table 3.2: Sample size

Target group	Targeted Population	Sample size	Sampling Method
Locals	378, 000	384	Krejcie and Morgan Table
Sports tourists	248	152	
Totals	<i>378248</i>	<i>536</i>	
Key informants			
County tourism officials	2	2	Census
Event organizers	8	8	
Hotel Managers	6	6	
Totals	<i>16</i>	<i>16</i>	

3.6 Research Instruments

Semi-structured questionnaires and an interview schedule were used to collect data from the study sample (sports tourists, locals, hotel managers, event organizers, and tourism County officials).

3.6.1 Questionnaires

The study utilized structured questionnaires, (Appendix C) adapted from previous studies of (Kibiro, 2018; Li et al., 2021; Wanyonyi, 2021), to gather information from the locals and sports tourists. The questionnaires were divided into five sections, where Section A had six questions on the respondents' demographics like age, gender, education levels, and duration of stay, sport events attended, and work duration. In contrast, Sections B to E had questions on study variables (challenges, community involvement, and branding). The questionnaires were administered physically and online through Google forms. A 5-likert scale was used in section B to section E, from 1=strongly agree to 5= strongly disagree

3.6.2 Interviews

The interview schedules allowed the researcher to collect data from county government officials, event organizers, and facility managers (Appendix D). The interview was a structured one with two parts. Part one (with six questions) posed questions on the demographics of the interviews. In comparison, part two (with four questions) sought an in-depth discussion based on study objectives on branding identity, challenges in hosting events, and local involvement. The interview questions were sourced and modified from studies (Gitari, 2016; Li et al., 2021; Wanyonyi, 2021). Interviews enabled the researcher to probe the interviewee further, thereby obtaining explanations and illustrations not provided in questionnaires (Saunders et al., 2016). The interviews were conducted in-person or via phone, each lasting approximately 45 minutes.

3.7 Pretesting

Twenty respondents, ten locals and ten athletes, were used for questionnaire pretesting which was done in February 2023. Further, six respondents were involved in the interview schedule pretesting: one county official, three event organizers, and two hotel managers. The pretesting was done in person to observe the respondent's reactions and to revise the instruments for errors (Hilton, 2017). However, the pretesting respondents were not part of the study sample. Besides the grammatical errors corrected in the questionnaire, Section C statements were reduced from ten to seven, as the three omitted statements were a repetition, or the ideas had been covered in other statements. Furthermore, only one statement was removed in Section E, making statements eight instead of nine. This was due to the repetition found with statements nine and six regarding the ideas covered. Pretesting was done to identify

and rectify any issues in the data collection instruments and ensure that data collected accurately reflected the research objectives.

3.8 Validity and Reliability

3.8.1 Validity

The study used content and internal validity tests for instruments' validity. The study adopted participatory research, where the researcher continued involving the study supervisors since their ideas helped shape the format and selection of suitable questionnaire questions (Zohrabi, 2013). Additionally, the questionnaire and interview variables were adapted from validated and applied measures in previously published studies (Kibiro, 2018).

3.8.2 Reliability

Researchers must ensure that data collected using research instruments are reliable, can be used by subsequent researchers in different seasons, and yield the same results (Cooper & Schindler, 2013). For this reason, the reliability test confirms the appropriateness of the study findings. The study adopted the internal consistency reliability using Cronbach alpha to test the study's constructs. According to Tavakol and Dennick (2011), an alpha of at least 0.7 is recommended as a reliable level of reliability. From the findings in Table 3.3, all the study constructs had an alpha value larger than 0.7, concluding that the constructs were reliable. For the interview schedule's reliability, inputs from the two supervisors and feedback from the respondents (during pretesting) shaped the structure and questions and the purpose of getting the required information.

Table 3.3: Reliability Findings.

Reliability Statistics			
<i>Construct</i>	<i>No. of sub-variables</i>	<i>Cronbach's Alpha</i>	<i>Verdict</i>
Local community involvement	8	.706	Reliable
Brand identity	7	.724	Reliable
Challenges	7	.717	Reliable
Tourism development	8	.722	Reliable
<i>Overall Reliability</i>	<i>30</i>	<i>.734</i>	<i>Reliable</i>

3.9 Data Collection Techniques

The preparation for data collection was initiated through the approval of the study proposal by Kenyatta University Graduate school (see Appendix F) and the subsequent authorization (see Appendix E) and research permit by NACOSTI to conduct a field study within 12 months (see Appendix G). Following these approvals, the researcher recruited and trained two research assistants in ethical data collection (see Appendix L). Before data collection, the researcher and research assistants introduced themselves and explained what they were collecting data for before administering the questionnaires to the respondents. The sampled locals and sports tourists were administered a questionnaire for their participation. The data collection process was from the 4th of March to 20th May 2023 (every day). Most of the data was collected on April 12 at a sporting event in Kipchoge Keino stadium.

Interviews were conducted with event organizers, county tourism officials, and hotel managers through face-to-face (n=6), Zoom (n=7), or telephone-based calls (n=1). These three approaches enhanced flexibility for the researcher and interviewees, whose schedules were tight, thus increasing the response rates. Interview calls were recorded after seeking permission from respondents (non-refused). Recorded data was later cleaned by listening to the recordings, typing critical issues raised, and selecting

phrase types per the respondent's answers. Notes taken during the interviews (qualitative data) were then prepared, analyzed thematically, and integrated into quantitative findings.

3.10 Data Analysis

Using Statistical Package for Social Science (SPSS), quantitative data from the locals and tourist athletes was cleaned and coded for easy analysis. Once it was ascertained that there was no missing data, both descriptive analysis (frequency, percentages means and standard deviation) and inferential analysis (correlation, simple and multiple regression) were used to test the hypothesis

The regression model was summarized as follows:

$$Y = \beta_0 + \beta_1\chi_1 + \beta_2\chi_2 + \beta_3\chi_3 + \varepsilon \dots \dots \dots \text{(Eq.1)}$$

Where, Y= Tourism development, β_0 = Constant term, β_1 , β_2 , & β_3 = Coefficients, χ_1 = locals' involvement, χ_2 = branding identity, χ_3 = challenges, and ε = Residual error

The interview's qualitative data from hotel managers, county tourism officials, and event organizers were recorded and transcribed before reporting. This followed content analysis before themes were identified and integrated into quantitative findings.

3.10.1 Diagnostic Tests

Diagnostic analysis for normality, linearity, and multicollinearity was checked before inferential statistics to ascertain that the data met the regression analysis assumptions.

Normality Test

Testing for data normality is a prerequisite for studies following parametric analysis like linear regressions since such models' validity depends on data normality. For the normality assumption, studies with more than 100 responses (like this study) usually use Kolmogorov-Smirnov for normality tests. The explore command in the SPSS was

used to generate the Kolmogorov-Smirnov test. In this case, data is normally distributed if its significance value is more significant than 0.05. From Table 3.4, all study variables (locals' involvement, challenges, brand identity, and tourism development) had significance values larger than 0.05. Therefore, all study variables had data whose distribution followed a normal curve.

Table 3.4: Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Locals' involvement	.041	375	.183	.982	375	.000
Brand identity	.042	375	.155	.982	375	.000
Hosting challenges	.044	375	.074	.989	375	.007
Tourism development	.045	375	.069	.988	375	.004

a. Lilliefors Significance Correction

Further, the normality of the data set was also confirmed by the histogram and scatterplot box results in Figure 3.2. From the histogram, the data set shows a normal curve with the data center at zero. In addition, the scatterplot shows most of the variables scattered between zero and two (0,2) on the right side (lower and upper part) of the plot and between zero and negative two (0, -2) on the left side (upper and lower) of the plot. Thus, confirming that the data used in the analysis were normally distributed.

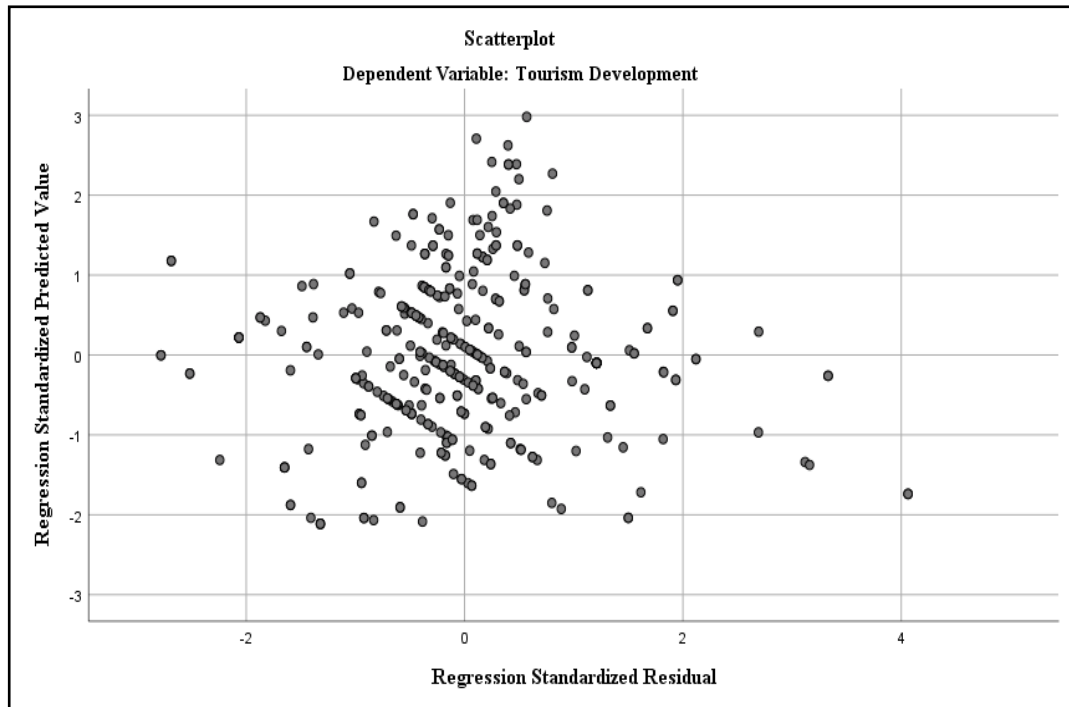


Figure 3.2: Regression Scatterplot

Multicollinearity Tests

Multicollinearity tests are conducted to identify if the independent variables in a study are highly related. Suppose this is the case; the end effect results are an inaccurate regression result by increasing the error term in the regressions, thus decreasing the findings' reliability. Both tolerance and variance inflation factor (VIF) values were used to detect collinearity. Values larger than 0.1 (for tolerance) and greater than 10 (for VIF) insinuate evidence of multicollinearity within the independent variables. Based on study findings in Table 3.5, the three independent variables had tolerance values greater than 0.1 and VIF values from 1-10, indicating a lack of multicollinearity effect within the independent variables.

Table 3.5: Collinearity Statistics

<i>Independent Variables</i>	<i>Tolerance</i>	<i>VIF</i>
Locals' involvement	.636	1.571
Brand identity	.730	1.371
Challenges	.688	1.454

Linearity Test

The linearity of the data was assessed by comparing the means of the dependent and independent variables using the SPSS command (Analyze>Compare means>Means). The ANOVA outputs (see Table 3.6) indicated that there was a significant deviation ($.157 > 0.05$) between local community involvement and tourism development, suggesting a linear relationship between the two variables. Similarly, the analysis showed that brand identity variables exhibited a linear relationship with tourism development ($.193 > 0.05$). The linear deviation between sports hosting challenges and tourism development was also found to be $0.192 > 0.05$, indicating a linear relationship. These findings of linearity tests provided evidence for conducting a linear regression model, indicating a linear or direct impact.

Table 3.6: Linearity Test

ANOVA Table			Sig.
Tourism development* local community involvement	Between	(Combined)	.000
	Groups	Linearity	.000
		Deviation from Linearity	.157
Tourism development* Brand identity	Between	(Combined)	.000
	Groups	Linearity	.000
		Deviation from Linearity	.193
Tourism development* Challenges	Between	(Combined)	.002
	Groups	Linearity	.000
		Deviation from Linearity	.192

Consequently, a linear regression model was employed to determine the effects of sports hosting on tourism development in Uasin Gishu County, involving 30 variables.

A summary of the research methodology for the study is indicated in Table 3.7.

Table 3.7: Summary of Study Methodology

<i>Variables</i>	<i>Measuring construct</i>	<i>Instrument</i>	<i>Design</i>	<i>Method of analysis</i>
<i>Local community involvement</i>	Participation in decision-making, benefit sharing, and community empowerment	Questionnaires and Interview Guide	Quantitative and Qualitative	Descriptive, content analysis, correlation, and linear regression analysis
<i>Brand identity</i>	Positive publicity; positive destination image	Questionnaires and Interview Guide	Quantitative and Qualitative	Descriptive, content analysis, correlation, and linear regression analysis
<i>Hosting challenges</i>	Inadequate budgetary allocation; corruption; doping allegations; lack of WADA-accredited laboratories; safety and security concerns	Questionnaires and Interview Guide	Quantitative and Qualitative	Descriptive, content analysis, correlation, and linear regression analysis

<i>Tourism development</i>	Destination awareness; increased tourist numbers; infrastructural developments; job opportunities; environmental conservation	Questionnaires and Interview Guide	Quantitative and Qualitative	Descriptive, content analysis, correlation, and linear regression analysis
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3.11 Logistical and Ethical Considerations

3.11.1 Logistical Considerations

In this study, research assistants were recruited to assist with data collection. The research assistants were chosen based on their academic qualifications, as the two already had master's degrees. Therefore, they were deemed fit as they had already conducted data collection. Before initiating data collection, study assistants underwent training from February 18th and 20th, 2023. The training covered various aspects of data collection, including ensuring participant confidentiality, obtaining informed consent, and familiarizing them with the data collection techniques.

3.11.2 Ethical Considerations

Participants were requested to take part in the study and those who agreed were requested to sign the informed consent. The researcher took precautions to prevent inappropriate behaviors, such as data falsification and fabrication. The responses were collected using study codes instead of personal identifying information to ensure confidentiality. Additionally, the participants were assured that the research was purely academic and not intended for monetary gain.

CHAPTER FOUR: DISCUSSIONS

4.0 Chapter Overview

The chapter explores the impact of hosting sports events on tourism development in Uasin Gishu County. The findings and discussions are organized and aligned with the study's objectives. The results are presented using a combination of tables, charts, and narratives.

4.1 Response Rates

The study was conducted in Uasin Gishu County included a sample size of 536 individuals consisting of locals and sports tourists. Of the total sample, 375 respondents completed the questionnaires indicating a response rate of 70%, as shown in Table 4.1.

Table 4.1: Response Rate for Questionnaires

	Population category	Sample Size	Respondents	
			Response	%
Questionnaires	Locals	384	277	72.1
	Sports tourists	152	98	64.5
<i>Response rate</i>		536	375	69.96

Although there is no consensus on the ideal response rate for analyzing collected data, Kothari and Gaura (2014) suggest that a response rate of 60% is satisfactory for cross-sectional and descriptive studies. Additionally, Holtom et al. (2022) note that a 68% response rate is excellent, while 60% is adequate for analysis and publication (Babbie, 2004). Therefore, based on these recommendations, the response rate of 69.96% in this study was deemed suitable and supported the generalization of the findings.

Furthermore, the researcher interviewed 14 individuals who held key positions in hotels, events management, and the county tourism department. The interviews aimed

to gather various perspectives, experiences, beliefs, and opinions from professionals regarding the impact of hosting sports events on tourism development. Of the initially targeted 16 professionals, 87.5% (14) responded (see Table 4.2). Text analysis analyses the qualitative data collected from the interviews, and the findings were presented using thematic-narrative descriptions.

Table 4.2: Response Rate of Interview Schedules

	Population category	Sample Size	Respondents	
			Response	%
Interviews	Tourism County Officials	2	2	100.0
	Event organizers	8	7	87.5
	Hotel Managers	6	5	83.3
<i>Response rate</i>		16	14	87.5

4.2 Demographic Information of the participants

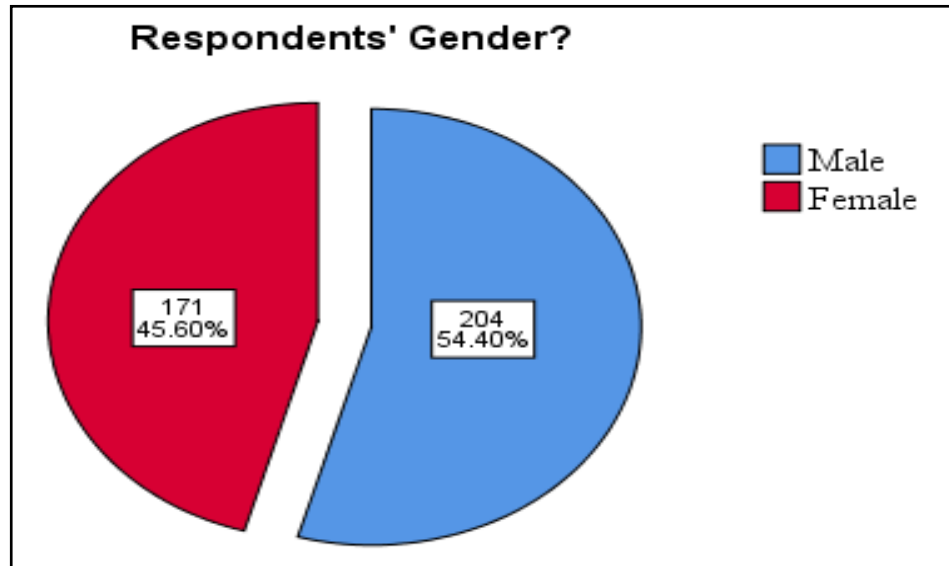
This sub-section presents findings from locals, sports tourists, event organizers, hotel managers, and county tourism officials on background information regarding their age, level of education, gender, years worked and lived in Uasin Gishu County, and sports attended. In contrast, questions on gender, age, education level, and sports events attended were answered by all the respondents and interviewees.

4.2.1 Gender Orientation

Data in Figure 4.1 showed that more than half (204; 54.4%) of the respondents were male, and 171(45.6%) were females. This showed that, compared to their counterparts, males are hugely involved in sports matters, including sports hosting issues. Gender disparity in sports hosting, management, and involvement over the decades has been a topic of study, where women are underrepresented in sports as participants, officials, coaches, and administrators (Hossain, 2023; Mambula, 2022). Many scholars note that sports frameworks need to incorporate more women using macro-social approaches to

not only ensure gender balance but also stimulate new ideas within sports events (Meier et al., 2021; Özaydın, 2022; Uplifter, 2019).

Figure 4.1: Gender of the Respondents



4.2.2 Respondents' Age

On the age of respondents, the study results in Figure 4.2–shows that most of the respondents were aged between 20 and 30 years (54.1%, 203), 83(22.1%) were aged between 30 and 40 years, and 43(11.5%) were younger than 20 years while only ten respondents (2.7%) were older than 50 years. Further, the results show that 119(31.7%) respondents were between 30 and 50 years old. From the findings, it is only 43 respondents who were below 20 years of age. These findings signify that most individuals (87.7%) participating in sports and sports-hosting within Uasin Gishu County are below the age of 40 years. This confirms the overall mandate invested in the Kenyan youths who run the sports events from various capacities, such as athletes, managerial staff, stakeholders, event organizers, and hoteliers.

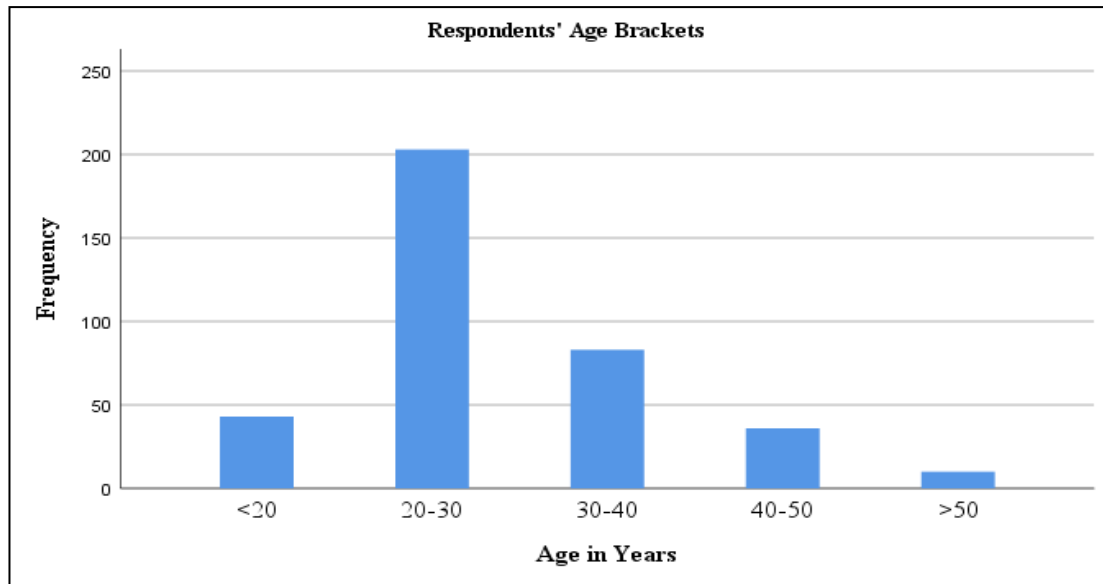


Figure 4.2: Respondents' Age Ranges

4.2.3 Education Level

The third demographic characteristic aimed at understanding the respondents' educational levels. From the findings in Table 4.3, most of the respondents, 128(34.1%), had bachelor's degrees, followed by those with secondary education 89(23.7%), 60(16%) with diploma education, and 50(13.3%) with primary education level. Further, the results show that 21(5.6%) had a master's degree, 16(4.3%) had no formal education, and the least, 11 respondents (2.9%), were doctorate holders.

Table 4.3: Education level of the Respondents

Education Level	Frequency	Percentage
No formal education	16	4.3
Primary	50	13.3
Secondary	89	23.7
Diploma	60	16
Degree	128	34.1
Masters	21	5.6
Doctor of Philosophy (Ph.D.)	11	2.9
Total	375	100.0

This confirms that for athletes and spectators, having a bare minimum of secondary education increases their chances of participation, not only in sports as athletes but also as spectators and in management capacities (Orhan, 2020), providing them with life skills like teamwork and hard work (Coşkuner et al., 2021).

4.2.4 Duration of Stay

In determining how often the respondents have experienced sports events hosted in Uasin Gishu County, they were required to indicate how long they stayed in Eldoret and its metropolitan areas. Figure 4.3 shows that 67.2% (252) have remained in the study area for 10 to 30 years. Further, 95(25.3%) had less than ten years of stay, with only 7.5% (28) indicating to have stayed for more than 30 years. The findings confirm the validity of the respondents in having prior knowledge of sports events hosting that have happened in the study area in the past.

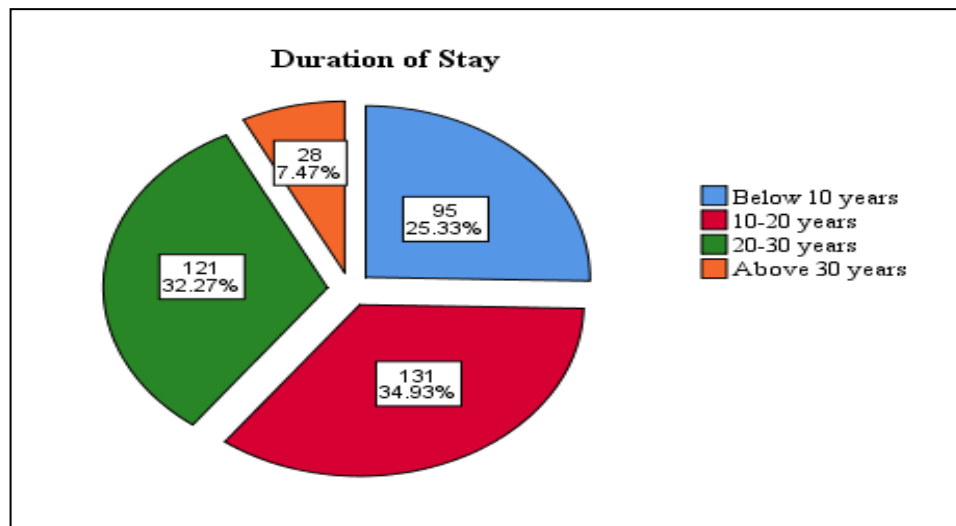


Figure 4.3: Duration of Stay

4.2.5 Sports Events Attendance

The respondents were asked to indicate some sports events they have attended within the study area within the last one year. It was necessary to understand some of the sports events to have been hosted within the study area, to enhance the framework of

the study. Results in Table 4.4 shows that running/athletics events were the majority, with 50.1% (188 respondents) reporting they attended.

Table 4.4: Sports Events Attended

Sports Event	Frequency	Percentage
Running	188	50.1
Taekwondo/Martial Arts	22	5.9
Football/Volleyball/Basketball/Handball	88	23.5
Rugby/Swimming/Boxing	38	10.1
Golfing/Safari Rally	36	9.6
Others	3	0.8
<i>Total</i>	375	100.0

Ball games were second, 88(23.5%) in terms of attendance, followed by rugby/swimming/boxing 38(10.1%), golfing/safari rally 36(9.6%), and taekwondo/martial arts 22(5.9%). Other events like darts, draft, and chess received a smaller attendance of 3(0.8%). These findings resonate with the clarion call of “The Home of Champion,” where both long and short-distance runners go to practice for competitions within the County (Uasin Gishu County, 2023).

4.2.6 Work Duration

There were 14 interviews with the tourism county officials, event organizers, and hotel managers on the duration they have been in their current roles. It was deemed to understand various challenges faced in hosting sports events, how locals are involved, and elaborate on how Uasin Gishu County could capitalize on sports to develop tourism. Results in Figure 4.4 shows that out of the 14 participants, 5(36%) had worked for less than five years, 4(29%) had worked for 5-10 years, 3(21%) had worked for 10-15 years, while only 2(14%) had worked for more than 15 years. This shows that most

interviewees had pertinent information regarding sports hosting in the study area, as they had worked in their positions for more than five years.

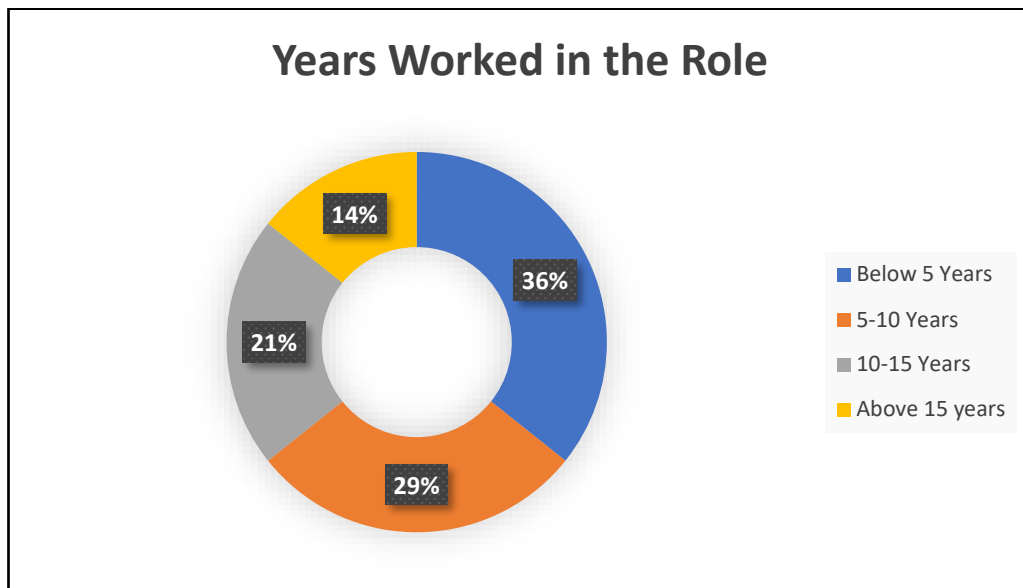


Figure 4.4: Years Worked in the Current Position

4.3 Tourism Development

The rationale of this study was to examine the influence of sports hosting on tourism development in Uasin Gishu County. While the constructs of sports hosting will be addressed in the subsequent sections as their relationship with tourism development, it is imperative to give a snapshot of tourism development first. In effect, study respondents (locals and sports tourists) were provided with statements related to tourism development and were expected to indicate the extent to which they agreed with each of them on a 5-point Likert scale.

The total percentage for those who agreed (strongly agree and agree) and those who disagreed (disagree and strongly disagree) were compounded and reported as a single percentage for each category. The results presented in Table 4.5 demonstrate that 78.5% of the locals and sports tourists agreed that Uasin Gishu County had been

promoted as a tourist destination through sports hosting. In comparison, 14% disagreed, and 7.6% were neutral (M=1.86, S. D=1.06).

Table 4.5: Tourism Development Descriptive Statistics

Statement	SA	A	N	D	SD	M	St.D
Sports events and hosting have promoted awareness of Uasin Gishu County as a tourism destination	39.4%	39.1%	7.6%	7.6%	6.4%	1.86	1.06
Sports events and hosting have led to an increased influx of tourists to Uasin Gishu County	56.9%	29.4%	5.5%	5.5%	2.6%	1.58	0.89
Sports events and hosting have created job opportunities for the local community members	27.7%	32.9%	13.7%	14.4%	11.4%	2.30	1.31
Sports events and hosting have led to infrastructural development in Uasin Gishu County	54.5%	31.5%	5.2%	3.5%	5.2%	1.63	0.97
There is equitable distribution of tourism resources and benefits among the members, which creates long-term trust	48.1%	32.9%	8.5%	7.0%	3.5%	1.70	0.96
The security levels in the area have improved	35.9%	28.9%	19.8%	12.5%	2.9%	1.99	1.08
Through sports events and hosting, visitors are sensitized to respect the environment and local community cultures and values	49.9%	30.9%	3.5%	9.0%	6.7%	1.75	1.11
The local community is willing to continue partnering with other stakeholders to improve the sports events hosting initiatives	43.4%	15.7%	30.6%	5.2%	5.0%	2.05	1.17
Average						1.97	0.40

Similarly, 86.3% believed there has been an increase in the number of tourists visiting Uasin Gishu County because of sports events hosting, with 5.5% remaining neutral and 8.1% disagreeing (M=1.58, S. D=0.89). Further, 60.6% of the respondents believed that sports event hosting had created job opportunities for the community members, with 25.8% disagreeing and 13.7% neutral on the statement (M=2.30, S.D=1.31). Eight-point, seven percent (8.7%) of the 343 respondents felt that sports

hosting in Uasin Gishu County have not led to infrastructural development. In contrast, 5.2% were unsure, and the majority (86%) agreed with the statement ($M=1.63$, $S.D=0.97$). On whether there is equitable resource distribution and long-term trust among members, 81% agreed, 8.5% were neutral, and 10.5% disagreed ($M=1.70$, $S.D=0.96$). As a result of sport hosting within Uasin Gishu County, many respondents (64.8%) felt it was true, 15.4% disagreed, and 19.8% remained neutral ($M=1.99$, $S.D=1.08$).

Consequently, 80.8% agreed that hosting sports events has sensitized the visitors on environmental preservation and respecting local cultures and values. In contrast, 15.7% had a different opinion (disagreed), and only 3.5% remained neutral ($M=1.75$, $S.D=1.11$). Lastly, 59.1% felt the locals would continue partnering with other tourism stakeholders to improve sports events and host initiatives within Uasin Gishu County ($M=2.05$, $S.D=1.17$). The average Likert scale mean of 1.97 showed that most respondents were satisfied with tourism development from sports events hosted within Uasin Gishu County since they agreed with the statements.

The above findings indicate that, as with other tourism models, hosting sports events in a destination boosts the area in terms of infrastructural developments, formulation of strategic partnerships, enhanced awareness of the destination, job creation for the locals, appreciation of the local cultures and values, and accrued benefits from the events (Orhan, 2020).

The texts were analyzed thematically using text analysis from responses (hotel managers, county tourism officials, and event organizers). The respondents' names were coded as R01-R14 (respondent one to respondent 14). The resulting analysis formulated four themes, as categorized in Table 4.6

Table 4.6: Tourism Development Themes from Interviews

Tourism Development Themes	(N=14)
Tourist influx	5
Job opportunities	5
Destination awareness	2
Infrastructure development	2

From the findings it was evident that hosting sports events resulted in increased tourist influx and led to creation of job opportunities (ranked by five), hosting sports events also led to awareness creation and infrastructural development (ranked by two). An event organizer noted that;

“Sports events hosting puts our County on the global map, giving tourists more reasons to visit the place...appreciating our culture and hospitality...” R09.

This confirms the findings from Abujamous et al. (2019), who found that hosting sports events is not only a way to revitalize tourism in Jordan but also to spur economic growth (Byers et al., 2021a), create employment opportunities and enhance the branding and image of such a destination (Byers et al., 2020; Mpotaringa & Hattingh, 2019). Further, Knott and Tinaz (2022) explored the legacies of sports events in developing nations and conclude that hosting sports events proves to be a tool for urban and infrastructural development while improving the livelihoods of the locals (Tinaz & Knott, 2021). Therefore, sports event hosting cannot be disregarded as it is a tool for tourism development. Furthermore, tourist destinations that incorporate sports events hosting in their products portfolio compete well with other destinations endowed with natural tourist products. One interviewee highlighted the same;

“Our county hosting sports events help us compete with other regions like the Coast region, which has for the decades enjoyed tourism and its benefits” R06.

4.4 Influence of Local Community Involvement in Sports Event Hosting on Tourism

Development

The first objective of the study was to determine the influence of the local community’s involvement in hosting sports events on tourism development in Uasin Gishu County. To measure this objective, descriptive statistics were computed, followed by inferential statistics, culminating in hypothesis testing.

The descriptive results of objective one is shown in Table 4.7, which shows that 94.4% of the respondents agreed with the statement that local community members are involved in sports event hosting in Uasin Gishu County, with 2.1% disagreeing and 3.5% neutral (M=1.31, S. D=0.68).

Table 4.7: Influence of Local Community Involvement in Sports Events Hosting on Tourism Development

Statement	S A	A	N	D	S D	M	St D
The community is involved in the development of sports event hosting in Uasin Gishu county	77.1%	17.3%	3.5%	1.3%	0.8%	1.31	0.68
The community is involved in the managerial decision-making matters of sports events hosting	66.4%	23.7%	5.1%	4.3%	0.5%	1.49	.82
The community participates in sports tourism activities	66.9%	22.4%	6.4%	2.9%	1.3%	1.49	0.85
The community participates in hosting the sports tourists through Airbnb and staycation facilities	65.3%	28.0%	4.3%	1.6%	0.8%	1.45	0.73
The community is used as an agent of advertisement whenever sports events are hosted in Uasin Gishu County	66.1%	29.1%	1.3%	1.9%	1.6%	1.44	0.76
The community is always hospitable to tourists and other	70.7%	24.3%	1.6%	1.9%	1.6%	1.39	0.76

stakeholders involved in sports events and hosting							
The community is allowed to sell their products and services during the hosting of sports events in Uasin Gishu County	57.1%	20.5%	14.1%	4.8%	3.5%	1.77	1.08
The community is involved in policy formulation concerning standards of the sports events hosted in Uasin Gishu County	78.1%	15.5%	2.1%	2.9%	1.3%	1.34	0.78
Average						1.70	0.40

Regarding whether the locals were involved in the decision-making of sports event hosting, 90.1% agreed, 4.8% disagreed, and 5.1% were neutral ($M=1.49$, $S.D=0.82$). In addition, 89.3% of the respondents agreed that the locals are involved in sporting activities, 4.1% disagreed, and 6.4% were neutral ($M=1.49$, $S.D=0.85$).

Most of the respondents (93.3%) agreed that the locals, through staycations and Airbnb, fully participate in hosting. In contrast, 2.4% disagreed, and 4.3% were unsure ($M=1.45$, $S.D=0.73$). On whether the locals are used as advertisement agents during sports events hosting, 95.2% of the respondents agreed, while 3.5% disagreed with 1.3% unsure ($M=1.39$, $S.D=0.76$).

Furthermore, 95% found that the locals are hospitable during the sports events ($M=1.39$, $S.D=0.76$), 77.6% agreed that the locals are allowed to sell their products and services during the sports events ($M=1.77$, $S.D=1.08$), and 93.6% also agreed that the community is involved in policy formulation concerning standards of the sports events hosted in Uasin Gishu County ($M=1.34$, $S.D=0.78$). Overall, the computed mean of 1.70 (1.70) shows that more respondents agreed with the questionnaire statements on the role of local community involvement in hosting sports events.

The texts were analyzed thematically using text analysis from responses (hotel managers, county tourism officials, and event organizers). The respondents' names

were coded as R01-R14 (respondent one to respondent 14). The resulting analysis formulated four themes, as categorized in Table 4.8.

Table 4.8: Locals' Involvement Themes from Interviews

Local Community Involvement Themes	(N=14)
Decision-making and policy formulation	6
Sporting activities and hosting	4
Marketing and Selling products/services	2
Hospitality	2

From these findings, it was clear that local community involvement in sports events and hosting culminated in their involvement in managerial functions and essential policy formulations (ranked by six), actively participating in the actual sports events and hosting tourists (ranked by four), being used as agents of marketing sports events and benefiting through the sale of their services and products (ranked by two), and the essence of being hospitable to the tourists (ranked by two).

A tourism official from the County noted that:

“The tourism model in the county considers the local community hugely because they are key stakeholders in the whole process.... majority have family members as athletes hence we cannot ignore them.”) R01.

Such comments conform with the ‘social theory’ (Höijer, 2011), where the locals feel their participation in such events has benefits (pride) more than contingencies (opportunity costs). Therefore, the locals get involved actively or passively, i.e., a good example is how local communities were hugely involved in the bidding process of the 2022 Commonwealth Games in Birmingham, England (Herbold et al., 2020). Johnston et al. (2021) suggested that for optimal local community participation in sports events

hosting and games in particular, ‘targeted communication strategies should be utilized to involve as many locals as possible.

A hotel manager commented about locals being hospitable:

“...the hospitality of the locals has extended into hosting those attending games in their homes at a fee or the Airbnb. This is now competing with the same services offered in our hotels...” R08.

Despite Airbnb existing before COVID-19, many sports tourists started combining the marketing flexibility of Airbnb’s with staycations once most of the major sporting events, such as the Spanish Football League and the English Premier League, resumed after being postponed due to COVID-19 restrictions (Buldú et al., 2020; Schumacher et al., 2021; Staley et al., 2021).

4.4.1 Correlation of Local Community Involvement Tool and Tourism

Development

Pearson moment correlation was employed to examine the impact of the engagement of the local community in hosting sports events and tourism development. The findings presented in Table 4.9 indicate an affirmative association between local community involvement and tourism development [$r = .723$, $n = 375$, $p = .000 < .05$]. This signifies a positive correlation between tourism development in Uasin Gishu County and local community involvement in hosting sports events.

Table 4.9: Correlation Between Local Community Involvement and Tourism Development

Correlations			
		Local community involvement	Tourism development
Local community involvement	Pearson Correlation	1	.723**
	Sig. (2-tailed)		.000
	N	375	375
Tourism development	Pearson Correlation	.723**	1
	Sig. (2-tailed)	.000	
	N	375	375

** . Correlation is significant at the 0.01 level (2-tailed).

As various tourism destinations possess distinct development frameworks, involving the locals in such planning, including hosting sports events, is essential for tourism development. Further, since local community members attach emotions to the support of hosting sports events (Giango et al., 2022), which is a crucial ingredient of the success of such events, the County government and national government should consider the locals more while planning the events. Further, involving the locals in sports events is earmarked as catalyzing the previously neglected destinations (Tembi, 2018) by supporting their enterprises and making them passive contributors to the activities culminating in the success of sports events hosting (Hemmonsbey & Tichaawa, 2019). By involving the locals, tourism will develop while, at the same time, the cultural identity of the locals will be enhanced through their cultural celebrations (Yu et al., 2022).

4.4.2 Regression Analysis

To investigate the relationship between local community participation and tourism growth in Uasin Gishu County, a linear regression analysis was conducted using the data about local community involvement as the predictor variable and tourism development as the outcome variable. The results in Table 4.10, indicate that the

coefficient of determination (R^2) was calculated to be 0.52. This implies that approximately 52.2% of the fluctuations in tourism development within Uasin Gishu County can be attributed to the engagement of the local community in hosting sporting events.

Table 4.10 Model Summary

Model Summary^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.723 ^a	.522	.521	.27174	.522	407.655	1	373	.000

a. Predictors: (Constant), Local Community Involvement

b. Dependent Variable: Tourism Development

However, it is essential to acknowledge that factors beyond the scope of this study account for the remaining 47.8% of the variations in tourism development within the county. This is because they may be beyond the scope of the study, which was focused on sports events hosting and tourism development in Uasin Gishu County.

Consequently, the analysis of variance (ANOVA) statistics in Table 4.11 reveal that the model used to establish the relationship between local community involvement in sport event hosting (predictor variable) and tourism development (outcome variable) was statistically significant, as shown by $F(1,373) = 407.655$, $p = 0. < 0.05$. The significant model rejected the null hypothesis (H_0) that local community involvement in hosting sports events does not significantly influence tourism development in Uasin Gishu County.

Table 4.11 ANOVA Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.103	1	30.103	407.655	.000 ^b
	Residual	27.544	373	.074		
	Total	57.647	374			

a. Dependent Variable: Tourism Development
b. Predictors: (Constant), Local Community Involvement

Further, Table 4.12 provides the regression coefficients of the model. Based on the analysis, local community involvement in hosting sports events and tourism development in Uasin Gishu County exhibited a positive and significant relationship ($\beta=0.723$, $p<0.05$). The results from the regression coefficients imply that a unit change in local community involvement in hosting sports events will cause a 0.715-unit increase in tourism development in Uasin Gishu County. Also, the effect of local community involvement is indicated by the t-test value = 20.2, which denotes that the standard error related to the parameter is over 20.2 times that of the associated error.

Table 4.12 Regression Coefficients

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.752	.062		12.149	.000	.630	.873
	LCIV	.715	.035	.723	20.190	.000	.646	.785

a. Dependent Variable: Tourism development

The representation of the relationship model between local community engagement in sports event hosting and the development of tourism was illustrated as follows:

$$Y=0.752+0.715X_1 + \varepsilon_i \dots\dots\dots (Eq..2)$$

Where Y= Tourism development, X1 = local community involvement, ε_i = error term

4.4.3 Hypothesis Testing (H₀₁)

The first study hypothesis (H₀₁) stated that *Local community involvement in sports events hosting does not significantly influence tourism development in Uasin Gishu County*. A simple linear regression analysis was employed to examine the hypothesis, and the prescribed criterion for rejecting the null hypothesis was based on the comparison between the calculated t-value and the critical value of 1.96. Whether to reject the null hypothesis was determined based on the results presented in Table 4.9. The findings indicated that the calculated t-value of 20.2 exceeded the critical value of 1.96, leading to the rejection of the null hypothesis. Consequently, the study embraced the alternative hypothesis, affirming the existence of a significant association between local community involvement in sport event hosting and tourism development in Uasin Gishu County, Kenya.

These findings conclude that local community involvement in hosting sports events leads to tourism development in Uasin Gishu County. The findings support other study findings from Chang et al. (2020) and Rich et al. (2022), in which they found that locals participate in sports events actively rather than passively. They not only act as ‘carriers of identity’ for a destination or governance committee members but strive to ensure a destination activates its tourism goals. Therefore, as an economic stimulus, sports events hosting should accumulate a portfolio of events which embrace and integrate the views of the locals in promoting a destination’s sports tourism experiences and products (Ziakas, 2023).

Londoño et al. (2021) agree with these findings, they also note that the synergies between the local community and other tourism agencies should be models to bridge the gap between tourism and sports. They note that failure to adhere to this framework

may jeopardize the success of sports tourism, no matter how much the local community is involved (McGillivray et al., 2020).

4.5 Influence of Sports Events Hosting as a Branding Identity Tool on Tourism

Development

The second objective of the study was to establish how hosting sports events as a brand identity influences tourism development in Uasin Gishu County. In the second objective, the study respondents were given various statements on sports events hosting as a brand identity, where they were required to use a 5-point Likert scale to determine the extent of their agreement with the statements. Table 4.13 shows that 85.6% of the respondents agreed with the statement that hosting sports events positions the image of Uasin Gishu County as a tourist destination. In comparison, 10.9% disagreed, and 3.5% were neutral (M=1.70, S.D=1.077).

Table 4.13: Events Hosting as a Branding Identity Tool and Tourism Development

Statement	S A	A	N	D	S D	M	St D
Sports events hosting contributes to positioning the image of Uasin Gishu County as a tourist destination	58.7%	26.9%	3.5%	7.2%	3.7%	1.70	1.08
Sports events hosting represents a brand that identifies Uasin Gishu County	41.6%	38.1%	6.7%	10.1%	3.5%	1.96	1.10
Through sports events hosting, Uasin Gishu County is perceived as a peaceful place	40.5%	23.7%	24.0%	7.5%	4.3%	2.11	1.15
Sports events hosting has made Uasin Gishu County to be perceived as a hospitable destination	47.5%	34.9%	8.3%	7.2%	2.1%	1.82	1.00
Sports events hosting have made Uasin Gishu County perceived as a memorable destination	58.4%	27.5%	7.2%	5.6%	1.3%	1.64	0.93
Sports events hosting has made Uasin Gishu County to be perceived as a destination with unique experiences for domestic and international tourists	46.7%	18.4%	20.8%	8.3%	5.9%	2.08	1.24

Through sports events hosting, Uasin Gishu County is perceived as a potential destination for sports tourism in Kenya	65.9%	20.8%	4.5%	4.5%	4.3%	1.61	1.06
Average						1.81	0.44

Regarding whether sports events hosting represents the brand of Uasin Gishu County, 79.7% agreed, 13.6% disagreed, and 6.7% were neutral ($M=1.96$, $S.D=1.10$). In addition, 64.2% of the respondents agreed that through the hosting of sports events, Uasin Gishu County is perceived to be peaceful. In contrast, 11.8% of respondents disagreed, while 24% remained neutral ($M=2.11$, $S.D=1.15$). Most respondents (82.4%) agreed that hosting sports events has led to the perception of Uasin Gishu County as a hospitable tourist destination, with 9.3% disagreeing and 8.3% neutral cases ($M=1.82$, $S.D=1.00$).

On whether sports events hosting makes Uasin Gishu County a memorable destination, 85.9% of the respondents agreed, 6.9% disagreed, and 7.2% cases were unsure ($M=1.64$, $S.D=0.93$). Furthermore, 65.1% found that hosting sports events made Uasin Gishu County a memorable destination among domestic and international tourists. On the contrary, 14.2% disagreed with the statement, while 20.8% remained neutral ($M=2.08$, $S.D=1.24$).

Finally, 86.7% agreed that through sports events hosting, Uasin Gishu County is perceived as a potential destination for sports tourism in Kenya. In contrast, 8.8% disagreed, while 4.5% were unsure ($M=1.61$, $S.D=1.06$). The computed mean of 1.81 shows that more respondents agreed with the questionnaire statements on using sports events hosting as a brand identity in Uasin Gishu County.

Following the descriptive statistics analysis, text analysis from responses (hotel managers, county tourism officials, and event organizers) was analyzed thematically. The resulting analysis formulated four themes, as categorized in Table 4.14.

Table 4.14: Locals' Involvement Themes from Interviews

Local Community Involvement Themes	County (N=14)
Image and positioning	5
Unique experiences	4
Sports tourism potential	4
Key destination qualities(peaceful,hospitable,memorable)	1

From these findings, sports events hosted in Uasin Gishu County were perceived (by the interviewees) as a tool to boost its image and positioning (ranked by five). In addition, respondents viewed event hosting as complementing tourism in the county by creating unique experiences for tourism (ranked by four). This indicated a strong potential for sports tourism (ranked by four), giving the county key destination qualities like being peaceful, memorable, and hospitable (ranked by one).

From the qualitative analysis, sports events hosting was attributed to giving Uasin Gishu County a tasteful quality experience as a destination. One respondent noted that:

“The coming together during sports events has given us repeat customers as many want to come again due to the good memories experience and the peace of mind they had while enjoying their stay.” R11.

Sports events exhibit certain forms of ‘experiencescapes’(Hallmann et al., 2021). Hallmann and his co-authors, for example, while exploring various perspectives from spectators who attended motorsport events and table tennis world championships in Germany, identified four key experiences: education, entertainment, escapism, and aesthetics. Thus, sports tourists may have different quality experiences, making the events more attractive.

Concerning the positioning and potential of Uasin Gishu County as a sports tourism destination, the tourism officials were quick to note that:

“Sports events have given us an easy route to map the County and sell it as a ‘Home of Champions’ when matters sports are concerned” (R10).

The other official (R07) commented:

“...we now attribute to the County’s tourism success majorly due to sports events and sports history, which gave all our visitors unique experiences compared to other destinations selling safaris or beach tourism...”

This is in line with Taberner and Juncà's (2021) study that by using social media, especially Instagram, sports tourists can post moments during sports, which promotes the image and enhances the destination's brand.

4.5.1 Correlation of Events Hosting as a Branding Identity Tool and Tourism

Development

Pearson moment correlation was utilized to assess the impact of events hosting to establish a brand identity on the progress of tourism development in Uasin Gishu County. As depicted in Table 4.15, the results demonstrate a positive correlation between the utilization of events hosting as a brand identity tool and the advancement of tourism [$r = .534$, $n = 375$, $p = .000 < .05$].

Table 4.15: Correlation Between Events Hosting as Brand Identity Tool and Tourism Development

Correlations			
		Branding identity tool	Tourism development
Branding identity tool	Pearson Correlation	1	.534**
	Sig. (2-tailed)		.000
	N	375	375
Tourism development	Pearson Correlation	.534**	1
	Sig. (2-tailed)	.000	
	N	375	375

** . Correlation is significant at the 0.01 level (2-tailed).

The utilization of event hosting to bolster a destination's brand image and tourism development showcases a noticeable upward trend among event organizers and tourism destination management organizations (DMOs). An illustrative case is the Gold Coast City, where beach volleyball events have emerged as an attractive tourism offering, drawing in many tourists over the weekends (Acheampong, 2020). In addition, Chang et al. (2022) portray sports tourism as a catalyst to boost a place's identity. They argue that a positive correlation between place image and the perceived influence of sports tourism in a destination will also positively increase the support of the locals to build a local brand, thus anchoring sports events for such developments. Furthermore, to attain such a positive correlation, effective destination planning, facilitated by stakeholder policies, is an essential prerequisite for developing a sustainable branding strategy by hosting sporting events (Hemmonsbey & Tichaawa, 2019).

4.5.2 Regression Analysis

In order to examine the connection between sports event hosting as a branding identity and tourism development in Uasin Gishu County, a linear regression model was employed using the relevant predictor (brand identity) and the outcome variable (tourism development). The results presented in Table 4.16 demonstrate that the R^2 value of 0.286 suggests that using sports events hosting as a branding identity tool caused a 28.6% variation in tourism development. In comparison, 71.4% variation could not be explained by brand identity but rather by other factors outside the scope of this study.

Table 4.16 Model Summary

Model Summary^b									
Model	R	Adjusted R Square			Std. Error of the Estimate	Change Statistics			
		R Square	Adjusted R Square	R Square Change		F Change	df1	df2	Sig. F Change
1	.534 ^a	.286	.284	.33228	.286	149.110	1	373	.000

a. Predictors: (Constant), Branding identity
b. Dependent Variable: Tourism development

Consequently, ANOVA statistics presented in Table 4.17 reveal that the model used to establish the relationship between sports events hosting as a branding identity tool and tourism development was statistically significant, as supported by $F(1,373)= 149.11$, $p=0.00 < 0.05$. Therefore, the significant model rejected the null hypothesis (H_0) that hosting sports events as a branding identity tool does not significantly influence tourism development in Uasin Gishu County.

Table 4.17 ANOVA Results

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.464	1	16.464	149.110	.000 ^b
	Residual	41.184	373	.110		
	Total	57.647	374			

a. Dependent Variable: DPNT
b. Predictors: (Constant), BRAND

Further, the regression coefficients in Table 4.18 provides that hosting sports events as a branding identity tool leads to a significant increase of 0.48 units in tourism development in Uasin Gishu County.

Table 4.18 Regression Coefficients

Coefficients^a	
---------------------------------	--

Model		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1	(Constant)	1.106	.073		15.203	.000	.963	1.248
	Brand identity	.478	.039	.534	12.211	.000	.401	.555

a. Dependent Variable: Tourism development

Furthermore, the t-test value of 12.2 suggests that the standard error of the parameter associated with the effect of sports events hosting as a branding identity tool is more than 12.2 times higher than the associated error. The relationship between sports events hosting as a branding identity tool and tourism development is represented in the resulting model:

$$Y=1.106+0.478X_2 + \epsilon_i \dots\dots\dots (Eq.3)$$

Where Y= Tourism development, X₂= branding identity tool, ϵ_i = error term

4.5.3 Hypothesis Testing (H₀₂)

The second study's hypothesis (H₀₂) stated that *hosting sports events as a branding identity tool does not significantly influence tourism development in Uasin Gishu County*. This null hypothesis was tested using simple linear regression. The rule of rejecting it was a function of the critical value (1.96) being less than the calculated t-value from the model. The results on Table 4.15 shows that the calculated t-value was 12.2, which was more significant than the critical value (1.96), hence the rejection of the null hypothesis (H₀₂). Therefore, the study concluded that sports events hosting as a branding identity significantly influence tourism development in Uasin Gishu County.

These findings are consistent with the research conducted by Hsu et al. (2020), who utilized partial least squares structural equation modelling (PLS-SEM) to investigate the impact of sports events on the perception of place and the enhancement of residents' quality of life. The study concluded that sports events improve entertainment services, the social environment, and community members' overall quality of life. Similarly, Siyabulela (2016) examined the cases of the FIFA World Cup 2010 and AFCON 2013 in South Africa and found that sports tourism events not only stimulate tourism growth but also represent a long-term objective for tourism development if appropriately implemented, marketed, and aligned with sustainable tourism policies. Further, the findings complement the study findings of Taberner and Juncà (2021); although their study focused on Instagram content, they found that content created from sports events can be a source of the destination image. This shows that the use of technology can also be integrated to enhance the image of a destination by hosting sports events. As a result, destinations like Uasin Gishu County should capitalize on the technological opportunities presented by sporting events to achieve long-term tourism development goals.

4.6 Influence of Sports Events Hosting Challenges on Tourism Development

The third objective of the study was to determine the influence of sports events hosting challenges on tourism development in Uasin Gishu County. The results in Table 4.19 showed respondents' various levels (in percentages) of agreement when they were given seven statements regarding challenges experienced in hosting sports events in Uasin Gishu County.

The results indicate that 95.2% of the respondents agreed with the statement that hosting sports events in Uasin Gishu County experience safety and security concerns, while 1.9% disagreed and 2.9% were neutral ($M=1.41$, $S.D=0.66$). In addition, 88%

noted and agreed that sometimes the hosting of sports events in Uasin Gishu County experiences unfriendliness from the hosts, while 5.6% disagreed and 6.4% were neutral (M=1.70, S.D=0.89). Further, 86.4% reported inadequate sporting and hosting facilities/infrastructures, while 4.5% disagreed and 9.1% were neutral (M=1.65, S.D=0.86). Similarly, 80.1% agreed on hosting experiencing challenges of convenience, i.e., delays and petty theft, while 9.6% disagreed and 10.1% were neutral (M=1.94, S.D=1.02). Concerning corruption concerns, 86.4% agreed that corruption charges and funds embezzlement surround hosting, while 7.4% disagreed and 6.1% were neutral (M=1.85, S.D=0.91). 51.1% cited and agreed on managerial challenges, while 29.3% disagreed and 9.6% were neutral (M=2.38, S. D=1.31). Lastly, 86.4% agreed that sports events hosting is compounded by inadequate support from the two governments (County and National), while 7% disagreed and 6.7% were neutral (M=1.78, S. D=0.91). Overall, the average computed mean of sports events hosting challenges variable was 1.93, with S.D of 0.44 showing that most of the respondents agreed that challenges related to safety and security, corruption, managerial issues, inadequate support from governments, hostility from hosts, conveniences, and inadequate sporting facilities/infrastructures, were some of the key challenges in sports events hosting in Uasin Gishu County.

Table 4.19: Influence of Events Hosting Challenges on Tourism Development

Statement	SA	A	N	D	SD	M	St D
Sports events hosted in Uasin Gishu County experience security and safety-related issues	66.1%	29.1%	2.9%	1.6%	0.3%	1.41	0.66
Sports events hosted in Uasin Gishu County sometimes experience unfriendliness from the local community members	49.6%	38.4%	6.4%	3.7%	1.9%	1.70	0.89
Sports events hosted in Uasin Gishu County experience inadequate sporting and	54.1%	32.3%	9.1%	3.7%	0.8%	1.65	0.86

hosting facilities/infrastructural challenges							
Sports events hosted in Uasin Gishu County experience challenges of convenience, i.e., delays and petty theft	39.2%	41.1%	10.1%	6.1%	3.5%	1.94	1.02
Sports events hosted in Uasin Gishu County experience corruption/ fund embezzlement	38.4%	48.0%	6.1%	5.3%	2.1%	1.85	0.91
Sports events hosted in Uasin Gishu County experience managerial challenges	35.5%	25.6%	9.6%	24.5%	4.8%	2.38	1.31
Sports events hosted in Uasin Gishu County experience inadequate support from National and County governments	44.3%	42.1%	6.7%	5.1%	1.9%	1.78	0.91
Average						1.93	0.44

The study identified several key challenges, including mismanagement of resources, financial constraints, inadequate training facilities, and safety and security concerns. Previous studies have also highlighted these challenges and proposed potential solutions (Becker et al., 2022; Wafi et al., 2020; Wanyonyi et al., 2021). For instance, Becker et al. (2022) suggest addressing issues such as resource mismanagement, insufficient government support, and corruption by clearly defining the roles and responsibilities of risk-bearing costs, decision-makers, and decision controllers. By implementing such measures, sports events can benefit from knowledge transfer, improved skills and competencies, and enhanced financial outcomes.

After descriptive analysis, content analysis from qualitative data was analyzed thematically to give insights into the quantitative data analyzed. The resulting analysis formulated five themes, as categorized in Table 4.20.

Table 4.20: Sports Events Hosting Challenges-Themes from Interviews

Local Community Involvement Themes	County (N=14)
Inadequate hosting facilities and funds	4
Corruption	4
Managerial issues	3
Security and safety	2
Unfriendliness of hosts	1

From these results, the respondents felt inadequate funding, lack of sporting facilities (ranked by four), and corruption/embezzlement of the little funds available (ranked by four) are key challenges facing sports events hosted in Uasin Gishu County. Further, the respondents opined that managerial issues (ranked by three), security and safety (ranked by two), and unfriendliness from hosts as partly crucial concerns. However, despite those five themes, one issue on doping kept coming up during the interviews. The respondents believed that, although the issue is being shelved by government agencies and treated as not urgent, the problem could affect the future of sporting in the country. One event organizer noted that:

“Doping or generally doping allegations give a negative imprint of the adored athletics in Kenya....Such has also robbed us of some international customers.” R14.

This menace can be primarily solved by adopting an ‘inter professional collaborations approach’ (Mahendru et al., 2019), where athletes receive customized learning and development sessions and follow-up evaluation measures (Pöppel, 2021).

The respondents also felt that cases of corruption have been rampant. Their argument was that despite the sports ministries not receiving adequate financial resources, those managing the funds had been found to embezzle even through nepotism. One hotel manager echoed this: *“If business owners are to continue receiving clients from such*

sports events, then those in management positions need to be accountable and shun commercial looting....” R09.

In support of these comments, in its 2021 report on corruption in sports events, the United Nations Office on Drugs and Crime (UNODC) recommended that in a bid to curb corruption vices, national governments in hosting destinations should prioritize having centralized information basket, where all matters related to contracts and other sports and money-related details are channeled, and accessible by all including the public (UNODC, 2021).

Concerning the hosts' safety, security, and unfriendliness, the respondents agreed that although Kenya is generally a safe country, it is only tiny incidences and people who tarnish the image of Uasin Gishu County as a tourism destination. They noted that security agencies like tourist police must be deployed during sports events, and hostile locals should be handled per Kenyan laws. The tourism official pointed out that:

“Uasin Gishu County is a victim of unrest from other areas like Pokot due to cattle rustling, but measures have been put in place to mitigate such incidences.” R07.

Libber (2021) underscores the paramount importance of prioritizing safety and security in the planning of sports events, emphasizing the need for adequate preparedness to address any unforeseen circumstances. Additionally, Libber suggests the incorporation of technological advancements such as face recognition as a safeguarding measure to ensure the well-being of athletes, spectators, and other relevant stakeholders throughout these events. The significance of effective hosting challenges management in this regard cannot be overstated.

4.6.1 Correlation of Sports Events Hosting and Tourism Development

Pearson moment correlation was used to examine the influence of sports events hosting challenges on tourism development in Uasin Gishu County (See Table 4.21).

Table 4.21: Correlation Analysis (Objective Three)

Correlations			
		Sports events hosting challenges	Tourism development
Sports events hosting challenges	Pearson Correlation	1	.480**
	Sig. (2-tailed)		.000
	N	375	375
Tourism development	Pearson Correlation	.480**	1
	Sig. (2-tailed)	.000	
	N	375	375

** . Correlation is significant at the 0.01 level (2-tailed).

The results, presented in Table 4.21, indicate a significant positive relationship between the challenges associated with hosting sports events and the progression of tourism ($r = .480$, $n = 375$, $p = .000 < .05$) The above results signify that sports events hosting challenges influence tourism development.

The same findings are reported by Al-Makhadmah et al. (2021), who find mismanagement challenges as the core barrier to tourism growth in Jordan. Their study recommends the immediate prioritization of multi-sectoral handling of various challenges perceived to slow the rate of tourism development. Further, Nyikana and Tichaawa (2018), while examining challenges in sports tourism in Cameroon, identified that the disconnect in sports events policies (lack of consensus among ministries) and structural challenges impede the development of sports tourism in the Central African region. In conclusion, sports events hosting challenges should not be taken as an excuse by DMOs to halt tourism developments or reduce tourists'

experiences in a destination (Askarian et al., 2015). However, they should be addressed case-per-case to streamline how sports events are hosted.

4.6.2 Regression Analysis

In order to examine the association between challenges faced in hosting sports events (predictor) and the progress of tourism (outcome variable) in Uasin Gishu County, a linear regression analysis was conducted. The results are presented in Table 4.22. The results demonstrate that the hosting challenges of sports events accounted for a 23% ($R^2=0.230$) variance in tourism development. The remaining 77% variance was attributable to other factors not encompassed within this model's confines.

Table 4.22 Model Summary

Model Summary^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.480 ^a	.230	.228	.34490	.230	111.602	1	373	.000

a. Predictors: (Constant) Sports Events Hosting challenges
b. Dependent Variable: Tourism Development

The ANOVA statistics presented in Table 4.23 reveal that the model used to establish the relationship between sports events hosting challenges and tourism development was statistically significant, supported by $F(1,373) = 111.602$, $p=0.00 < 0.05$. Therefore, the model was significant, rejecting the null hypothesis (H_03) that sports events hosting challenges do not significantly influence tourism development in Uasin Gishu County.

Table 4.23 ANOVA Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.276	1	13.276	111.602	.000 ^b
	Residual	44.371	373	.119		
	Total	57.647	374			

a. Dependent Variable: Tourism development
b. Predictors: (Constant) Sports Events Hosting challenges

Further, the regression coefficients generated in Table 4.24 shows that sports events hosting challenges and tourism development in Uasin Gishu County depicted a positive and significant relationship ($\beta=0.480$, $p<0.05$). The results from the regression coefficients infer that a unit change in sports events hosting challenges will cause a 0.430-unit increase in tourism development in Uasin Gishu County. Also, the effect of sports events hosting challenges, as indicated by the t-test value of 10.56, denotes that the standard error related to the parameter is over 10.56 times that of the associated error.

The resultant relationship model of the sports events hosting challenges and tourism development was depicted in Eq.4

The model is as follows:

$$Y=1.138+0.430X_3 + \varepsilon_i \dots\dots\dots (Eq.4)$$

Where Y= Tourism development, X_3 = Sports events hosting challenges, ε_i = error

Table 4.24 Regression Coefficients

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.138	.081		14.125	.000	.980	1.297
Hosting challenges	.430	.041	.480	10.564	.000	.350	.510

a. Dependent Variable: Tourism development

4.6.3 Test of Hypothesis (H₀₃)

This study's final hypothesis (H₀₃) stated that *sports events hosting challenges do not significantly influence tourism development in Uasin Gishu County*.

This null hypothesis was tested using simple linear regression. The rule of rejecting it was a function of the critical value (1.96) being less than the calculated t-value from the model. Based on the findings (see Table 4.21), the calculated t-value was 10.6, which was more significant than the critical value (1.96), hence the rejection of the null hypothesis (H₀₃). Therefore, the study concluded that sports events hosting challenges significantly influence tourism development in Uasin Gishu County.

Based on the findings, it is evident that the hosting of sporting events in Uasin Gishu County is accompanied by many challenges, ultimately negatively influencing tourism development. As governments and DMOs rush to adopt the emerging trend of sports tourism, they must be prepared to confront various obstacles, including financial constraints, concerns related to safety and security (such as hostility from hosts and terrorism), mismanagement issues, as well as deficiencies in training facilities and support from other stakeholders (Melo & Sobry, 2017).

Nevertheless, these challenges must not dissuade them from diversifying their tourism offerings and catering to new market segments, particularly the "sports enthusiasts" who derive satisfaction from engaging in sports-related experiences (Denstadli & Solberg, 2023). At the core of facilitating such experiences lies the involvement of local communities, a principle that the United Nations strongly recommends:

“Ensuring that during the planning and implementation stage, the entity responsible for the eventual disposal of assets, transfer of ownership, and post-event operations are actively engaged with the host community about the readiness of the community for the eventual use of the facilities (UNODC, 2021)

4.7: Influence of Hosting Sports Events on Tourism Development

The overall objective of the study was to determine the influence of hosting sports events on tourism development in Uasin Gishu County. The subsequent sub-sections summarize the multiple linear regression analysis, depicting the relationship of compounded effect of sports events hosting challenges, local community involvement, and brand identity on tourism development in Uasin Gishu County.

The results in Table 4.25 show a compounded influence of the three-study independent variables, local community involvement (LCIV), sports events hosting brand identity (SEHBI), and sports events hosting challenges (SEHCs), on tourism development.

Table 4.25 Multiple Linear Regression Model Summary

Model Summary^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.756 ^a	.572	.568	.25796	.572	165.103	3	371	.000

a. Predictors: (Constant), LCIV, SEHBI, SEHCs
b. Dependent Variable: Tourism Development

The findings show that LCIV, SEHBI, and SEHCs positively correlated with tourism development in Uasin Gishu County ($R=0.76$). Further, the R-squared value ($R^2=0.57$) showed that the three variables explained 57.2% of tourism development variability within Uasin Gishu County, with 42.8% explained by other factors not covered in this study.

ANOVA statistics presented in Table 4.26 reveal that the model used to establish the influence of hosting sports events on tourism development in Uasin Gishu County was statistically significant, as supported by the F-statistic of 165.10 and the corresponding p-value of 0.00 ($p<0.05$). Therefore, the significant model rejected the null hypothesis that hosting sports events does not significantly influence tourism development in Uasin Gishu County.

Table 4.26 Multiple Linear Regression ANOVA Results

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	32.960	3	10.987	165.103	.000 ^b
	Residual	24.688	371	.067		
	Total	57.647	374			

a. Dependent Variable: Tourism Development
b. Predictors: (Constant), LCIV, SEHBI, SEHCs

The regression coefficients in Table 4.27 provides that hosting sports events, local community involvement ($\beta=0.57$, $t=13.36$, $P=0.00<0.05$), branding identity ($\beta=0.22$, $t=5.60$, $P=0.00<0.05$) and sports events hosting challenges ($\beta=0.09$, $t=2.12$, $P=0.04<0.05$) and tourism development in Uasin Gishu County depicted a positive and significant relationship. Further, the results from the regression coefficients infer that combined local community involvement, branding identity, and hosting challenges influence tourism development in Uasin Gishu County.

Table 4.27 Multiple Linear Regression Coefficients

		Coefficients						
		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		
		B	Std. Error	Beta	T	Sig.	Lower Bound	Upper Bound
1	(Constant)	.501	.072		6.963	.000	.359	.642
	LCIV	.563	.042	.569	13.358	.000	.480	.646
	SEHBI	.199	.036	.223	5.595	.000	.129	.269
	SEHCs	.078	.037	.087	2.121	.035	.006	.150

a. Dependent Variable: Tourism development

The regression model and its coefficients resulted in the study model from the relationship between hosting sports events and tourism development in Uasin Gishu County, as shown below:

$$Y = \beta_0 + \beta_1\chi_1 + \beta_2\chi_2 + \beta_3\chi_3 + \varepsilon$$

Where, Y= Tourism development, β_0 = Constant term, β_1 , β_2 , & β_3 = Coefficients, χ_1 = locals' involvement, χ_2 = branding identity, χ_3 = challenges, and ε = Residual error.

Therefore,

$$Y=0.501+0.563(\text{locals' involvement}) + 0.199(\text{branding identity tool}) + 0.078(\text{sports events hosting challenges}) + \varepsilon_i \dots\dots\dots (\text{Equ.4})$$

Overall, the research findings demonstrate that sports events significantly impact the advancement of tourism in Uasin Gishu County. Local community members' active participation in hosting sports events has proven to be paramount. Consequently, sports developers, government authorities, and stakeholders in the tourism sector must endorse a 'triple-bottom-line approach' (Boonsiritomachai & Phonthanakitithaworn, 2019a) as a means to effectively engage the local population in supporting initiatives aimed at ensuring the success of such events.

Furthermore, it is crucial to acknowledge the substantial economic benefits associated with hosting sports events, and the principles of destination brand identity adequately address these aspects. Sports events are perceived as a catalyst or tool for DMOs to exploit and promote a destination through sports events. Hence, it is paramount for DMOs to allocate sufficient financial resources to market sports events, as the long-term advantages are expected to outweigh the current costs incurred (Rojas-Méndez et al., 2019).

Examining the research findings highlighted significant hurdles in organizing sports events. It is imperative not to underestimate the influence of these challenges on the micro, macroeconomic, and meso aspects. Consequently, it is recommended that a policy framework be established, encompassing accountability measures to address all issues about sports events effectively (Fernández-Martínez et al., 2022). Hence, Uasin Gishu County should actively engage various stakeholders within the tourism sector to facilitate the formulation and implementation of policies, ensuring the inclusive nature of the process. This collaborative approach will foster public trust and ultimately lead to the resounding success of sports events, contributing positively to the tourism industry (Rich et al., 2022). Therefore, incorporating sports events in the

economic plans will see most of the challenges tackled through viable policies, ensuring timely and adequate handling of arising issues.

Finally, although sports events hosting, in the past, has been attributed to developed countries with financial muscles, developing nations are also developing pilot initiatives in hosting relatively more minor events (Ziakas, 2023) as they gauge their capabilities. In this case, we see countries like China (2008 Summer Olympics), Russia (2014 Winter Olympics), India (2010 Commonwealth Games), Brazil (2014 World Cup), and South Africa (2010 World Cup) leading the way. This has been attributed to opening up the bidding process to include developing/emerging nations, viewed as nations that would benefit hugely, socially, economically, and politically, from hosting such mega events as FIFA World Cups and the Olympic Games (Knott & Tinaz, 2022).

Therefore, emerging nations must overcome security and safety issues, infrastructural development inefficiencies, and bureaucratic barriers if they are to compete with other developed nations that have been hosting mega sports events in the world for centuries.

With such a promising future for sports events hosted within emerging nations, then it's paramount for them to incorporate sports tourism as part of their tourism products portfolio, with the support of the locals (Giango et al., 2022). This emphasizes that involving the locals should consider them as policymakers rather than passive beneficiaries of sports events hosting (Rich et al., 2022). Therefore, tourism policymakers should ensure that the locals, despite enjoying the accrued benefits of hosting such events, actively contribute to engaging and formulating critical policies/guides and be enjoined even after the completion of the events. This myriad of perspectives will not only develop tourism in a destination but also contribute to the long-term development of a destination (Hua et al., 2022; Sharpley, 2022).

CHAPTER FIVE: SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the findings, conclusions, and recommendations for policy and practice. Further, the data used was sourced from questionnaires filled by sports tourists and local community members and interviews with crucial tourism professionals (hotel managers, event organizers, and County tourism officials). The study was conducted within Uasin Gishu County, specifically in Eldoret Town and its metropolitan areas, due to its heightened sports events and availability of sports training facilities, popularly known as the “Home of Champions.” Five hotel managers, two county tourism officials, and seven event managers were interviewed, while 375 locals and sports tourists filled in the questionnaires.

5.1 Summary of Findings

The summary of findings is anchored on the study objectives. The study had three objectives; (1) to determine the influence of the local community involvement in sports events hosting on tourism development in Uasin Gishu County; (2) to assess the influence of sports events hosting as a branding identity tool on tourism development in Uasin Gishu County; and (3) to determine the influence of sports events' hosting challenges on tourism development in Uasin Gishu County.

5.1.1 Influence of Community Involvement in Sports Events Hosting on Tourism Development

The first objective of the study was to determine the influence of the local community involvement in sports events hosted on tourism development in Uasin Gishu County. The findings from both interview schedules to the key informants (event managers, hotel managers, and County tourism officials) and questionnaires to locals and sports

tourists indicated that local community members were hospitable to tourists, acted as marketing/advertising agents for the sports events, actively participated in the sporting activities, they were allowed to sell their products and services during the sports events, they host the tourists through Airbnb and staycations, and participated in managerial decision making and during policy formulation. This shows that the local community members are involved not only in managerial or policy facets but also in other auxiliary sports events activities like hospitality, hosting the tourists, and selling products and services needed during the sports events.

The inferential statistics findings showed a positive relationship between local community involvement in hosting sports events and tourism development ($r=0.723$). The regression model ($R^2 = 0.522$) indicated that the local community involvement in sports events hosting (predictor) accounts for 52.2% variation in tourism development. Further, the β coefficients of local community involvement in sports events hosting were significant ($\beta = 0.723$ ($p<0.05$), and the null hypothesis (H_0) that there was no significant relationship between local community involvement in sports events hosting and tourism development was rejected and the alternative hypothesis that there was a significant relationship between local community involvement in sports events hosting and tourism development in Uasin Gishu County adopted.

5.1.2 Influence of Sports Events Hosting as a Branding Identity Tool on Tourism Development

The second objective was to assess the influence of hosting sports events as a branding identity on tourism development in Uasin Gishu County. All the elements of brand identity: unique experiences, sports tourism potential, hospitable hosts, peaceful destination, destination brand identity, and enhancing destination image and position, had an influence on tourism development in Uasin Gishu County. Qualitative findings

emphasized how brand identity positions Uasin Gishu as a potential destination for sports tourism, thus enhancing its image with unique experiences, positive memories for the visiting tourists, and peacefulness and hospitable hosts.

The findings of the study revealed that brand identity and tourism development in Uasin Gishu County had a positive correlation ($r=0.543$). This showed that using sports events as a brand identity tool influences tourism development. From the linear regression, $R^2=0.283$ showed that all parameters of brand identity accounted for 28.3% variation in tourism development in Uasin Gishu County. Further, the β value for brand identity had positive coefficients with tourism development ($\beta = 0.543$, $p<0.05$), leading to the rejection of the null hypothesis (H_02) and accepting the alternative hypothesis; thus, concluding that sports events hosting as a branding identity has a significant influence on tourism development in Uasin Gishu County.

5.1.3 Influence of Sports Events Hosting Challenges on Tourism Development

The third objective was to determine the influence of sports events hosting challenges on tourism development in Uasin Gishu County. The mixed method analysis (text analysis and descriptive statistics) indicated that safety and security concerns, the unfriendliness of the locals, managerial issues, corruption, and inadequate sporting facilities and funds had marred sports events hosted within Uasin Gishu County. The qualitative analysis revealed that inadequate financial support from County and national government and inadequate sporting facilities in Uasin Gishu County have significantly hindered tourism development in the area. Further, the respondents noted the importance of addressing doping allegations and confirmed cases to clear the Kenyan image as a destination.

The inferential analyses showed a positive correlation between hosting challenges and tourism development in Uasin Gishu County ($r=0.480$). Further, $R^2=0.230$ indicated that hosting challenges caused 23% of tourism development's variation. The β -value for hosting challenges had a positive relationship with tourism development ($\beta = 0.480$, $p<0.05$) which implies that the null hypothesis (H_{03}) was rejected. The alternative hypothesis was accepted that sports events hosting challenges were significantly related to tourism development in Uasin Gishu County.

5.1.4 Overall Influence of Hosting Sports Events on Tourism Development

Multiple linear regression was conducted to determine the influence of hosting sports events on tourism development in Uasin Gishu County. The regression analysis showed that combined local community involvement, hosting challenges, and brand identity positively correlate with tourism development, causing a 57.2% overall variation ($R= 0.756$, $R^2=0.572$). Further, the β -value for local community involvement ($\beta_1= 0.569$, $t=13.358$, $p=0.000<0.05$), brand identity ($\beta_1= 0.233$, $t=5.595$, $p=0.000<0.05$), and sports events hosting challenges ($\beta_1= 0.087$, $t= 2.121$, $p=0.035<0.05$) had a positive relationship with tourism development in Uasin Gishu County. This led to the conclusion that hosting sports events influence tourism development in Uasin Gishu County.

5.2 Conclusion

The development of tourism is a crucial economic framework that should include all, address challenges arising, and use to its advantage, the positive image that comes with such developments within a destination. This study has shown that the majority involved in such an endeavour, sports events hosting, are males below thirty years of post-secondary education and have stayed up to thirty years within Uasin Gishu

County, where running sports (athletics) are a norm. This coincides with the clarion call, branding the County as “The Home of Champions.”

Based on the findings of the study it is concluded that:

- 1) Tourism development in Uasin Gishu County was significantly and statistically influenced by local community involvement, using sports events as a branding identity, and hosting sports events challenges. The study's findings have shown that local community involvement in hosting sports events is significantly associated with tourism development. Therefore, for such to occur, the local community members within Uasin Gishu County should be involved in crucial decision-making, policy formulations, hosting the tourists (staycations and Airbnb), be on the frontline to advise such events, and generally be hospitable to the visiting tourists. Such passive involvement will ultimately spur tourism development, especially in the sports tourism subsector.
- 2) A correlation between tourism development and using sports events hosting as a branding tool supported the qualitative findings that such a strategy would enhance the image of Uasin Gishu County as an attractive tourist destination and spur and position the County as a potential for sports tourism through the unique experience from hosting such events.
- 3) Despite challenges such as mismanagement, doping allegations, corruption, and inadequate training facilities and financial resources, sports events in the County still thrives and influence the overall tourism development. Such challenges can be minimized through proper resource management, accountability of all stakeholders involved, and lobbying for international donors to improve training facilities. Further, continuous collaboration and partnership with event promoters should be enhanced to ensure the image of

the County in sports hosting is regarded as high. The study concluded that if sports events host challenges, tourism in Uasin Gishu County will develop threefold if reduced by a particular unit.

- 4) Although the three independent variables (local community involvement, branding identity, and hosting challenges) influence tourism development in Uasin Gishu County, local community involvement is the main significant predictor. Therefore, the study concluded that locals should be involved in all stages of events hosting, planning, lobbying, and implementation, as they constitute vital stakeholder-ship in all aspects of tourism development. However, the issues influencing tourism development were not exhaustive, as other factors outside the coverage of this study were found to influence tourism development.

5.3 Recommendations for Policy and Practice

Recommendation on practice

- 1) The study recommends a local community-cantered approach in the sports events hosting. Such as approach should ensure that the local community is involved actively and not passively in managerial, policy, marketing, and other event-related activities. This way, macro (through community groups) and individual participation components are to be implemented to ensure equitable distribution of benefits associated with hosting sports events.

Recommendation on policy formulation.

- 1) The use of sports events hosting as a tool for branding a tourist destination should be adopted by all Counties. The government (national) through the Ministry of Sports, Youths, and Culture, and the County governments in

Kenya (through their ministerial representatives) should benchmark globally with renowned event organizers and hosting destinations like Morocco (in Africa), Spain (in Europe) and the United States of America, to understand the best destination positioning strategies and managerial models. The best and applicable practices should be replicated in Kenya to ensure destinations like Uasin Gishu County receive the recognition it deserves as a ‘cradle of sports in Africa.’

- 2) There is a need to address challenges in hosting sports events. For example, the Anti-doping Agency of Kenya (ADAK) should be held accountable for addressing doping allegations among athletes. Similarly, the Ethics and Anti-Corruption Commission (EACC) and the Office of the Director of Criminal Investigations (DCI) should collaborate with sports ministries and other tourism stakeholders to address corruption and harmful misuse of public sports-related properties. This will bring accountability in all sports-related dealing, regaining the public trust in sports management in Kenya.
- 3) The study findings have shown the significant influence that sports events have on a destination. Therefore, this calls for thorough research into how this dream can be achieved effectively, with the help of the County and National government regarding financial and policy formulation and implementation guidelines.

5.4 Recommendations for Further Studies

- a. Future studies should examine the specific aspects of branding identity, local community involvement, and hosting challenges and how they influence specific tourism development aspects.

- b. This study used a cross-sectional approach. Future studies could adopt pure qualitative approaches to gather in-depth insights and analysis.
- c. The study was conducted in Uasin Gishu County. Future studies could be replicated in other counties that have hosted sports events in the past within Kenya.

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APPENDICES

Appendix A: Introductory letter

Charity Chepkemei
Kenyatta University
Department of Tourism and Hospitality Management
P.O Box 21-00242,
Kitengela.

To.....

Dear Sir/Madam,

RE: REQUEST TO PARTICIPATE IN THE RESEARCH

I am a postgraduate student undertaking a master’s program in the Tourism and Hospitality Management department at Kenyatta University. My research is titled **The Influence of sports events hosting on tourism development in Uasin Gishu County, Kenya.**

In this regard, I kindly request you spare your time (approximately 10 minutes) and respond to the attached questionnaire. The study will focus on sports events hosted within Eldoret and its metropolis area, including the challenges faced in hosting sports events, using sports events as a branding identity tool, and how locals are involved in sports events hosted within Uasin Gishu County.

Attached, find a copy of the consent form you need to evaluate and acknowledge before you can complete the questionnaire. Thank you in advance.

Yours Faithfully,
Charity Chepkemei

Appendix B: Consent form

Title of the Study: The influence of sports events hosting on tourism development in Uasin Gishu County, Kenya

Researcher: Charity Chepkemei

Address: P.O Box 21-00242, Kitengela

Participant involvement requirements

The study will require that I be an athlete (both long and short-distance runner) or a resident within Uasin Gishu County, more specifically, operating or residing within Eldoret Town and its metropolis area. I will be required to fill in a questionnaire giving the required information. I am fully aware of the following aspects of the study.

Voluntary participation:

I understand that participation in the study is voluntary and as agreed with the researcher on the venue and mode of the questionnaire as either a hard copy, an email, or a Google link form. It will not be an offense to decline or withdraw from the study.

Liabilities:

I voluntarily agree to participate in the study, relieving the researcher from any liability associated with the study.

Benefits of participation:

My engagement in the study will contribute to understanding the sports events hosting and their influence on sports tourism development in Uasin Gishu County.

Confidentiality:

I understand that my contribution will be held confidential. The study will require demographic information or link my response to my identity. The study will be purely used for academic purposes, including publications.

I certify that I have read and understood the above and will answer the question to the best of my knowledge. I willingly give my consent to participate in the research study.

I have volunteered to participate in the above study conducted by the named researcher.

Signature.....

Appendix C: Questionnaire for the Locals and Sports Tourists

Section A: Demographic data.

Please respond to the question below by ticking on the appropriate answer.

1. What is your gender?

Male

Female

Intersex

2. Indicate your age bracket

Below 20 years

20-30 years

30-40 years

40-50 years

Above 50 years

3. Kindly indicate your highest education level

No formal education

Primary level

Secondary level

College (Diploma) level

University (Degree) level

Second Degree (Masters) level

Third Degree (Ph.D.) level

4. How long have you lived in Eldoret and its cosmopolitan area?

Below 10 years

10-20 years

20-30 years

Above 30 years

5. Which sports events have you attended in Uasin Gishu County? Tick all which you feel are suitable.

a) Running

b) Taekwondo/Martial Arts

c) Football/Volleyball/ Basketball/ Handball

d) Rugby/Swimming/ Boxing

- e) Golfing/ Safari Rally
 f) Others

Section B: Local community involvement

6. As a local community member in this area, indicate to what extent you feel that the community has been involved at various levels of sports events hosting processes. Use the scale; (SD)Strongly disagree=1, (D)disagree=2, (N)neutral=3, (A)agree=4, and (SA) strongly agree=5, to indicate your subjective views with the following statements.

Variable	Statement	SD	D	N	A	SA
LCI1	The community is involved in the development of sports tourism in Uasin Gishu county	1	2	3	4	5
LCI2	The community is involved in the managerial decision-making matters of sports events hosting	1	2	3	4	5
LCI3	The community participates in sports tourism activities	1	2	3	4	5
LCI4	The community participates in hosting the sports tourists through Airbnb and staycation facilities	1	2	3	4	5
LCI5	The community is used as an agent of advertisement whenever sports events are hosted in Eldoret	1	2	3	4	5
LCI6	The community is always hospitable to tourists and other stakeholders involved in sports events and hosting	1	2	3	4	5
LCI7	The community is allowed to sell their products and services during the hosting of sports events in Eldoret	1	2	3	4	5
LCI8	The community is involved in policy formulation concerning standards that given sports events hosted in Eldoret	1	2	3	4	5

Section C: Branding Identity

7. This section investigates how sports events and hosting are used as a means to promote the image and brand of Eldoret as a sports destination in Kenya. Use the scale; (SD)Strongly disagree=1, (D)disagree=2, (N)neutral=3, (A)agree=4, and (SA) strongly agree=5, to indicate your subjective views with the following statements.

Variable	Statement	SD	D	N	A	SA
BI1	Sports events and hosting contributes to enhancing the image of Uasin Gishu County as a tourist destination	1	2	3	4	5
BI2	Sports events and hosting represents a brand that identifies Uasin Gishu County	1	2	3	4	5
BI3	Through sports events and hosting, Uasin Gishu County is perceived as a peaceful place	1	2	3	4	5
BI4	Sports events and hosting has made Uasin Gishu County to be perceived as a hospitable destination	1	2	3	4	5
BI5	Sports events and hosting had made Uasin Gishu County perceived as a memorable destination	1	2	3	4	5
BI6	Sports events and hosting has made Uasin Gishu County to be perceived as a destination with unique experiences for domestic and international tourists	1	2	3	4	5
BI7	Through sports events and hosting, Uasin Gishu County is perceived as a potential destination for sports tourism in Kenya	1	2	3	4	5

Section D: Challenges

8. This section highlights some of the challenges associated with sports events hosted in Uasin Gishu County. Use the scale; (SD)Strongly disagree=1, (D)disagree=2, (N)neutral=3, (A)agree=4, and (SA) strongly agree=5, to indicate your subjective views on challenges you feel the sector experiences.

Variable	Statement	SD	D	N	A	SA
C1	Security and safety-related issues	1	2	3	4	5
	The unfriendliness of the local community members	1	2	3	4	5
C2	Inadequate sporting and hosting facilities/infrastructural challenges	1	2	3	4	5
C3	Challenges of convenience, i.e., delays and petty theft	1	2	3	4	5
C4	Corruption/ fund embezzlement	1	2	3	4	5
C5	Management challenges	1	2	3	4	5
C6	Lack of support from National and County governments	1	2	3	4	5
C7	Natural calamities and pandemics	1	2	3	4	5

Section E: Tourism development

9. This section highlights the outputs of sports events and hosting, which translated into tourism development in Uasin Gishu County. Use the scale; (SD)Strongly disagree=1, (D)disagree=2, (N)neutral=3, (A)agree=4, and (SA) strongly agree=5, to indicate to what extent you agree with the following statements.

Variable	Statement	SD	D	N	A	SA
TD1	Sports events and hosting have promoted awareness of Uasin Gishu County as a tourism destination	1	2	3	4	5
TD2	Sports events and hosting have led to an increased influx of tourists to Uasin Gishu County	1	2	3	4	5
TD3	Sports events and hosting have created job opportunities for the local community members	1	2	3	4	5
TD4	Sports events and hosting have led to infrastructural development in Uasin Gishu County	1	2	3	4	5
TD5	There is equitable distribution of tourism resources and benefits among the members which creates long-term trust	1	2	3	4	5
TD6	The security levels in the area have improved	1	2	3	4	5
TD7	Through sports events and hosting, visitors are sensitized to respect the environment and local community cultures and values	1	2	3	4	5
TD8	The local community is willing to continue partnering with other stakeholders to improve the sports events hosting initiatives	1	2	3	4	5

THANK YOU FOR YOUR PRECIOUS TIME

**Appendix D: Interview Schedule for County Tourism Officials, Event Managers, and
Hotel Managers**

Part One: Demographic Information

Please respond to the question below by ticking on the appropriate answer.

1. What is your gender?
 - Male
 - Female?
 - Intersex
2. Indicate your age bracket.
 - Below 20 years
 - 20-30 years
 - 30-40 years
 - 40-50 years
 - Above 50 years
3. Kindly indicate your highest education level
 - No formal education
 - Primary level
 - Secondary level
 - College (Diploma) level
 - University (Degree) level
 - Second Degree (Masters) level
 - Third Degree (Ph.D.) level
4. How long have you lived in Eldoret and its cosmopolitan area?
 - Below 10 years
 - 10-20 years
 - 20-30 years
 - Above 30 years
5. How long have you worked in this role?
 - Below 5 years 10-15 years
 - 5-10 years Above 15 years
6. In what ways have the local community members been involved in sports events and hosting processes?
 - a) Involved in the development of sports tourism.

- b) Managerial decision-making
- c) Sports tourism activities
- d) Hosting (Airbnb and staycations)
- e) Agents of advertisements
- f) Hospitality agents
- g) Entrepreneurship
- h) Policy formulation

Part Two: Study Variables' Section

1. In what ways do you feel that the local community members in Uasin Gishu County are involved in matters sports event hosting?
 - a. Advertisement/marketing
 - b. Policy formulations
 - c. Key decision-making processes
 - d. To host tourists (staycations and Airbnb)
 - e. Sporting activities
 - f. Selling their products/services during sports events
 - g. Development agendas of sports events
 - h. Hospitality agents to the sports tourists

2. In what ways do you feel that sports events and hosting have promoted the image and brand of Uasin Gishu County as a tourism destination
 - a. enhancing the image of Uasin Gishu County
 - b. represents a brand that identifies Uasin Gishu County
 - c. Uasin Gishu County is perceived as a peaceful place
 - d. Uasin Gishu County is perceived as a hospitable destination
 - e. Uasin Gishu County perceived as a memorable destination
 - f. Uasin Gishu County to be perceived as a destination with unique experiences for domestic and international tourists

- g. Uasin Gishu County is perceived as a potential destination for sports tourism in Kenya
3. In your own opinion, what are the challenges facing sports tourism development within the County
- a) Safety and security issues
 - b) Hostility from locals
 - c) Inadequate sporting facilities
 - d) Corruption
 - e) Managerial issues
 - f) Natural calamities and pandemics
 - g) Lack of government support
4. What are some of the areas you would say have manifested the development of tourism in Uasin Gishu County?
- a) Creation of awareness
 - b) Increased tourist influx
 - c) Job opportunities
 - d) Infrastructural developments
 - e) Equitable distribution of tourism benefits
 - f) Improved security and safety measures
 - g) Environment and community values sensitization
 - h) Stakeholder partnerships

Appendix E: Research Authorization

KENYATTA UNIVERSITY
OFFICE OF THE EXECUTIVE DEAN GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

Website: www.ku.ac.ke

P.O. Box 43844, 00100
 NAIROBI, KENYA
 Tel. 020-8704150

Our Ref: T129/39078/2017

DATE: 24th March 2023

Director General,
 National Commission for Science, Technology and Innovation
 P.O. Box 30623-00100
 NAIROBI

Dear Sir/Madam,

**RE: RESEARCH AUTHORIZATION FOR MS. CHARITY CHEPKEMEI – REG. NO
 . T129/39078/2017**

I write to introduce Ms. Charity Chepkemei who is a Postgraduate Student of this University. She is registered for M.Sc degree programme in the **Department of Hospitality and Tourism Management**.

Ms. Charity Chepkemei intends to conduct research for a M.Sc. Thesis Proposal entitled, *“Influence of Sport Events Hosting on Tourism Development in Uasin Gishu County, Kenya.”*


Any assistance given will be highly appreciated.


Yours faithfully,

PROF. ELISHIBA KIMANI
EXECUTIVE DEAN, GRADUATE SCHOOL

EC/Am

Appendix F: Research Approval





KENYATTA UNIVERSITY
OFFICE OF THE EXECUTIVE DEAN GRADUATE SCHOOL

E-mail: dean-graduate@ku.ac.ke

Website: www.ku.ac.ke

P.O. Box 43844, 00100
 NAIROBI, KENYA
 Tel. 020-8704150

Internal Memo

FROM: Executive Dean, Graduate School **DATE:** 24th March 2023

TO: Ms. Charity Chepkemei **REF:** T129/39078/2017
 C/O Department of Hospitality and Tourism Management

SUBJECT: APPROVAL OF RESEARCH PROPOSAL

=====

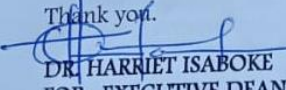
This is to inform you that Graduate School Board, at its meeting on 16th March 2023, approved your Research Proposal for the M.Sc. Degree entitled, *Influence of Sport Events Hosting on Tourism Development in Uasin Gishu County, Kenya*.

You may now proceed with your Data collection, subject to clearance with the Director General, National Commission for Science, Technology & Innovation.

As you embark on your data collection, please note that you will be required to submit to Graduate School completed Supervision Tracking and Progress Report Forms per semester. The Forms are available at the University's Website under Graduate School webpage downloads.

Also, please ensure that you publish article(s) from your thesis before submitting it to Graduate School for examination as per the Commission for University Education and Kenyatta University guidelines.

Thank you.



DR. HARRIET ISABOKE
FOR: EXECUTIVE DEAN, GRADUATE SCHOOL

CC: ✓ Chairman, Department of Hospitality and Tourism Management

Supervisors:

1. Prof. Elijah Gitonga
 C/o Department of Recreation and Sports Management
Kenyatta University
2. Dr. Jane Bitok
 C/o Department of Hospitality and Tourism Management
Kenyatta University

Appendix G: NACOSTI Research Permit



REPUBLIC OF KENYA



NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Ref No: 516350
Date of Issue: 12/April/2023


RESEARCH LICENSE



This is to Certify that Miss.. Charity Chepkemei of Kenyatta University, has been licensed to conduct research as per the provision of the Science, Technology and Innovation Act, 2013 (Rev.2014) in Uasin-Gishu on the topic: INFLUENCE OF SPORTS EVENTS HOSTING ON TOURISM DEVELOPMENT IN UASIN GISHU COUNTY, KENYA for the period ending : 12/April/2024.

License No: NACOSTI/P/23/25100

Applicant Identification Number
516350

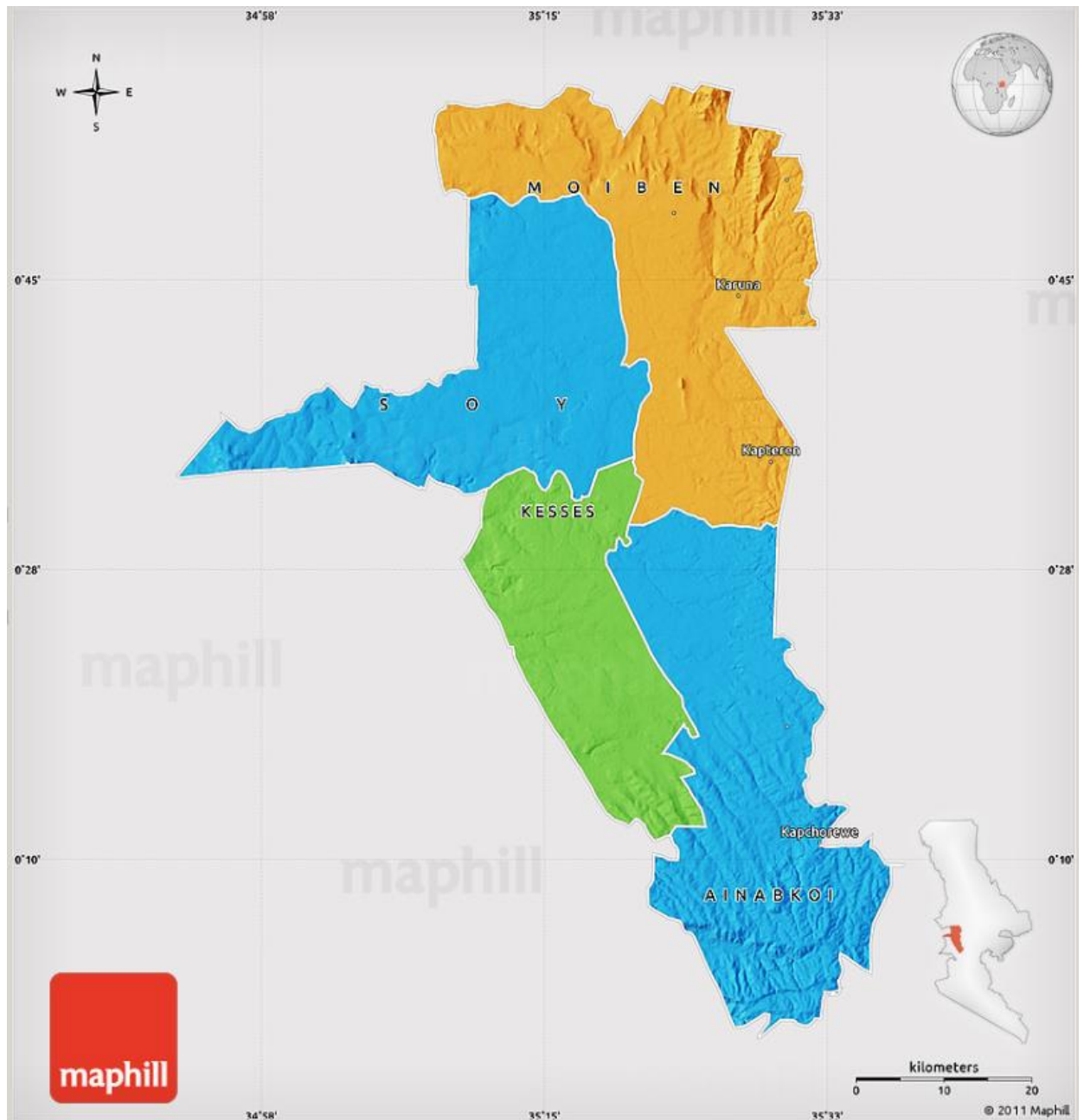

Director General
NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION

Verification QR Code


NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.

See overleaf for conditions

Appendix J: Map of the Study Area



Source: <http://www.maphill.com/kenya/rift-valley/uasin-gishu/maps/political-map/cropped-outside/>

Appendix L: Research Assistant Training Guide

Training Objectives:

- 1) Understand the purpose and objectives of the research study.
- 2) Familiarize yourself with the questionnaire and interview schedule.
- 3) Learn effective communication and interviewing techniques.
- 4) Practice administering surveys and conducting interviews.
- 5) Ensure the accuracy and reliability of data collection.

A. Study Overview: Provide an overview of the research study, highlighting the importance of understanding the impact of hosting sports events on tourism development in Uasin Gishu County.

B. Questionnaire Administration

- a. Review the questionnaire in Appendix C and the relevance of the questions/statements to the research objectives.
- b. Highlight the Likert scale and its interpretation.
- c. Explain how to administer the questionnaire, emphasizing the importance of clarity, neutrality, and avoiding leading questions.
- d. Conduct role-playing exercises to practice questionnaire administration.

C. Interview Techniques

- a. Introduce the interview schedule in Appendix D.
- b. Discuss the structure and flow of the interview, focusing on the key topics to be covered.
- c. Emphasize active listening, probing for detailed responses, and maintaining a professional and unbiased approach.
- d. Guide on creating a comfortable and conducive interview environment.
- e. Conduct role-playing exercises to practice interview techniques.

D. Ethical Considerations

- a. Highlight the importance of maintaining confidentiality and anonymity throughout the research process.
- b. Discuss informed consent and the voluntary nature of participation.
- c. Address potential conflicts of interest or biases that should be avoided during data collection.

E. Data Collection Procedures

- a. Explain the process of data collection, including scheduling interviews and administering surveys.
- b. Provide guidelines for recording responses accurately, noting any specific instructions for each question or section.
- c. Discuss the importance of thoroughness in data collection and the need to capture all relevant information.

F. Quality Assurance

- a. Discuss the need for accuracy, reliability, and consistency in data collection.
- b. Provide guidelines for checking for errors, inconsistencies, and missing data.

- c. Explain the process of data verification and validation to ensure the integrity of collected data.

G. Role of Research Assistants

- a. Clarify the responsibilities and expectations of research assistants, including adherence to research protocols and timelines.
- b. Emphasize the importance of professionalism, confidentiality, and maintaining a respectful attitude towards participants.
- c. Address any questions or concerns regarding the research study.

H. Conclusion

- a. Summarize the key points covered in the training, emphasizing the significance of research assistants' contributions to the study.
- b. Express appreciation for the research assistants' commitment and dedication.
- c. Provide contact information for any further questions or clarifications.