

**EFFECTS OF VIOLENT EXTREMISM ON PERFORMANCE OF TOURISM
SECTOR: A CASE OF HOTEL INDUSTRY IN COASTAL REGION, KENYA.**

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DECLARATION


This project is my original work and has not been presented for a degree in any other University or for any other award. No part of this thesis should be reproduced without authority of the Author or/and Kenyatta University.

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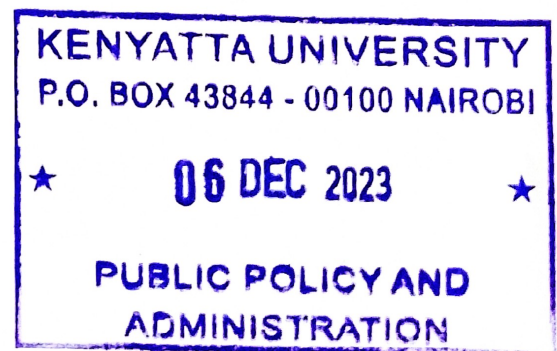
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I confirm that the work in this thesis was carried out by the candidate under my guidance as the university appointed supervisor.

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ABSTRACT

The documented global 'war on violent extremism' has had wide implications on global and local tourism performance. This is in spite of the fact that Kenyan government has invested heavily in tourism sector to attract more tourists into the country. This study examined the violent extremism in the coast region and the effects on tourism performance in Kenya. There are three objectives namely: effects of violence extremism on infrastructure destruction, effects of violence extremism on loss of human resource and effects of violence extremism on economic growth disruption on tourism performance in the coastal region. The theories are instrumental theory of terrorism, the rational choice theory and game theory. The population of study comprises of stakeholders in the tourism sector in the coastal region. The sampling method used is quota sampling utilizing simple random sampling. This sampling method is considered appropriate because it enables each county to be assigned a quota, then data collected through random sampling. Validity was ascertained by conducting a pilot study. Data was collected using semi structured questionnaires from a sample of 110 respondents that comprised of hotel owners or managers and employees working in the hotels. The quantitative data was analyzed through SPSS version 22. Descriptive statistics were used in analyzing quantitative and the outcomes were presented in form of mean and standard deviations, percentages, frequencies, and frequencies mean and displayed in figures and tables. The findings of the study established that violence extremism has affected coastal community in various ways such that some people keep grudges and fight each other and high level of human loss has led to trauma and hesitance. It has led to loss of human capital through general loss of life and high health complications for workers. There were issues of physical disabilities of human. The physical infrastructures have been destroyed too by violence extremism in the coastal region. Some have been burnt down, damaged or even blown off completely. Violence has also lead to economic growth disruptions spoilage of powers systems and various destruction of water supply systems and sewerages. Roads and transport systems have been destroyed too not leaving school and police stations and shopping centers have been bombed or rooted or destroyed. Violence extremism has deteriorated growth of the businesses in the area since some businesses close down while others are destroyed to a level of not operating in full capacity. There is low productivity among the employees. Significant influence exists between violence extremism and tourism performance in coastal region and economic growth disruption. The findings from this study will be useful by tourism practitioners, the government, especially ministry of tourism, and the academia community. It is crucial for the county and also ministry of tourism to review on the violence precautions measures that have been put in place and their level of effectiveness. Such measures should be constantly updated to curb any emerging schemes of violence. New strategies should be development on strict measures to adhere to security checks should be enforced. Then county can provide subsidies on the reconstructions of such premises. Where possible for cases of public like schools, Market or police station the county officials can seek funding or donations to help restore them. While, the businesses are affected leading to declined economic growth can be offered boosters like donor funding to help bring them to existence. Also, there should be violence supportive clauses on the insurance policies held against violence.