

Development of Sports Tourism in Selected Regions of Kenya: Perceptions of Tourists and Government Officials

Janet M. Chumba, Andaje Mwisukha and Peter Wanderi

Abstract

The purpose of this study was to assess the perception of tourists and government officials on the development of sports tourism in selected regions of Kenya. A survey research design was adopted for the study. The independent variables that were assessed included, sports as a pull factor that interest tourists to the Kenyan market, the extend of sports facilities and effectiveness of marketing of sports as a tourism package. A validated self administered questionnaire was used to collect the data. The sample size of 776 respondents that were randomly selected for the study included 46 government officials from the Ministry in-charge of sports and Ministry in-charge of tourism in the headquarters of Nairobi, and 730 both local and international tourists who resided in starred hotels and high altitude centers within the eight tourism circuits in Kenya. The findings indicated that sports is a pull factor for tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. On average 190(26%) of the tourists were of the view that facilities and infrastructure were not adequate while 30(65%) of the government officials were of the same view. 254(34.4%) tourists were of the view that security and political stability was not fully explored for the development of sports tourism in Kenya. The Ministry in-charge of sports, and the Ministry in charge of tourism need to encourage sports tourism as a package in the Kenyan market. The recreational sporting facilities should be a requirement for starred hotels in Kenya. The Ministry in-charge of sports and tourism should market sports tourism as a tourism package. The Ministry in-charge of sports and tourism should beef up security to attract both local and international tourists.