

**USE OF SPORTS IN THE PROMOTION OF KENYA'S FOREIGN POLICY:
THE CASE OF ATHLETICS; 1963-2021**

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DECLARATION

This research thesis is my original work and has not been presented for examination in any other university.

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ABSTRACT

This study examined the extent to which Kenya has strategically exploited its cultural resources for enhancing its influence on the global stage. It specifically focused on sport as a diplomatic tool. The study springs from the following observations. First, sport has been exploited by countries in enhancing image on the global stage. Secondly, Kenya is endowed with cultural resources including sports. Kenya is dominant, especially in long and middle distance races. The question is whether Kenya has adequately exploited its potentials in sports for diplomatic influence. The Study was guided by three objectives, namely to demonstrate the role of Sports as a diplomatic tool; analyse the potentials of athletics as a power resource in Kenyan diplomatic strategies and examine Kenya's strategic application of athletics for diplomatic interests abroad. The study guided by Jürgen Habermas's theory of public sphere. This work was qualitative in nature. Accordingly, the research design was explorative and Key Informant Interviews were used for data collection. Data collected were examined thematically by identifying emerging and overriding themes as elements of analysis. Research findings revealed that by bringing people of different races, cultures, and nations, sports has that capacity of neutralizing perceived differences; allows countries to achieve visibility on the global stage. The research also revealed that that Kenya has become a dominant actor in the world of sport especially in the world of athletics and that involvements are playing a significant role in enhancing the Country's image visibility on the global stage. On whether Kenya has integrated sports diplomacy in its foreign policy, it emerged that there are indications that Kenya is cognizant of the capacity of sports in enhancing its foreign influence; there are initiatives to mainstream sports as diplomatic tool, but, there are no clear and explicit indicators in the mainstreaming of sports within foreign policy strategies. The study recommends that the government should consider initiating an active worldwide campaign to make use of sports diplomacy in the pursuit of its interest regionally and internationally, and the involvement of sports stakeholder in designing sports diplomacy strategies.