

**ROLE OF SPORTING ACTIVITIES IN TOURISM DEVELOPMENT IN
NAIROBI COUNTY**

BY

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DEDICATION

I dedicate this work to my dear family, Lorna my wife, my sons Tim and Mike and my lovely daughter Joy. Your prayers and support have brought me this far.

ABSTRACT

The main purpose of the study was to examine the role of sporting activities in developing tourism. The study sought to establish the effect of sporting activities on tourism development in Nairobi. The researcher also sought to determine the factors influencing the development of sports tourism. The research sought to assess the opportunities for diversification of sporting activities for the benefit of tourism development. He also sought to determine the challenges facing the development of sports tourism in Nairobi. The study adopted a descriptive survey research design that targeted stakeholders in the sporting arena in the county of Nairobi. The study targeted sports managers and sports tourists in Nairobi region. Purposive sampling technique was used to select the sample size of 20 sports managers who were interviewed while stratified random sampling was used to select the 162 sport tourists. The data was analysed using descriptive statistics and Chi square. The research findings are presented using tables and graphs. 65% of the tourists visited the attraction sites each time they were in Nairobi for sports. It is important to note that 80% of the interviewed sports stakeholders held the opinion that sporting activities in Nairobi County have an impact on tourism development. 14% of the stakeholders advised the sports tourists to visit Kenyatta International Convention Centre. 65% of the sports tourists admitted to have bought accommodation and transport services. The main factor influencing the development of sports tourism was sports policy which had χ^2 of 39.594 and a significance of 0.07. 13.65% of the tourists stated that the current existing sports facilities would cater mostly for football and rugby. The results revealed that 43% of the sports tourists reiterated that upgrading the existing sporting facilities would ensure diversification of sporting activities. Most of the tourists (50%) stated that Nairobi was a very popular sporting destination which portrays its potential for more sporting activities in future. Insecurity was regarded as the key impediment to the development of sports tourism (55%). In conclusion, sporting activities play a pivotal role in the development of tourism in Nairobi County. Key recommendations from the study were the improvement of security, marketing of sports tourism destinations, stakeholder cooperation, government intervention and formulation of proper policies on sports tourism.

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LIST OF ABBREVIATIONS AND ACRONYMS

AK:	Athletic Kenya
ETB:	English Tourist Board
FIFA:	Federation of International Football Association
FKF:	Football Kenya Federation
GDP:	Gross Domestic Product
IASET:	International Association of Scientific Experts in Tourism
ICHPER:	International Council for Health Physical Education and Recreation
ICSSPE:	International Council for Sport Science and Physical Education
KRU:	Kenya Rugby Union
KVA:	Kenya Volleyball Association
NGO:	Non-Governmental Organization
SHERP:	Samburu Handicap Education and Rehabilitation Programme
SPSS:	Statistical Package for Social Science
U.K:	United Kingdom.
UNSC:	United Nations Statistical Commission
UCI:	Union Cycliste Internationale

OPERATIONAL DEFINITION OF TERMS

Sports: The whole range of competitive and non-competitive active pursuits that involve skill, strategy, and/or chance in which human beings engage, at their own level, simply for enjoyment and training or to raise their performance to levels of publicly acclaimed excellence (Hinch & Higham, 2004).

Sports Tourism: A specific travel outside of the usual environment for either passive or active involvement in competitive sport where sport is the prime motivational reason for travel and the touristic or leisure element may act to reinforce the overall experience (Higham & Hinch, 2009),

Tourism: It is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited (Goeldner & Ritchie, 2012).

Tourism Development: It refers to an act of improving the socio-cultural, economic and environmental aspects by expanding or enlarging or refining a tourism product (Organization for Economic Co-operation and Development, 2009).

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CHAPTER ONE

INTRODUCTION

1.1 Overview

This chapter gives an overview of the study. It examines the background to the study and the statement of the problem. It states the research objectives and the research questions that guided the study. It also gives the justification and significance of the study, scope of the study and assumptions of the study.

1.2 Background of the Study

Since the 1960s, sport has become an international affair of huge proportions, attracting a considerable amount of media attention, money, participants and political interest (Gibson, 2008). Meanwhile, tourism with well over a billion participants and billions of dollars generated in revenue annually remains the world's largest industry as well as its fastest growing (Goeldner & Ritchie, 2012). It is hardly surprising then that a symbiotic relationship exists between sports and tourism and as the two nourish and complement one another, they each become more lucrative and culturally influential (Higham & Hinch, 2009).

Mass sports events are held in many parts of the world, often deliberately staged to attract tourists and generate income. As an example, of the 28,000 participants in the 1997 New York Marathon, more than 12,000 were from outside the United States. Of course, this kind of tourism translates into big revenue for the host location and its surrounding areas. Indeed, it is probably its financial clout that has finally given sports tourism its credibility in academic settings (De Knop, 1991).

On the other hand, Kenya's tourism industry is faced by numerous challenges key among them environmental conservation ideas, labour issues, a deteriorated

international image following the disputed December 2007 general elections, the subsequent previous post-election violence and more recently terror threats and attacks in Nairobi and Mombasa. However, the most crucial challenges appear to be the narrow product offered by the country. The challenges of seasonality can be rectified by product diversification and this brings in the issues of sports tourism. The big question is, how can various regions cash on sports as a viable form of tourism activity that can reduce the problem of seasonality and bring further economic development? This is crucial especially at a time when tourism is held as one of Kenya's key economic sector.

Sports tourism is still a 'new' phenomenon in Kenya and very little research has been done in this field. Tourism is one of the Kenya's leading foreign exchange earners and therefore there is need for more emphasis towards its development and marketing. Sports tourism is emerging as a key component of tourism supply. Major tourism destinations are developing tourism product concepts revolving around pleasure sports. This has enable destinations to stand out amongst their competitors and increasing their competitive edge in the international arena. Yet there is lack of enough effort to link the sports sector and the tourism industry that might lead to significant development and emergence of sports tourism sector. For all practical purposes, significant relationship between sports and tourism is yet to be established at either the policy or operational level.

Kenya's urban areas particularly Nairobi, act as tourism destination attracting both domestic and international visitors including holiday makers as well as those of business and conference trips. It is popularly known for hosting big sporting events which consists largely of local and international participants, who are more willing to

participate in organised football matches, rugby, hockey, cricket and athletics. This shows quite a big potential in the tourism market because people are willing and able to participate and enjoy product and service related to sports. It is for this reason that sports should be viewed to play a major role in constituting the leisure product and experience in urban areas. Hence, the main purpose of this study was to examine the role of sporting activities in promoting tourism development in major towns using Nairobi as a case study.

1.3 Statement of the Problem

Kenya's tourism is well known throughout the world for its fame on traditional wildlife safari and beach tourism at the coast through effective marketing especially to the far East Asia in addition to Europe and North America. The country has experienced an influx of tourist from members of these countries who travel to visit national parks especially visitors from Britain, Italy, Germany, South Korea and China. Despite the potential that Kenya has in sports and its related activities, little has been done to use it (sports) as a catalyst for tourism development. However it is also prudent to underscore the challenges that have been experienced due to increase in tourist numbers. There is need to explore other ways that can assist to sustain the natural resource such as wildlife from being overstretched basically by considering the carrying capacity of an attraction site.

In addition, diversifying to other forms of tourism-based activities like sports will ensure sustainable use of the natural resource. For instance, "a sustainable form of tourism" with very minimal impacts on the physical environment can also increase tourist spending. As mentioned before, Kenyan tourism is majorly focused on wildlife based and beach-based tourism. This in fact has been the sole cause of seasonality experienced in the country as far as tourism industry is concerned.

The persistence of sports wrangles in Kenya has obviously hurt the development of sports tourism. Apart from the fact that these conflicts lead to international bans or sanctions in international tournaments and loss of tourist opportunities, they also cast doubts about the efficiency of governance and a serious uncertainty regarding the prospects of democracy in the country. This could be the reason why Kenya missed hosting the Cricket World Cup in 2010, due to sports wrangles while many counties in Kenya have lagged behind in terms of development since, most of whom would be tourists shunned from training in Kenya. This development caused concerns because Kenya missed out the chance of cashing in on the world biggest and most popular particular sporting extravaganza 2010 Federation of International Football Association (FIFA) World Cup. The government formed a committee in 2009 to plan and market Kenya as a transit destination for World Cup bound teams to play friendly matches against Harambee stars and other clubs. However nothing came of it which was very unfortunate.

Sporting activities in Kenya are governed by Football Kenya Federation (FKF), Athletic Kenya (AK), Kenya Rugby Union (KRU) and Kenya Volleyball Association (KVA) to name a few. There is need for all stakeholders involved in sporting management to understand the role of sporting activities in shaping the image of Kenya as a tourist destination. Poor publicity, internal squabbling, mismanagement and uncoordinated activities taint the image of Kenya as a destination. The major towns in Kenya and in particular Nairobi city has done a commendable job as far as provision of sports-related tourism product or services to both domestic and international tourists is concerned, but there are still gaps that needs to be filled substantively.

1.4 Research Objectives

1.4.1 General Objective

The general objective of the study was to establish the role played by sporting activities in the development of tourism at Nairobi County.

1.4.2 Specific Objectives

- i. To establish the benefits of sporting activities on tourism development in Nairobi.
- ii. To determine the factors influencing the development of sports tourism in Nairobi.
- iii. To assess the opportunities for diversification of sporting activities for the benefit of the tourism development in Nairobi.
- iv. To determine the challenges facing the development of sports tourism in Nairobi.

1.5 Research Questions

- i. What are the benefits of sporting activities on tourism development in Nairobi Kenya?
- ii. What are the factors influencing the development of sports tourism in Nairobi?
- iii. What opportunities exist for diversification of sporting activities for the benefit of the tourism development in Nairobi?
- iv. What are the challenges facing the development of sports tourism in Nairobi?

1.6 Justification and Significance of the Study

Kenya is a world known tourism destination under Kenya vision 2030. Kenya has identified tourism as one of the pillars that would help it generate more than Ksh. 200 billion by the year 2030 (Government of Kenya, 2007). The study is justified because

there is need to document the role of sports in developing Kenya as a tourist destination. Again, the government can use the findings of this study to put in place various infrastructural adjustments needed to boost this promising sector (De Knop, et al., 1999). Besides, the findings of the study can be shared among all stakeholders in the tourism industry, the Ministry of Sports and of Tourism to enhance policy and decision making when marketing Kenya as a destination.

The information provided can facilitate the formation of strategies that can help exploit the otherwise untapped potential of sports-based tourism. It can also help various sports organisers to improve the ventures and counter challenges associated with this form of tourism. The stakeholders can also use the information to diversify the already existing sporting activities to include others which previously had not been incorporated. This study forms the basis for other researchers to make contributions to the subject of the study bearing in mind that it is a relatively less explored area of study. This can go along way in unlocking the potential of sports as a viable form of tourist activity, not only in Nairobi County but also other counties.

1.7 Scope and Limitations of the Study

The study was concerned with examining the role of sports activities in developing tourism. It was conducted in Nairobi County between April and June 2011. It focused on tourism stakeholders, sports managers as well as sports tourists. The research used purposive sampling technique to select 20 sports managers who were interviewed while stratified random sampling was used to select the 162 sport tourists. The data for this study was collected by administering questionnaires and interview schedules. The questionnaires were used to collect data from sports tourists and different sports personalities. Interviews were used to collect data from sports managers and

administrators. The sample of the study only included respondents' that traveled or were present at the sports events, and therefore the findings may be limited in generalizability to similar areas that host sports events.

1.8 Assumptions of the Study

The study assumed that the availability of co-operative respondents to give the correct information asked by the researcher was guaranteed. It further assumed that all questionnaires were returned back with items raised attended to correctly and diligently. Further, there is no guarantee of absolute un-biasness especially on responses and answers given by respondents in questionnaires.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents the review of literature relevant to the present study. The purpose of the literature review is to draw from existing empirical and theoretical works as a basis of identifying knowledge gaps. Strengths and weaknesses in literature are identified and used to pinpoint knowledge gaps, which define the scope of the study and suggest areas for contribution to the existing stock of knowledge. This review covers four major topics: An overview of sports tourism, major sporting events, the development of sports tourism and infrastructural developments that support sports tourism.

2.2 Tourism Development

Holloway (2004) attempts to define tourism by reviewing a number of definitions. He concluded, “conceptually”, to define tourism precisely is an all but impossible task”. Urry (2002) writes in this respect, there is no single tourist gaze as such. It varies by society, by social group and by historical period. No universal definition has yet been adopted. Tourism is derived from the English word tour (that is journey), derived itself from the French tour (a movement of going away and returning to its starting point). The first characteristic of tourism, then, is that travel is involved. However, travel itself is not a sufficient condition of tourism. Tourism and travel are not synonymous. Tourism is a relatively modern concept, whereas travel has taken place for almost as long as the earth has been inhabited.

Tourism first appeared in the Oxford English Dictionary in 1811. In 1937, the League of Nations recommended what may have been the first official definition of tourism

as any person visiting a country, other than that in which he usually resides, for a period of at least 24 hours (Mills & Morrison, 1985). This was subsequently ratified in 1963 by the United Nations, and in 1968 the United Nations Statistical Commission identified the overnight stay as a necessary condition to distinguish a tourist. The definitions of a tourist as someone who stays overnight and an excursionist as a visitor who does not stay overnight have been widely adopted even though they fail to identify the nature of tourist activity. Thus, tourism can be defined as the processes, activities, and outcomes arising from the relationships and the interactions among tourists, tourism suppliers, host governments, host communities, and surrounding environments that are involved in the attracting and hosting of visitors (Goeldner & Ritchie, 2012).

Tourism is defined as:

The temporary movement of people beyond their own home and work locality involving experiences unlike those of everyday life. The experiences might take place as part of a holiday or as an ancillary to business travel (Goeldner & Ritchie, 2012, pg no 8).

Sports tourism is a prevalent and growing phenomenon; however, it did not just magically appear in the twentieth century. Connections between sports and tourism can be traced to ancient times. Today, vast numbers of people participate in or watch Sports and almost everyone aspires to a holiday. Though the connections between sports and tourism have long been established, the relationship is now gaining global significance. Media attention has increased and people are becoming more aware of the health and recreational benefits that sports and tourism provide. Elliott (2008) has shown that the televised production of England's cricket tour to the West Indies increased ongoing package tourism to those islands by as much as 60 percent, an outcome also noted by Loverseed (2001) in his past event study of the 2000 Calgary

Winter Olympics, where holiday visits to Calgary increased dramatically after the Games.

According to Williams and Fidgeon (2008), the growing numbers of travel companies that now produce brochures to advertise their Sports and adventure holidays for example, white-water rafting through the Arctic, Scuba diving in Kenya, or trekking in Nepal, testify to the increasing interest in “sports tourism”. In travel and tourist magazines, resort advertising continues to emphasise the availability of sports facilities and opportunities. Spectator vacations are also increasingly popular with huge numbers of visitors attracted to Sports events. Le Tour, France's prestigious three-week cycle race, claims to be the world's largest annual Sports spectating event, attracting several million spectators along its 2,500-mile route, while in Britain it is claimed that around 2.5 million people watch outdoor sports and another 1 million watch indoor sports while on holiday.

Congresses, seminars, and workshops on sports and tourism have been documented as taking place since 1971 when the International Council for Sports, Science and Physical Education (ICSSPE) held a congress in Helsinki, Finland, on the topic "Activity Holiday-Making" (De Knop, et al., 1999). ICSSPE and the International Council for Health, Physical Education and Recreation (ICHPER) jointly sponsored the first congress that specifically addressed sports tourism which was held in Israel in 1986. The first journal dedicated to sports tourism, *The Journal of Sports Tourism*, began publication in October 1993. As the official publication of the Sports tourism International Council, this journal is now produced quarterly in the E-zone format with access through the Internet.

According to Higham and Hinch (2009), there is no universally accepted definition of sports; in fact, widely differing views are held as to which activities come under the heading of sports, although sports is often thought of as being highly competitive and organised. The North American definitions often characterise sports as a pursuit that:

- (i) Requires complexity of physical skill and vigorous physical exertion;
- (ii) Involves some form of rule-governed competition; and
- (iii) Has organised and structured relations but keeps a sense of freedom and spontaneity (Coakley, 1990).

The sense of institutionalised competition and formalised rules integral to this definition of sports differentiates Olympic and other elite events from the exertions of the weekend walker or skier. Activities that do not follow formalised rules and that are non-competitive are usually described in North America as recreation (Coakley, 1990).

This definition does not separate competitive from non-competitive activity or distinguish between professional and non-professional participation all of these categories are referred to as sports. Some American authors acknowledge this broader concept as a legitimate interpretation (Bennett, Henson, & Zhang, 2003), and support for this way of thinking can be found in Africa and Asia (Anyanwu, 1988) and the Indian subcontinent and elsewhere (Thomson, 2000). Indeed the differentiation of recreation from sports on the basis of standardised conditions and formalised rules can seem somewhat arbitrary given that the activities themselves remain the same, as do the facilities and equipment normally required. According to Wilcox (1994), America has redefined the meaning of sports in the post-industrial world. The author suggests that there is a cultural uniqueness to American sports linked to capitalism,

commercialism, and competition with "little genuine interest in and support for the egalitarian provision of 'Sports for All'.

Tourism development refers to all the activities associated with providing facilities for tourists in a destination (Goeldner & Ritchie, 2012). Tourism can have positive or negative impacts depending on how it is planned, developed and managed. A set of enabling conditions is required for tourism to become sustainable: to contribute to social and economic development within the carrying capacities of ecosystems and socio-cultural thresholds (Gibson, 2008). Tourism development can have both positive and negative impacts on destinations. Sustainable tourism development attempts to find a balance between these impacts to create an improved quality of life for the host community and the destination (World Tourism Organisation, 2007).

The relationship between sports and tourism in the modern world is symbiotic (Weed & Bull, 2004). It is not simply that sports further tourism by offering an ever-increasing range of valued visitor experience; tourism also aids sports (Gibson, 2008). Sports and tourism are now inextricably linked, and as globalisation advances, new and exciting possibilities are opening up to enrich tourist experiences through sports and enhance sports development through tourism (Hinch & Higham, 2004).

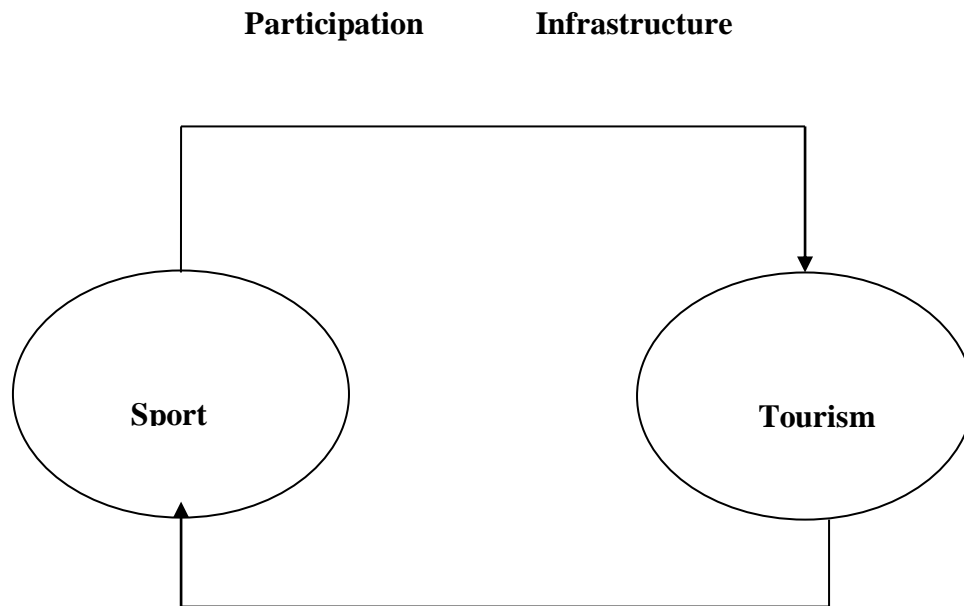


Figure 2. 1: Basic Model of Sports Tourism

Source: De Knop (1991)

From Figure 2.1, there is a basic model of sports tourism according to De Knop (1991). Changes in the international travel market are leading to an increasing variety of tourist types, needs, and patterns (Higham & Hinch, 2009). Adventure and activity holidays are a recognised and growing segment of the tourism industry (World Tourism Organization, 2007), and sport training (for example, the regular practice of sports) is acknowledged as an important and potentially health-enhancing activity for which tourism can be the catalyst (Glyptis, 1991).

Urry (2002) asserts that health care and training of the body have become an important part of the tourism industry. From the start tourism was promoted for its health-improving functions. People used to go to seaside resorts because of the “presumed health-giving properties of sea bathing”. Sea bathing led to sunbathing, but the risk of skin cancer has shifted emphasis toward a fit body, a body that is

trained through exercise and sports. Sports as therapy are another growing segment of the tourism industry, with an estimated 15 million annual visits to spas in Europe alone, a figure that is similar to the markets in the United States and Asia (Gibson, 2008).

Sports as part of hospitality business is big, profitable, and growing, with most of the clients spectating at events miles away from their place of work. Active sports associated with business tours are also increasingly widespread. It has become almost impossible for professional sportsmen and sportswomen to pursue their careers without engaging in travel. Team tours are also popular with amateur clubs who engage agents to find matches and make accommodation and transports arrangements (Jackson & Glyptis, 1992).

2.3 Sports Tourism

As a concept, sports tourism is often seen as of more recent origin than either sports or tourism. Yet what may be the earliest published work specifically linking sports and tourism can be traced to 1887. Victor Black, the father of modern Swedish sports, included in a book dealing with different types of sports describing "Tourism and Sports" (Higham & Hinch, 2009). The terms sports tourism or sports tourist are found increasingly in recent literature (Goeldner & Ritchie, 2012), though few definitions are available.

Hall (2007, pg no 45) states that:

Sports tourism falls into two categories travel to participate in sports and travel to observe sports. Therefore, sports tourism may be defined as travel for non-commercial reasons, to participate or observe sporting activities away from the home range.

Sport has become a major part of the social and cultural livelihood for many individuals around the world. Its popularity has been attributed to hallmark and mega events such as the Olympic Games, FIFA Football World Cup, the Tour de France, the Super Bowl and Wimbledon, attracting the attention of billions through televised broadcast (Coakley, 2004). Not only has it gained interest in sporting fans, but it has also gained the attention of governmental bodies as the association between sports and economic value is matched. With sport being termed the ‘world’s largest social phenomenon’ (Kurtzman & Zauhar, 2003) and tourism considered the ‘world’s largest industry’ (Ottevanger, 2007), the combination of these two entities can reap great economic benefits. Therefore, governmental bodies worldwide have turned their attention to the ‘sports tourism phenomenon’.

Sport Tourism Travel related to sport tourism has received special attention in the tourism field (Gibson et al., 2003). Sport tourism can occur through a passive or active mode (Gibson et al., 2003). Gibson (1998, p. 49) defined sport tourism as “leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions associated with physical activities.” However, Weed (2005) and Weed and Bull (2004) defined sport tourism as “a social, economic and cultural phenomenon arising from the unique interaction of activity, people and place” (Weed & Bull, 2004, p. 37). The definition provided by Weed and Bull aims to establish sports tourism as “related to but more than the sum of sport and tourism” (Weed, 2009, p. 618). The categorization of sport tourists has been suggested in order to identify motivations, behaviors and characteristics of the types of sport tourists.

According to Gibson (1998) there are three types of behaviors associated with sport tourism: active sport tourism, identified as individuals who travel to engage in sport; event sport tourism, individuals that attend sport events and are spectators; and nostalgia sport tourism, “which includes visits to sports museums, famous sports venues, and sports themed cruises”(p. 45).

Weed and Bull (2004, p. 123) suggested there are five types of sports tourism: “tourism with sport content, sports participation tourism, sports training, sports events and luxury sports tourism, and that these types may be multi- or single-sport, may be active or 20 passive, and may involve instruction, elite sport and/or a corporate element.” From these categories mentioned above, sport event tourism has received the most attention, with behaviors being the topic most covered, followed by profiles, motivations and impacts (Weed, 2009).

According to Weed (2009) research in sport tourism has focused on the problems and evaluations of the economic impacts of event sports tourism; the trend towards leveraging research in event sports tourism; the more holistic focus on social and cultural, as well as economic impacts of sports participation tourism; the behavioral focus of research in sports participation tourism, the examination of the role of sports tourism in destination marketing and in generating media exposure; and the increasing concern with developing positive perceptions among local residents. It has been suggested that there is a need for theory as the field is transitioning from the “what” and the “who” to understanding the “why” and “how” (Gibson, 2004, p. 258). Therefore, the current study utilized social exchange theory to examine the exchange process in understanding resident behavior towards supporting the hosting of a small-scale sport event.

2.4 Kenya Athletics and Sports Attractions

Kenya is synonymous with sports in the international sphere because a large number of world class distance runners originate from the country. Kenyans have traditionally performed well in international track competitions. Football (soccer) is played throughout the country from small villages to large cities through organised league matches.

2.4.1 Athletics Events / Long Distance Running in Kenya

Kenya is known worldwide as the athlete country in the world. The most renowned athletic event in Kenya are the annual Standard Chartered, Kass, Ndakaini and Lewa marathons which attract marathoners from all over the world. The other events organised are the visits to athlete centres which include:- Kipchoge Keino training centre in Eldoret, Lorna Kiplagat Training centre in Iten, Kigari high altitude training centre in Embu and participation of the physically impaired individuals in the world special selection Olympic games which are held annually at Safaricom stadium, Kasarani (previously Moi International Sports Centre,).

2.4.2 Golfing in Kenya - Golf Championship Safaris

Kenya has a number of beautifully scenic golf courses at various altitudes. Windsor Golf and Country club is one of the attractions and The Railway Golf Club in the centre of Nairobi city. The most recent is the Great Rift Valley Lodge and Golf Resort in Naivasha which apart from golf also offer a variety of activities for adventurous guests, including Game and Bird walks with the resident guides, Fishing and Boating on Lake Naivasha. The oldest is the Royal Nairobi Golf Club. The "Royal" title was bestowed on the Nairobi Golf Club in 1935 by King George V. Other golf courses include the Muthaiga and Karen Golf Clubs each with championship courses. The

Barclays Kenya open golf championship 2011 was held at Muthaiga golf club was won by South Africa's Michiel Bothma.

2.4.3 Bull Fighting Events in Western Kenya

In Spain, bullfighting is historically associated with Spain's aristocracy, when fights would be arranged for events such as the king's crowning. Originally, bullfighting was played on horseback and was for the noble class only. Today, bullfighting is an essential part of Spanish life that citizens embrace as a sport of the common people (www.destination360.com/bullfighting). Unlike the bullfighting in Spain and Mexico where the beasts challenge the matadors, the bulls in western Kenya fight against each other (Kabaka, 2011). Bullfighting is a very old tradition in western Kenya. In the local dialect, bullfighting is also called "lihe" (<http://www.acriwebsite-bull>, 2011). Historically, the bullfighting ceremony was for cleansing those who had fought in wars in a bid to detach them from the evil spirits of those they had killed.

Bullfighting especially in Kakamega (Kenya) is an aspect of the local community's culture that has been carried on for years (Frank, 2014). This practice, deep rooted in tradition, is an annual event in some parts of western Kenya, drawing thousands of cheering crowds. The fight generally ends when one of the 6 bulls surrenders after being overpowered or injured by the other. Although bullfighting is an oldage tradition in the Luhya race, there is very scanty information and documentation on the origin and history of bullfighting in Kakamega County. Before the act of bullfighting, the bull is prepared by being fed on bhang soup, grass which is fortified with molasses and local brew. Bhang is believed to increase excitement and bravery in the bull and urge it to fight (Faces of Africa, 2012). The bulls are also exposed to traditional drugs and sorceries to overcome bewitching from the opposing community. This is a recent

tourist attraction in western Kenya. This event is usually done in the early morning before mid-day since the event is performed before mid-day.

2.4.4 Special Olympics and Sports events in Kenya

This takes place at the Safaricom Stadium, Kasarani or Nyayo Stadium annually. It is a special Olympic event in that all the disabled persons are given a chance to exercise their Sports skills and are awarded by being selected from this event to represent Kenya in the International special Olympic competitions. The Sports include: - football for both men and women who are physically impaired, netball, volleyball, swimming, tennis, handball, hockey and others. The whole country converges annually to select the best that represent Kenya internationally in the Special Olympics.

2.4.5 The Maralal International Camel Derby in Kenya

This is an annual international event held mid-year just outside of Maralal town. The World famous Maralal International Camel Derby was inaugurated in 1990 as a sporting event, with the added advantage of sensitising the pastoral communities of the camel as a key environmental tool in combating the degradation of the environment.

It is Africa's best known and most prestigious camel race, attracting both local and international competitors. The event is a major crowd puller for spectators as well as racers, and the competition is fierce. With its growing popularity and addition of cycle races which have International Cycling Union (Geneva) recognition, this exciting event draws a wide attendance including a cross section of farming communities, ranchers, national and international press, television crews, would be participants and

spectators from overseas, school groups and adventure lovers from all over Kenya and beyond.

The proceeds go to the Samburu Handicap Education and Rehabilitation Programme (SHERP). This project addresses the problem of education and rehabilitation of the handicapped children in Samburu District. Currently the Programme offers assistance to 112 disabled children but has no visible source of financial assistance and relies on the help of Non-Governmental Organizations, self-help groups, Government of Kenya and private contribution to encourage the empowerment of persons with disabilities.

2.4.6 International Marathon Events in Kenya

This is the latest tourist attraction in Kenya. The most famous is the Standard chartered Marathon which is conducted by the Standard Bank annually. The race usually starts in Nairobi and it incorporates every individual both physically impaired, the blind, the normal office executive and the tourists from foreign countries. Lately, it has grown to involve the continents of Asia and Europe to complete the circuit.

2.5 Sport Tourism Events and Its Impacts

Kurtman and Zauhar (2003) state that sport tourism events refer to those sports activities that attract tourist of which a large percentage are spectators, and generate significant and heterogeneous flows of travellers (Higham, 2005). Conversely, sporting events can be spectator or participant led; and furthermore, sport tourism is said to be consisting of all the events in which the primary purpose for travel is the participation in or viewing of sport (Turco *et al.*, 2002). Once a general definition is established, the categorisation of sport tourism events is essential. This will allow further understanding of the subject under review. The most frequently used classifications of sport tourism events are large-scale events, which include hallmark

events (Super Bowl and Wimbledon) and mega-events such as the Olympic Games and the FIFA Football World Cup. With a large number of empirical research dedicated to such events, one may conclude that this is the extent of sport tourism-related events. However, in a study conducted by Ottevanger (2007), a third event category, 'local events', was highlighted. This classification is closely linked to Higham's (1999) small-scale event. This type of event is described as a minor event that is held on an annual basis with the possibility of participants outnumbering the spectators, i.e. participant led. Nonetheless, timing can have a major influence on local or small events, as sporting events that usually start small can successfully grow to become a major event (Tourism BC, 2011), confirming the notion that time is represented through change.

Sport tourism events are hosted to provide local entertainment, to enhance community pride and to stimulate spending in the host economy (Turco, 1998), but whatever the reason, there is always some form of impact on the destination and its residents. It is consequently important to understand the potential impacts of a tourism sporting event and its effects on the quality of life of residents (Fredline, 2000). Emphasis has been placed on researching the economic benefits associated with hosting an event and this has overshadowed the environmental and social impacts that also affect the host community. Social impacts, as defined by Fredline (2006), are "any impacts which potentially have an impact on the quality of life for locals", while Hall (1992) views social impacts as "the manner in which tourism and travel effect changes in the collective and individual value systems, behaviours patterns, community structure, lifestyle and quality of life". Table 1 summarises social impacts, reviewing the benefits and cost to the host community.

2.1. Social Impacts of Sport Tourism Events

<i>Benefits</i>	<i>Costs</i>
Increase in the level of local interest in the activity associated with the event	Social problems: <ul style="list-style-type: none"> Crime Prostitution Rowdy behaviour Drinking Drug use Violence Vandalism
Pleasure in experiencing event	Potential for intercultural misunderstanding
Influence on community pride and increased involvement of individuals in community activities	Changing moral values
The improvement of regional identity that is seen as being closely related to urban renewal	Dislocation of locals and loss of amenity as a result of noise and crowding
Entertainment and social opportunities for local residents Volunteerism – improve local social support networks	Commodification and commercialisation of traditional local events
Strengthen cultural values and traditions	Traffic congestion
Build national identity	

Sources: Fredline, 2006; Getz, 1991; Hall, 1992; Ritchie, 1984

Unlike economic and environmental impacts, social impacts are less intangible and the measurement deemed more complex (Kim & Petrick, 2005), particularly due to its subjective nature. One way of assessing the social impacts of events is through the attainment of the residents' opinions as they relate to the event. While many scholars are not in favour of this evaluation method, Fredline (2006) enforces the importance

of including societal concerns while assessing the general impacts of sport tourism event, as it will continue to contribute significantly to the improved planning and management of events in the future.

Burman (1981) states that time is part of social organisation and it interacts with other components and conditions of social organisation. Human perception of time and measurement has given rise to certain notions such as day and night, week, month, calendar, season, year, religious shrine festivals and non-religious events such as national holidays, different stages of life such as childhood, adolescence, and old age (Mughal, 2014). When assessing the impacts of sport tourism events, especially in tourism-dependent destinations such as Barbados, with a highly seasonal tourism industry, it is imperative to take seasonality into consideration. Through a social sciences perspective, this paper examines the impacts of hosting a sport event in tourism high season by taking into account local perceptions. As an experience that involves repetition, the annual sport event 'Run Barbados' underpins a cyclical time as tourism is marked by seasons, and seasonality is a cyclical expression of time.

Mules and Faulkner (1996) point out that hosting major sports events is not always an unequivocal economic benefit to the cities that host them. They emphasize that, in general, staging major sports events often results in the city authorities losing money even though the city itself benefits greatly in terms of additional spending in the city. They cite the example of the 1994 Brisbane World Masters Games which cost Brisbane A\$2.8 million to put on but generated a massive A\$50.6 million of additional economic activity in the state economy

Increasingly, sports events are part of a broader strategy aimed at raising the profile of a city and therefore success cannot be judged simply on a profit and loss basis. Often the attraction of events is linked to a re-imaging process and, in the case of many cities, is invariably linked to strategies of urban regeneration and tourism development (Bianchini & Schengel, 1991; Bramwell, 1995; Loftman & Spirou, 1996; Roche, 1994). Major events if successful have the ability to project a new image and identity for a city. The hosting of major sports events is often justified by the host city in terms of long-term economic and social consequences, directly or indirectly resulting from the staging of the event (Mules & Faulkner, 1996). These effects are primarily justified in economic terms, by estimating the additional expenditure generated in the local economy as the result of the event, in terms of the benefits injected from tourism-related activity and the subsequent re-imaging of the city following the success of the event (Roche, 1992).

2.6 Challenges Facing Sports Tourism in Kenya

The benefits accruing to a nation from sports tourism abound. Developing countries like Kenya are faced with security, infrastructural, corruption and sports management challenges that deprived them from enjoying the developmental packages of sports tourism. Safety and security of lives and properties are needed in order to encourage tourism including sports tourism. Sports tourists value their lives and properties and cannot risk them to the security flaws of any nation. Threats to security of lives and properties are serious challenges facing Kenya. The incessant bombing in the Northern part of the country is scaring that people live in fears. The Cases of kidnapping in southern Kenya is serious that nobody will think of bidding and hosting mega sports events. The security threats are enough to disqualify any city or country's bid to host any sports event. Local sports tourists even find it difficult to travel and

participate in sports events for the fear of either being kidnapped or consumed by bomb explosions at the sports venue. Insecurity has made many investors to flee back to their country or to another country to invest.

The engagement and satisfaction of sports tourists on sports events in Kenya have been marred by many infrastructural challenges. The epileptic power or electricity supply in Kenya always interrupts the smooth organization of sports events. In order to avoid embarrassment as a result of power outage, most Kenyan homes resort to generators. Kenyans strive to secure electricity generating set even if it is a small one popularly known as "I pass my neighbour generator" to ensure they have electricity when they need it. Kenya depends largely on standby generators even during sports events. Some sports tourists from developed countries that have steady power supply may find it difficult coming to Kenya where the supply of electricity is not reliable. Poor road network is another problem that is capable of scaring sports tourists in Kenya. Most Kenyan roads have been described as death traps rather than roads. The inadequacy or poor condition of sports facilities pose a great challenge to Kenya in hosting mega sports events such as Olympics, hence affecting the possibility of most foreign sports tourists coming to Kenya. There is now a shift from mere availability of sports facilities to the type or status of the sports facilities. Provision of world class sports facilities is pre-requisite to host mega sports events.

Corruption is a social menace that has eaten deep into most Kenyans. Foreign investors find it difficult to invest in the country. Fraudsters have given Kenya bad image that foreign sports tourists may find it difficult coming into the country for sports events. The fund meant for sports and infrastructural development are mismanaged and sometimes embezzled by Kenyans. Embezzlement of sports fund

has left the country with little or no sports facilities, making it difficult to comfortably bid and host sports competitions for sport tourists to attend cannot boast of world class sport facilities not because of lack of resources but due to corruption especially on the part of the political leaders who mismanage the resources.

The success of sports events depend on their management. Most sports programmes or events are not properly managed. This could not be far from the fact that non-professional are in sports leadership positions. When a sports programme is not properly managed and administered, it will not be interesting for sports tourists to attend and participate. Sports programmes do not receive the expected and needed media coverage to create awareness in Kenya. The driving forces of sports events like sponsorship are yet to meet up with the practice in developed countries. Sometimes, poor officiating has made some potential sports tourists not to travel and participate in sports events in Kenya.

Kenya faces censure from the World Anti-Doping Agency for failing to carry out a full inquiry into the alarming surge in the number of their athletes caught taking banned drugs. The issue is to be discussed at Wada's world conference on doping in sport in Johannesburg next month. According to Kenyan Athletics head Isaiah Kiplagat, Wada had given the Kenyan Olympic Committee (Nock) and the country's sports ministry a deadline of November to produce a report on their progress. Sources have told the BBC that with only two weeks to go to the World AntiDoping Agency conference, no correspondence has been received. According to one of Kenya's greatest distance runners, Moses Kiptanui, he believed the country have a major problem. One of the biggest problems for Kenya has been the lack of a World Anti-Doping Agency accredited blood testing laboratory in the country. The nearest facility

is in South Africa, which means collecting, transporting and analysing blood samples is extremely difficult.

According to BBC, plans have been scrapped and an alternative lab in neighbouring Ethiopia is now being considered. IAAF statistics for 2013 show that their anti-doping teams have carried out 725 tests on Kenyan athletes 307 in competition and 418 out of competition - which represents a big increase in the scrutiny of the country's top runners (Athletic Kenya, 2011). According to Mr Hicham El Amrani, Kenya could not be included on the list of official bidders released by Caf because the government guarantee had not been presented by the time of the meeting held in Cape Town, South Africa (Super Sports, 2014) In Kenya, the sport has been accosted by enormous setbacks with it not being in the limelight for eons. The hoodoo can be as a result of poor management, lack of facilities or even lack of an organization which can sponsor the talents in boxing (Munene, 2013).

Despite this distinct anomaly, individuals and groups have taken the initiative to nurture and enhance the sport with the little or vast experience they possess in the sport. FIFA shares the success of the FIFA World Cup to support football development projects in our 209 member associations across the globe. Football has flourished as a global game because of this support. With more than \$500,000 USD going into these programmes each day, we are spending more than ever on football development. Many member associations depend on this support to finance their day-to-day operations. It ensures that football can have a solid foundation throughout the world (FIFA, 2013).

2.7 The Nature of Sports, Tourism and Sports Tourism

In spite of the difficulties encountered in defining the terms, the intention is to bring out their salient features. To examine the nature of sports, tourism, and sports tourism is to engage in a conceptual inquiry wherein we examine our terms more closely and attempt to trace out some of their “logical interdependencies” (Downward, 2005).

2.7.1 The Nature of Sports

In order to explore the diverse phenomenon of sports, it is helpful to examine the roots of conceptual analysis of games and sports. First, the researcher looked at some seminal ideas regarding the concepts of sports, work, and play since the sports experience from professional to casual types of involvement crosses the spectrum from work to play. Second, the researcher outlined a model of sports (Haywood, 1994) that focuses on it as an experience of physical activity.

2.7.2 Seminal Conceptions of Sports

Downward (2005) argued that play was the foundation of human culture. Although sports was not the same as play, he saw the play element as a valuable ingredient of sports. According to Huizinga, sports without play becomes separated from culture and then holds little worth for mankind. His definition of play involves three characteristics: (1) freedom and spontaneity: the player cannot be forced to play, (2) separateness: play has boundaries of time and place, and (3) regulation: during play the only “rules” are those inherent to play itself. Although Huizinga referred to “Sports and athletics,” he made no attempt to classify them, but his analysis of play is relevant given our view that sports is necessarily a play-like activity.

Downward (2005) defined sports as institutionalised, competitive physical activity located on a continuum between work and play. His view illustrated the relevance of

Huizinga's formative play thesis but suggested that sports contained elements of both play and work. Rigauer (1997) went further than this; he started his critique from the point that sports and work were structurally analogous and claimed that top-level sports had lost its playful, spontaneous character. Sports in the modern world, in its obsession with measurement, technique, standards, and competition, had become work. Elite athletes who failed to achieve would, like workers, be eliminated. Sports' potential to improve health and reduce time lost through illness was its main justification. Thus Rigauer's critique embraced all levels of sports, from the elite professional to the recreational.

Though Rigauer's views are thought-provoking, he puts too much emphasis on professional sports on the one hand, and on the other, leads us to think that "it is largely workers who take part in sports" (Mason, 1998). Guttman (1999) countered this assumption from an American perspective, noting that movement up sport's achievement ladder to the top levels was disproportionately weighted in favour of the socially advantaged, and Mason (1998) concurred that this was also the case in Britain. Further, Rigauer's critique tends to disregard the huge volume of participants who, voluntarily and independently, seek little more than enjoyment from their participation.

The resolution of this difficulty seems to be to make a separate category called recreation for non-professional levels of Sports participation. Yet, because recreationists engage in the same physical activities and use, very largely, the same facilities as professional Sportspeople, and because the dividing line between amateur and professional athletes is now meaningless (for example, Olympic Games participation is now open to all true amateurs and Sportspersons still claiming amateur

status while receiving large financial rewards), our conceptualisation of sports sees it as crossing the whole spectrum from work to play, embracing Sportists who are serious and competitive as well as those who are merely casual and playful.

2.8 Sports as Growing Segment of the Tourism Industry

The development of leisure and holiday time and pursuits during the last 40 years can be divided into four phases: firstly the post war period up to the end of the '50s. Here, leisure and holiday time was for recreation, for relaxation after hard work. People stayed at home, went to the seaside, to the countryside, or to the mountains, not to swim, walk, or hike, but mainly to rest. Secondly, sports in the '60s. This was a period characterised by consumption. Mobility became greater because of improvements in the means of transportation. Tourism was characterised by leaving the home, resting, and eating well. Thirdly, sports in the end of the '60s up to the '80s. New trends appeared, the concepts of development, activity, social engagement, pleasure, companionship, and self-enrichment were central in society; in other words, the recreation-oriented person wanted to participate in an active way, to observe intensively, and to enjoy consciously. Sports during holidays were becoming popular. Major Sports were walking, hiking, and swimming, but there were "new" Sports as well, such as sailing and tennis. Club holidays proved successful. Lastly, sports in the '90s are characterised by the matching of leisure activities the mutual benefits of an economic "marriage of convenience" between sports and tourism are clearly perceptible. The term *-sports tourism* has been coined. Tourism is offering a lot of sports-oriented programs; sports is often practiced in combination with tourism (for example, bicycling and walking tours).

2.9 Theoretical Framework

In order to gain an understanding of the role played by sporting activities in the development of tourism at Nairobi County, social exchange theory has been used as the relevant theoretical framework. The researcher used Social Exchange Theory (SET) which is a social psychological and sociological perspective that explains social change and stability as a process of negotiated exchanges between parties (in this case the sports activities and tourism development). The theory posits that all human relationships are formed by the use of a subjective cost-benefit analysis and the comparison of alternatives (Homans, 1958). According to the theory and in line with the study, stakeholders and sports tourists are willing to participate in sports activities if they are sure that they are likely to gain benefits without incurring unacceptable costs, thus making the framework relevant to this study. This theory is a behavioral theory that aims to understand and predict individuals' reactions in an interactive process (Ap, 1990). Exchanges are used to illustrate behavior in this theory, implying that residents take part in sport tourism exchanges, share community resources with visitors, and make use of sport tourism resources developed as a result of the event (Fredline, 2005).

2.10 Conceptual framework

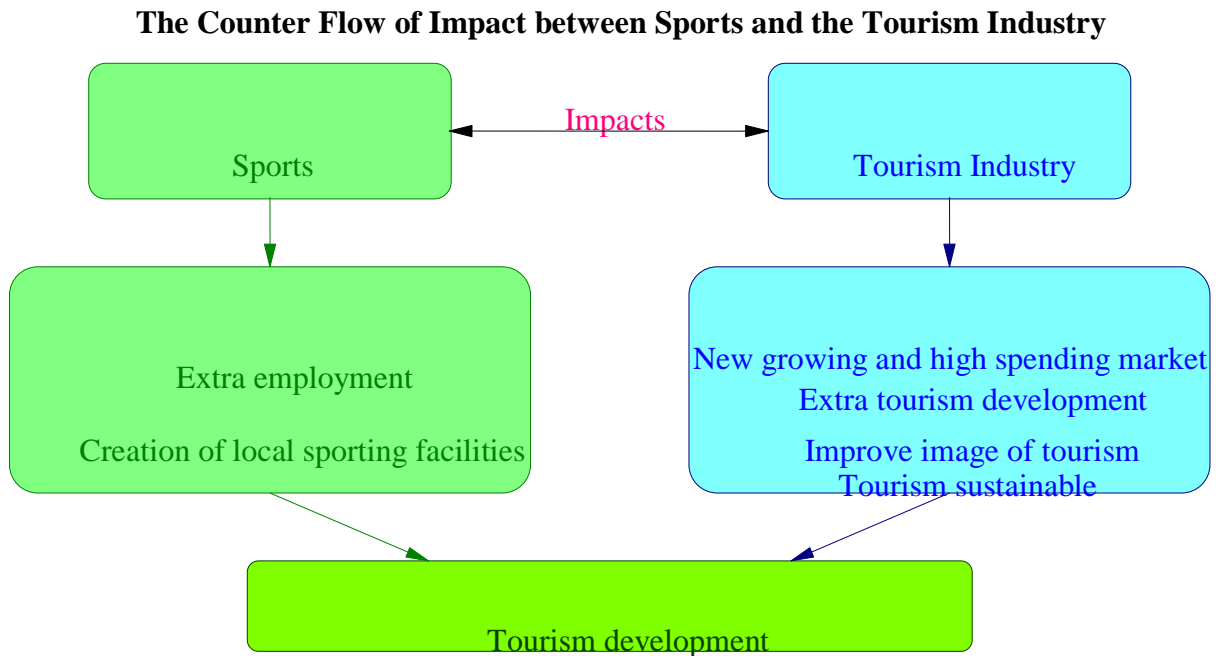


Figure 2.2: The Counter Flow of Impact between Sports and the Tourism Industry

According to Figure 2.2, tourism gains numerous benefits from sports, this could be attributed to the fact that it helps to sustain the sporting. Similarly sporting could be viewed as sustaining tourism and therefore any benefit accruing are partly due to sporting. This shows their mutual interdependence: invariably these benefits are stated in economic terms as shown by the above conceptual framework. Major towns of Kenya act as tourism destinations, attracting domestic and international visitors including holiday makers as those on business or conference trips being their primary motives sorting is said to play a big role in their attractiveness.

While sports features as an essential part of many other tourist products, tourism helps bring in some extra revenue to these activities by still attracting tourists. It helps them to be preserved and conserved while still being modified to cater for the changing tourist expectations. With the concept of alternative tourism being on the rise, this depicts an advantage to the sports which are a part of it, together they support and sponsor both the government and private sector. Existence of tourism creates more demands and expectations that can only be satisfied by sports which therefore call for more service providers to provide those services as well as benefiting the residents in the vicinity through utilisation of these facilities.

On the other side, sporting activities staged in the region attract tourists, and therefore it helps generate revenue for the industry. These parts also generate its own market of tourists who contribute to the tourism side as a new growing and high spending market. Sporting is known to extend a stay in a site or tourism destination and shape the image or facility or a site /place. Finally sports related tourism is considered greener than other forms of tourism (English Tourism Board, 1992). Consumption of these arts are not damaging hence sustainable as opposed to other forms of tourism. Thus provide such a tourism which total with growing trend of treating the environment more responsibly (ETB, 1992). Therefore, these mutual benefits contribute to the two key variables of the study from the conceptual framework guiding this research study.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the methodology that was used in the study. It describes the study area, research design, target population, sample size and sampling techniques, data collection procedures, validity and reliability of research instruments, data analysis as well as ethical considerations.

3.2 Study Area

The study area was Nairobi County. The study area is located in Nairobi which is the capital city of Kenya. Nairobi is the most populated city in East and central Africa with a population of Nairobi of 3,138,295 persons living within 696 km², (Kenya National Bureau of Statistics, 2010). Nairobi is the capital city of Kenya at 1°19' south and 36°59' east of the Prime Meridian and at an altitude of nearly 1,689 meters above sea level. It is situated in Southern Central Kenya. The area was found suitable because it is the headquarters of most of target respondents who are officials of umbrella bodies of sporting organisations. These are members of Kenya Sports Association like Football Kenya Federation, Athletic Kenya, Kenya Rugby Football and Kenya Volleyball Association among others.

3.3 Research Design

Cooper and Schindler (2006) define research design as the blueprint for fulfilling objectives and answering questions. According to Kombo and Tromp (2006), it is thought of as a structure of research while Orodho (2003) describes it as the scheme, outline or plan that is used to generate answers to research problems. It is a plan and structure of investigation so conceived as to obtain answers to the questions

(Creswell, 2002). It expresses both the structure of the research problem and the plan of investigation used to obtain empirical evidence on the relations of the problem. This study adopted descriptive survey research design. Descriptive statistics was used to obtain useful data that helped in evaluating present phenomena and provided a framework for decision making. Survey research design was appropriate for this study because it enabled the researcher collect information concerning sports and tourism in Nairobi County as regards to the socio economic constraints of sports management and planning and makes possible conclusions from the findings of the study.

3.4 Target Population

Altinay and Paraskevas (2008) defined target population as any group of individuals who have one or more characteristics in common that are of interest to the researcher. The study targeted sports tourism stakeholders comprising of government officials, sports administrators, managers, sponsors and sports tourists in Nairobi region.

3.5 Sample Size and Sampling Procedures

A sample of 20 stakeholders and 162 sports tourists acted as the representative sample for the present study. Purposive sampling technique was used to select a sample size of Twenty (20) stakeholders who were interviewed while stratified random sampling technique was used to select 162 sport tourists. Sports tourists were stratified according to the following strata; golfers, footballers, tennis players, rugby players, athletes and others (see Table 3.1); random sampling was then used to select the required respondents from each stratum. These respondents were then given a different set of questionnaire to complete.

Table 3.1. Sample Size

Strata	Criteria for proportions	Sampled %	Sample	% of proportion
Golfers	20	30	6	4
Athletes	200	30	60	37
Tennis players	30	30	9	6
Rugby players	100	30	30	19
Footballers	150	30	45	27
Others	40	30	12	7
Total	540		162	100

Source: Researcher (2011)

According to Neumann (2000), when a population is more than 10,000, 10% is taken as the sample size and 30% is taken as the sample size from a population which has persons below 10,000. Therefore from the criteria for allocating proportions for each of the categories, the resultant sample size was 162.

3.6 Data Collection Instruments

Primary data was collected using semi-structured questionnaires. Interviews to some selected respondents were also used to collect primary data. Secondary data was collected from existing literature, media releases, internet and textbooks

3.6.1 Questionnaire

According to Mugenda and Mugenda (2003), questionnaires are commonly used to obtain important information about the population and each item in a questionnaire addresses a specific objective and research question of the study. According to Kothari (2004), the use of questionnaires has the following advantages; they are easier to administer and analyse and economical in terms of time and money, there is low cost even when the universe is large and is widely spread geographically, it is free from the bias of the interviewer; answers are in respondent's own words, respondents

have adequate time to give well thought answers, respondents who are easily approachable can also be reached conveniently and large sample can be made use of and thus the results can be made more dependable and reliable. This tool was used because it enabled the researcher to collect data from a large number of respondents within a short period of time.

The questionnaires consisted of mostly closed-ended and a few open-ended items. The questionnaire was generally designed to answer and correspond with the various objectives, section one of the questionnaire sought to determine the effect of sporting activities in development of tourism in Kenya, section two examined the challenges faced in Nairobi County in promoting sporting activities, section three established the relationship between Sports and tourism in Nairobi county and section four established the possible ways of diversifying the various forms of sporting activities in Nairobi county.

3.6.2 Interviews

Interview schedules are advantageous in that they provide an in-depth data and there is a greater opportunity to explain and clarify the question and purpose of the study (Mugenda & Mugenda, 2003). Interviews enabled the researcher probe the interviewee further thereby obtaining explanation and illustrations for certain responses. The interviews were semi-structured and were conducted between the months of April and June, 2011.

3.7 Data Collection Procedure

The researcher sought clearance administration of the instruments to carry out the study from National Commission for Science, Technology and Innovation (NACOSTI). This was aimed at facilitating involvement of sports stakeholders and

sport tourists in Nairobi Region in the study. Once permission was granted, the researcher visited them. He also introduced himself to the sports stakeholders and sport tourist and ensured that instructions to respective respondents were made clear to them. The researcher delivered the questionnaires personally. He also ensured that instructions to respective respondents were made clear to them. A period of three days was given to respondents to fill the questionnaires, after which the researcher collected them. Interview schedules were conducted to enable the interviewee to give personal opinions of the problem under study. The sports stakeholders were informed in advance about the intended interview. This saved time for negotiations with the respondents.

3.8 Validity and Reliability of Research Instruments

3.8.1 Validity of Research Instruments

According to Kothari (2004), validity is the accuracy and meaningfulness of inferences based on the research results. The test must produce information that is not only relevant but free from systematic errors. To ascertain the validity of the research instruments, the researcher consulted the two supervisors as well as other researchers in the department. Their clarification was used to make improvements on the instruments.

3.8.2 Reliability of Research Instruments

Reliability refers to a data collection test as having the ability to consistently yield the same results when repeated measurements are taken of the same individuals under the same conditions (De Vaus, 2002). Before actual data collection, the researcher established the reliability of the research instruments. The test re-test method was used to obtain the two scores which were correlated using the Pearson's Product

Moment Correlation Coefficient Statistics and the Cronbach's alpha to establish the reliability of the instruments. The Cronbach's coefficient alpha of 0.7 was obtained which implied that the research instruments were reliable and therefore the researcher adopted the research instruments.

3.9 Data Analysis

Data analysis was carried out with the assistance of Statistical Package for Social Sciences (SPSS), the first step of data analysis was coding of the questionnaires according to their various categories and information. Descriptive statistics was used to summarise data to pave way for further inferential statistics which aided interpretations, conclusions and recommendations. Descriptive statistics used frequencies, percentage, means and standard deviations while inferential statistics used chi square. Results were presented in form of tables and figures. Qualitative data was analysed using content analysis; this involved reviewing the responses and making crucial generalisations based on certain themes obtained from literature review.

3.10 Ethical Considerations

Since social research involves human beings, there is great need for informed consent. The respondent had the right in deciding whether to be interviewed or not. Also, an individual had a right to choose/pick for him/herself the time and circumstances under which she or he could be interviewed. It was also the right of the participant to determine the extent to which his/her attitudes, beliefs and behaviours are either to be shared with the researcher or to be withheld. These rights must be respected always.

Finally, the researcher gave confidence to the respondents through voluntary and informed consent. Information from given respondents was meant only for the work it was intended for the purpose of the study. Information that was obtained was used only for academic purposes.

CHAPTER FOUR

DATA ANALYSIS, PRESENTATIONS AND INTERPRETATIONS

4.1 Introduction

This chapter gives a detailed account of the results from the data collected and analysed. The presentation of the results is per the study objectives. As earlier stated in the introductory pages of this research the broad objective of the study was to establish the impact of sporting activities in development of tourism in Nairobi County. In order to critically define, describe and understand this objective, the following specific objectives were studied: To examine the impact of sporting events on tourism development in Nairobi Kenya, to explore the factors influencing the development of sports tourism in Nairobi, to assess the opportunities for diversification of sporting events for the benefit of the tourism development in Nairobi and finally to examine the challenges facing the development of sports tourism in Nairobi.

4.2 Demographic Information of Respondents

Socio-demographic data was collected and analysed to give a clear understanding of the background of the respondents who participated in the study. In summary a total of 162 sports tourists and 20 sports stakeholders participated in the study, averagely the male to female ratio was 70:30. Almost half (50%) of the respondents were aged between 25-35 years with at least a college level of education. For the sports tourists, about 68% of them were involved in sports through private arrangements. A summary of the sample profile is given in Table 4.1 below:

Table 4. 1: Demographics of Sports Tourists and Stakeholders

		Sports Tourists		Sports Stakeholders	
		N	%	N	%
Gender	Male	125	77.16	14	70
	Female	37	22.84	6	30
	Total	162	100	20	100
Age bracket		N	%	N	%
	18-24	53	32.72	2	10
	25-35	65	40.12	11	55
	36-45	25	15.43	7	35
	46 and above	19	11.73	0	0
	Total	162	100	20	100
Level of education		N	%	N	%
	Primary	2	1.25	4	20
	Secondary	44	27.50	5	25
	College	48	30.00	11	55
	University	66	41.25	0	0
	Total	160	100	20	100
Category of involvement		N	%	N	%
	Government	44	31.65	10	50
	Private	95	68.35	10	50
	Total	139	100	20	100
Sports the respondent is involved in		N	%	N	%
	Rugby	14	8.75	2	10
	Football	57	35.63	5	25
	Athletics	41	25.63	7	35
	Golf	8	5.00	3	15
	Tennis	13	8.13	3	15
	Basketball	23	14.38	0	0
	Karate	1	0.63	0	0
	Swimming	1	0.63	0	0
	Hockey	1	0.63	0	0
	Volleyball	1	0.63	0	0
	Total	160	100	20	100

Source: Field data, 2011.

The time the respondents had participated in the sport tourists of their choice, and years of experience in the association or federation for the sports stakeholders was

examined. 36% and 31% respectively of the sports tourists stated that they had participated in the sport of their choice for 1-5 years and 6-10 years respectively. More than 50% of the sports stakeholders had held their positions for about 11-15 years and this is represented in Figure 4.1 and 4.2 below.

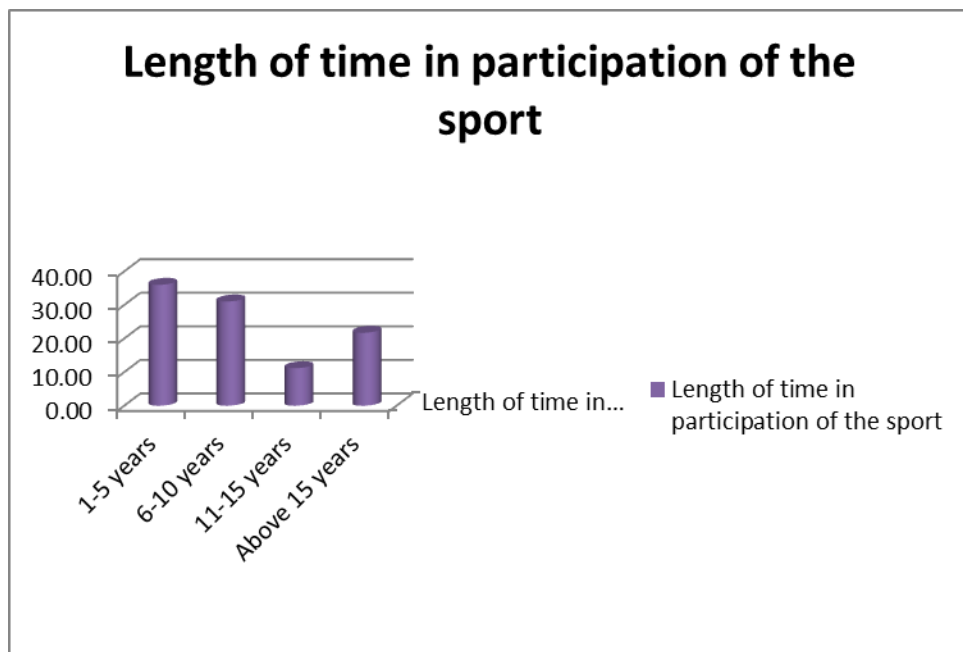


Figure 4. 1: Length of Time in Participation of the Sport

Source: Field data, 2011.

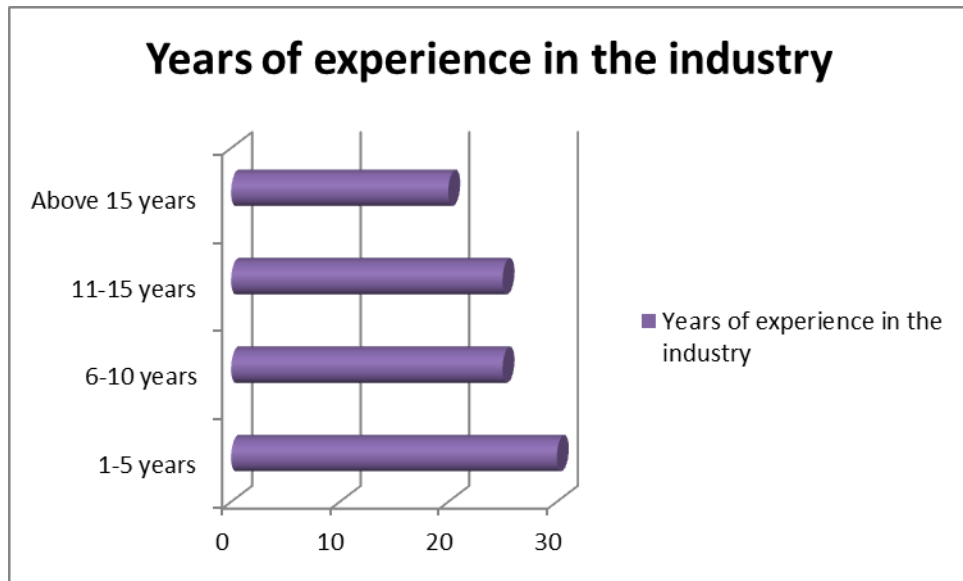


Figure 4. 2: Years of Experience in the Sports Industry

Source: Field data, 2011.

Note that 55% of the stakeholders interviewed were associate members of a sports federation, 25% held coaching positions at various sporting clubs whereas 20% were sports journalists. This is represented in Figure 4.3:

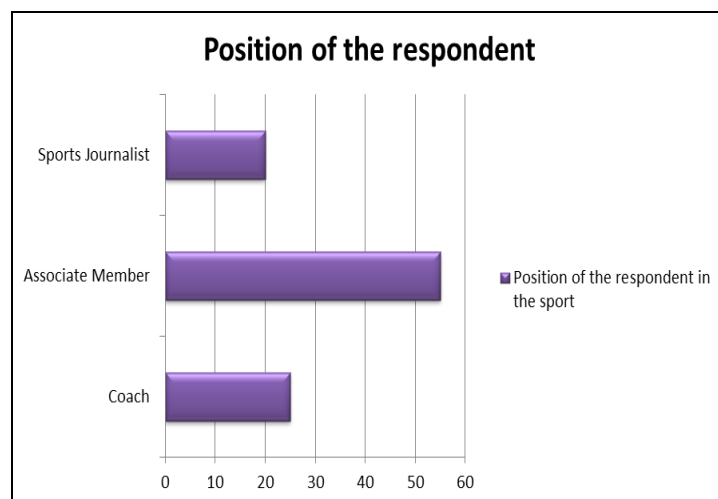


Figure 4. 3: Various positions the sports stakeholders hold

Source: Field data, 2011.

4.3 Impact of Sporting Activities on Tourism Development

Primary objective of this research was to investigate the impact of sporting activities in development of tourism. To get to the root of this objective, the researcher began by examining the impact of sporting events on tourism development. A critical look was given into the organisation of the sports by the stakeholders. The stakeholders were asked whether or not they included tourism attractions in the itinerary of the particular organized sports events. The researcher took this as a key step in promotion of tourism. It was overwhelming that all (100%) of the stakeholders did include tourism attractions in the program. 14% of the stakeholders advised the sports tourists to visit Kenyatta International Conference centre. Other sites that were promoted include Mamba village, Karura forest, the Nairobi central business district, Bomas of Kenya amongst others. It is important to note that 80% (16) of the interviewed sports stakeholders held the opinion that sporting activities in the Nairobi County have an impact on tourism development as a result there was more need to integrate sports with tourism.

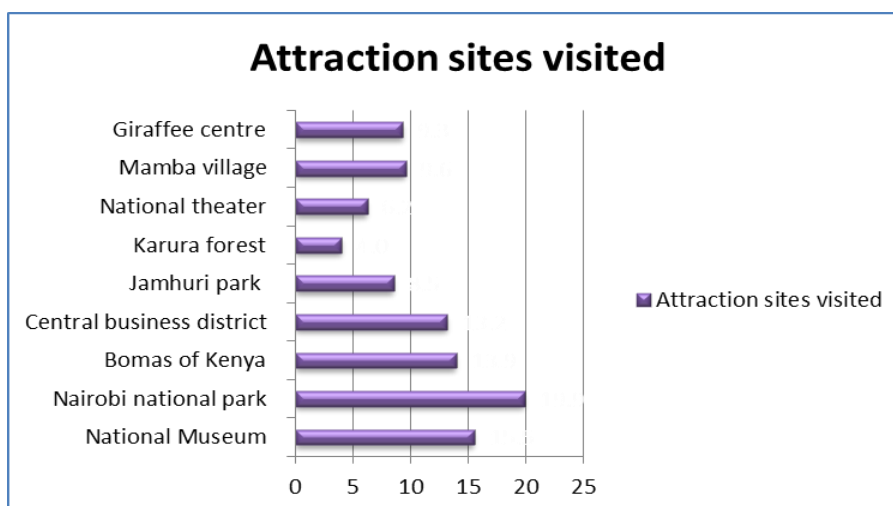
In as much as the various tourism attraction sites are advertised and promoted, the researcher was interested in learning about the approximate percentage of the tourists who actually visit these sites when in Nairobi for sporting activities. Above 65% of the tourists visited the attraction sites each time they were in Nairobi for sports as indicated in Table 4.2 below:

Table 4.2: Visiting tourism attraction sites in Nairobi during sporting activities

Visiting tourism attraction sites in Nairobi during sporting activities		
	Frequency	Valid Percent
Yes	106	65.43
No	56	34.57
Total	162	100

Source: Field data, 2011.

The Figure 4.3 below gives a quick view of some of the most promoted tourism attractions sites in Nairobi County by the various sports stakeholders. From the findings, Nairobi National Park was the most visited attraction, while Karura Forest was the least visited.

**Figure 4. 4: Attraction Sites Visited by the Sports Tourists**

Source: Field data, 2011.

In conclusion, the respondents were inquired on whether they visited any particular tourism attraction sites in Nairobi during sporting activities. Moreover, they were also asked on the attractions sites in Nairobi County. From the interviews, the respondents were inquired on the potential contribution of sporting activities to the development of tourism in Nairobi County. One interviewee mentioned that:

...Nairobi being the capital city of Kenya attracts both locals and international tourists as a result of top stadia in the country namely Kasarani Safaricom Stadium and Nyayo stadium have been rehabilitated...

NCR - I - 1 - 1

Another one added the following:

...Roads and transport network makes Nairobi the pivotal point when it comes to hosting sports events and as a result the government has invested in expanding landing terminals...

NCR - I - 2 - 1

Moreover, another reiterated that:

... There is improved security in Nairobi and its outskirts and this creates confidence to anybody who would like to organize or sponsor events within Nairobi County...

NCR - I - 3 - 1

In addition, it was clear that:

...With the coming up of Thika superhighway, there is a reduction of traffic and this makes it very easy to access Kasarani Safaricom Stadium...

NCR - I - 4 - 1

Furthermore, it was realised from the interviews that:

...More international coaches and managers are coming to work in Kenya...

NCR - I - 5 - 1

To add on that:

...More development both in tourism has been felt as a result of building facilities for the youth...

NCR - I - 6 - 1

4.4 Benefits of Sporting Activities

When asked what they have observed over time to be the ultimate benefits from sports tourism, most of the stakeholders stated economic, sociological, cultural, attraction awareness and conservation of the environment as the benefits sports tourism generate as portrayed in Table 4.3 below. Most of the stakeholders agreed that economic benefits are the most occurring and enjoyed as a result of sports tourism.

Table 4.3: Benefits of Sporting Activities

Benefits of Sporting activities	Frequency	Percentage
Economic benefits	7	35
Sociological benefits	3	15
Cultural benefits	3	15
Attractions awareness	6	30
Conservation of environment	1	5
TOTAL	20	100

Source: Field data, 2011.

Attitudinal statements were subjected to the respondent to get their clear perception on the possible benefits they accrue as a result of sports tourism. The respondents were expected to make a choice on a likert scale. The extremes were 1 (strongly agree) whereas, the tail end of the likert scale was 5 (strongly disagree). Arithmetic mean for the response given was obtained and compared to the scale. Of particular interest was the statement ‘sports are a key entertainment of tourist’ and other statements as portrayed in Table 4.4 below:- The arithmetic mean obtained for this was 1.2 which tends to 1 thus implying that the respondents are strongly agreeing with this statement.

Table 4. 4: Attitudinal Statements on the Benefits

Statement	Mean	Standard Deviation	Minimum score	Maximum score
Sports creates tourism awareness	1.35	0.745	1	5
Sports contributes to environmental conservation	2.55	0.759	1	5
Sports attract many tourists to Kenya	1.90	0.852	1	5
Sports are unreliable motivators for tourism	2.27	1.402	1	5
Sports events contributes to infrastructure development	5.00	0	1	5
Sports are a key to entertainment of tourists	1.20	0.41	1	5
Overall mean of positive statement	2.38			

Source: Field data, 2011.

As above stated the respondent stated that sports tourism has propagated economic benefits. 65% of the sports tourists admitted to have bought tourism services at least accommodation and transport services. A breakdown of the results is given in Table 4.5 below:

Table 4. 5: Tourism Services Bought by the Respondents

Tourism services bought by respondents		
	Frequency	Valid Percent
Yes	103	65.6
No	54	34.4
Total	157	100
Type of service bought by the sport tourist		
	Frequency	Valid Percent
Transport	24	21.6
Visiting attractions	42	37.8
Auxiliary services	6	5.4
Buying of souvenirs	10	9.0
Catering services	5	4.5
Accommodation	24	21.6
Total	111	100

Source: Field data, 2011.

4.5 Factors Influencing Sports Tourism Development

Table 4.6 provides the relationship between identified factors and their influence on development of sports tourism. The study provided an insight of factors influencing the development of sports tourism in the county. Both the stakeholders and the tourists were subjected to categorical objective questions which were used to generate the possible factors influencing development of sports tourism. After generation of the data, the various aspects were condensed to form two broad factors a) Internal factors b) external factors. The next step was to subject the identified categorical variables to chi-square test of independence, primarily to establish if relationships exist between the two variables. Sports tourism development was one broad categorical variable whereas the other identified factors of sports leadership,

infrastructural development, security, sports policy and economic contribution of sports formed the categorical variables. These factors were chosen because they were deemed to influence the sporting activities in Nairobi County. The statistical test was performed with a 95% confidence interval (that is $P = 0.05$). The results for the analysis are summarized and represented in Table 4.6 below:

Table 4.6: Relationship Between Identified Factors and their Influence on Development of Sports Tourism

Factor	Chi-square Value (χ^2),degrees of freedom (df), P-Value (p)		
Sports Leadership	$\chi^2=1.250$,	df=1	P=0.24*
Infrastructural development	$\chi^2=9.286$,	df=1	P=0.538*
Security of Nairobi County	$\chi^2=20.000$,	df=1	P=0.14*
Sports policy	$\chi^2=39.594$,	df=1	P=0.07*
Economic contribution of sports	$\chi^2=2.138$,	df=1	P=0.43*

Source: Field data, 2011.

Sports leadership, Nairobi county infrastructural development, security of Nairobi county, external environment and economic benefits generated by sports to the county

were identified as factors influencing development of sports tourism. On the cross-tabulation between the demographics of respondents and the impact of sporting activities on tourism development as shown in Table 4.7, gender had 71.4% agreeing and 28.6% of them disagreeing that sporting activities have any impact on tourism development. The females had 100% agreeing with the statement. The chi square value was 2.143, degree of freedom was 1 and the p value was 0.143. Age bracket had 18-24 and 25 – 35 years both had 100% agreeing with the statement. Those of 36 – 45 years had 42.9% agreeing and 57.1% of them disagreeing that sporting activities have any impact on tourism development.

Other results on age were $\chi^2 = 9.286$, $df=2$ and $p < 0.010$. Concerning level education attained, all those with secondary education disagreed with the statement that sporting activities had any impact on tourism development. All those with college and university education agreed with the statement that sporting activities had any impact on tourism development. Other results on level of education were $\chi^2 = 20.000$, $df=2$, $p < 0.001$. This meant that the most significant demographic factor was age with the lowest chi-square value and the highest p value.

Table 4.7: Cross-tabulation between demographics and sporting activities impact on tourism development

Cross-tabulation between demographics and sporting activities impact on tourism development						
		Sporting activities has an impact on tourism development		Total		
		Yes	No			
Gender of the respondent	Male	Count	10	4	14	$\chi^2 = 2.143$, df=1, p=0.143
		%	71.4%	28.6%	100.0%	
	Female	Count	6	0	6	
		%	100.0%	0.0%	100.0%	
Age bracket of the respondent	18-24	Count	2	0	2	$\chi^2 = 9.286$, df=2, p<0.010
		%	100.0%	0.0%	100.0%	
	25-35	Count	11	0	11	
		%	100.0%	0.0%	100.0%	
	36-45	Count	3	4	7	
		%	42.9%	57.1%	100.0%	
Level of education attained	Secondary	Count	0	4	4	$\chi^2 = 20.000$, df=2, p<0.001
		%	0.0%	100.0%	100.0%	
	College	Count	5	0	5	
		%	100.0%	0.0%	100.0%	
	University	Count	11	0	11	
		%	100.0%	0.0%	100.0%	

Source: Field data, 2011.

4.6 Opportunities for diversification of sporting activities

The assessment of the opportunities for diversification began by examining the current state of sporting activities in Nairobi County. As a result, the researcher was

interested in knowing what the sports tourists thought were the best suited sports for the County. 13.65% of the tourists stated that the current existing sports facilities would cater mostly for football and rugby.

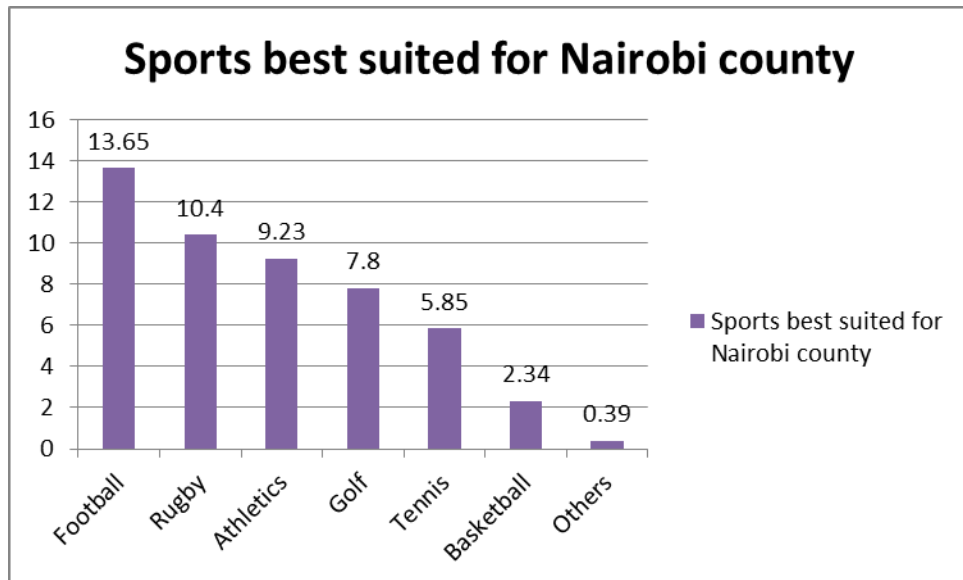


Figure 4.5 : Sports Best Suited for Nairobi County

Source: Field data, 2011.

Most of the tourists 40% said that Nairobi County is very popular as a sporting destination indicating that Nairobi was a very popular sporting destination which portrays its potential for more sporting activities in times to come. 34.67% said is popular, 20.67% said it was quite popular while 4.67% said Nairobi was not popular as a sporting destination. Table 4.8 below gives the breakdown of the figures.

Table 4.8 : Popularity of Nairobi County as a sporting destination

Popularity of Nairobi as a sporting destination		
	Frequency	Percentage
Not Popular	7	4.67
Quite Popular	31	20.67
Popular	52	34.67
Very popular	60	40.00
Total	150	100

Source: Field data, 2011.

From the results, on the frequency of visits to sporting activities at Nairobi County Table 4.8 is shows that most of the respondents, 34.21% oftenly come to Nairobi for sporting activities, 30.92% very oftenly, 19.08% quite often while 15.79% rarely come to Nairobi for sporting activities, respectively as shown by Table 4.9.

Table 4.9: Frequency of visits to sporting activities at Nairobi County

How often the respondent comes to Nairobi for sporting activities		
	Frequency	Percentage
Rarely	24	15.79
Quite often	29	19.08
Often	52	34.21
Very often	47	30.92
Total	152	100

Source: Field data, 2011.

After establishing the much potential for sports tourism in Nairobi County, the researcher descriptively analysed the possible recommendations by the sports tourists

on possible ways that can better the sporting activities as a result opening ways for diversification of sports tourism. 43% of the sports tourists had the idea that upgrading the existing sporting activities to a standard that accommodated more sporting activities might be one of the best ways to ensure diversification of sporting activities, the use of media as was examined later in this section was also mentioned as a possible channel for advertisement. It is important to note that the existing government, both the Nairobi County and the Central government were challenged to get involved in sports tourism. Still on strategies to better sporting activities revisiting Nairobi for touristic purposes was agreed on with 90.2% of the total respondents. Further on the reasons for revisiting Nairobi for touristic purposes given a chance 57.28% said conducive environment for recreation for example friendly people and good sporting culture and facilities and 42.62% said presence of historical and other attraction sites were the main reason for visting Nairobi. Table 4.10 below gives the recommendations and goes ahead to give a descriptive assessment of the potential of Nairobi for diversification.

Table 4.10 : Strategies to Better Sporting Activities

Strategies to better sporting activities		
	Frequency	Percentage
Upgrading existing sporting facilities	57	42.54
Sensitizing citizens on sports and its benefits	13	9.70
Improve security	25	18.66
More government involvement	12	8.96
Use of print media to advertise and popularise activities	4	2.99
Improve leadership and management of sports	13	9.70
Encourage youth sporting activities	10	7.46
Total	134	100
Revisiting Nairobi for touristic purposes		
	Frequency	Percentage
Yes	138	90.20
No	15	9.80
Total	153	100
Reasons for revisiting Nairobi for touristic purposes given a chance		
	Frequency	Percentage
Presence of historical and other attraction sites	52	42.62
Conducive environment for recreation for example friendly people and good sporting culture and facilities	70	57.38
Total	122	100

Source: Field data, 2011.

According to Table 4.11, the sports tourists were asked on the strategies that can be used to improve the participation in sporting activities. There is a need to organize more league events had a mean of 1.45 and standard deviation of 0.51. All games" events have output than a single game had a mean of 1.5 and standard deviation of 0.0.761. Sports participants should be involved in tourism had a mean of 2.05 and standard deviation of 0.826. New form of sports should be developed had a mean of

1.3 and standard deviation of 0.733. Sports facilities should be improved had a mean of 1.15 and standard deviation of 0.366. Overall mean of positive statement had a mean of 1.49 and standard deviation of 0.232. From the findings, it is clear that the main issue according to the respondents was that the sports facilities need to be improved.

Table 4.11: Strategies to improve participation in sporting activities

Statement	Mean	Standard Deviation
There is a need to organize more league events	1.45	0.51
All games" events have output than a single game	1.5	0.761
Sports participants should be involved in tourism	2.05	0.826
New form of sports should be developed	1.3	0.733
Sports facilities should be improved	1.15	0.366
Overall mean of positive statement	1.49	0.232

Source: Field data, 2011.

Most (78%) of the interviewed sports tourists stated that they got to know about sporting activities in Nairobi through public relations, internet development and from fellow sports men. When asked about the most efficient mode of communication used in the past by the stakeholders, 90% of them stated that print and broadcast modes of communication are the most efficient.

Most of the travel plans are made to develop an area not sufficiently focused on the development of local human resources carried out due to their inability to perform. Tourism can have a significant impact on the society, particular on the local residents. Before holding an event, it should be taken into account the effects of those events on the economic as well as the socio-cultural welfare of the community. The

beneficiaries of such events include hotels and resort operator, food and beverage business and craft vendors. When the sports are held, there is an increase in sales.

Therefore from the preceding section, it was realised that according to the questionnaire respondents, sporting activities had an impact on tourism development. Moreover, sporting activities were deemed beneficial in economic, sociological, cultural perspectives. Furthermore, the questionnaire respondents reiterated that sports leadership, infrastructural development, security, sports policy and economic contribution of sports were factors regarded to influence tourism development.

The questionnaire respondents were asked on the tourism services bought by respondents, popularity of Nairobi as a sporting destination and the frequency of visits to sporting activities at Nairobi County. They were also inquired on the strategies to better sporting activities and to improve participation in sporting activities. In addition, there were interviews conducted to address the same research objectives.

From the interview session, one respondent mentioned that:

...The diversification of the various forms of sporting activities in Nairobi resulted to the creation of job opportunities...

NCR - I - 21 - 5

On the other hand:

... The introduction of more sports improved the building of more facilities...

NCR - I - 22 - 5

Furthermore:

...This diversification ensured that standards were maintained...

NCR - I - 23 - 5

Consequently:

...The diversification of sporting activities in Nairobi will ensure that there will be more talent search...

NCR - I - 2 - 5

One interviewee indicated that

...This diversification of sporting activities will create unification in the industry...

NCR - I - 12 - 5

To add on that:

...The diversification of the various forms of sporting activities in Nairobi will be more appreciation of different talent...

NCR - I - 17 - 5

4.7 Challenges facing sports tourism development

Both sports tourists and stakeholders were tasked to give the challenges facing the development of sports tourism given that they are involved in the development process. 55% of the sports tourists stated that security related constraints was the key impediment to the development of sports tourism as indicated in table 4.12 below:

Table 4.12 : Challenges of Sporting Activities According to Sports Tourists

Challenges of sporting activities according to sports tourists	Frequency		Percentage
		N	%
Security and safety related issues	Agreed	79	55.24
	Disagreed	64	44.76
	Total	143	100
		N	%
Infrastructural challenges	Agreed	42	28.97
	Disagreed	103	71.03
	Total	145	100
		N	%
Unfriendliness of the local people	Agreed	18	12.50
	Disagreed	126	87.50
	Total	144	100
		N	%
Inadequate sporting facilities in Nairobi County	Agreed	49	33.56
	Disagreed	97	66.44
	Total	146	100
		N	%
Challenges of conveniences for example delays	Agreed	50	34.72
	Disagreed	94	65.28
	Total	144	100
		N	%
Limited availability of services	Agreed	16	11.35
	Disagreed	125	88.65
	Total	141	100

Source: Field data, 2011.

It was generally agreeable amongst the sports stake holders that wrangles in leadership and lack of a proper criteria to establish the value of sports are the biggest impediments to the development of sports tourism. A quick summary is given in Table 4.13 below:

Table 4.13 : Challenges sporting activities according to sports stakeholders

Challenges	Agreed		Disagreed	
	Frequency	%	Frequency	%
Wrangles in sports leadership	20	100.0	0.0	0.00
Economic output of the events	4	20.00	16	80.00
Socio-cultural impact of sports	7	35.00	13	65.00
Lack of criteria to establish value of sports	11	55.00	9	45.00
Dismal performance of some local teams	7	35.00	13	65.00

Source: Field data, 2011.

In summary, the questionnaire respondents which included both the sports tourists and sports stakeholders were inquired on the challenges facing the sporting activities. Moreover, from the interview sessions, one interviewee reiterated that:

...Nairobi as a county is experiencing both internal and external insecurity, especially in the wake of terrorists' attacks...

Another respondent lamented that:

...In Nairobi, there are limited sporting facilities that cannot host a major international event for example the football world cup or Olympics...

NCR - I - 8 - 2

In addition, another interviewee had this opinion:

...There should be equitable mobilization of resources that can ensure that sports develop in the county in a sustainable and predictable manner...

NCR - I - 9 - 2

Furthermore, on the challenges facing the sporting activities in Nairobi County, one interviewee mentioned that:

...There is the urgent need of sponsoring of clubs. Poor management is also a persist problem whose symptom is the constant wrangling in the organisation as leaders jostle for positions...

NCR - I - 10 - 2

Moreover, one interview indicated the following:

...The challenge lies in the blending of brains and talent...

NCR - I - 11 - 2

However, it was clear from the interview session that

... Grabbing of land meant to build sports facilities is a huge problem and challenge in most Nairobi estates...

NCR - I - 12 - 2

The interviewees were inquired on what could be done to improve sporting activities in Nairobi County. One respondent reiterated that:

...There should be the improvement of sports facilities within Nairobi and its outskirts...

NCR - I - 9 - 3

On the other hand:

... The government needs to own sports to create public confidence...

NCR - I - 2 - 3

Furthermore:

...To improve sporting activities in Nairobi County, there is need to put up more sports academies...

NCR - I - 13 - 3

Moreover:

...Corporate and multinational companies with business within Nairobi County should be forced to sponsor a team of their choice in line with corporate social responsibility...

NCR - I - 14 - 3

In addition:

...To improve sports in Nairobi County, more promotion and marketing is needed...

NCR - I - 15 - 3

Consequently:

...Security should be revamped to bring back confidence...

NCR - I - 16 - 3

CHAPTER FIVE

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter primarily focussed on the discussion and interpretation of the results obtained from the analysis of data collected. The discussions were generally based on the specific objectives and give a final recap on the main objective of the study.

5.2 Discussion of the Findings

5.2.1 Impact of Sporting Activities on Tourism Development

As earlier stated, sports have evolved to become huge international affair of huge proportions attracting considerable amount of all sorts of attention. Meanwhile sports tourism has been singled out as a result of the development of sports. This research examined what impacts, if any, has sporting events had on tourism development. The examination involved tasking both the sports stakeholders and tourists to respond to the objective. The researcher started by examining what efforts have been made in relationship to development of sports.

All (100%) of the stakeholders did include tourism attractions in the program which has been attributed in past market research by NOP Market Research Ltd (2004) to have created an increasing interest in sports tourism. Some of the tourism attraction sites that have been promoted by the sports stakeholders are, the Kenyatta International Conference Centre, Mamba village, giraffe centre, Karura forest, Nairobi National park, Nairobi nature walk, Bomas of Kenya amongst other sites in the County. This piece of result implies that sporting activities and events have had a promotion and awareness impact on tourism hence leading to development of tourism. Indeed 65% of the sports tourists admitted to be visiting the promoted tourism

attraction sites every time they have an opportunity to travel to Nairobi for sporting purposes.

Through sporting activities tourism has been developed by the various tourism services bought by the sports persons. 65% of the sports tourists admitted to have bought a tourism service while in Nairobi for Sporting activities. 37% of the services of the tourists in this category visited attraction sites. Other tourism related services bought by the sports tourists include transport, auxiliary service, buying souvenirs, catering and accommodation services. The movement of money, time and other efforts from the sports tourists to the tourism is deemed as a very vital aspect of developing tourism. The findings from this study have revealed that sporting activities has impacted tourism economically translating into big revenues for Nairobi County and its surrounding areas an impact attributed to sports tourism as earlier advanced through research by Joy and De Knop (1991).

Last but not least these findings advance the discussions by Mill, (1998) which brought out clearly the fact that tourism's impacts has grown, particularly in light of the sent economic recession, because of tourism's resilience to what are worldwide economic downturns. In economic terms, tourism has relatively elastic demand. These features have made tourism an increasingly attractive of investment locally, regionally, and nationally in the West and the developing world, as traditional industries have stagnated and declined tourism including sports has been harnessed in alleviating regional imbalances in wealth, particularly in areas with limited alternative employment opportunities. Apart from creation of awareness, the findings revealed that indeed sporting activities carry sociological and cultural benefits and

conservation of environment which directly create an enabling environment for the development of sports.

As previous stated, sports tourism, is generally thought to be responsible for such well-documented economic impacts as increasing national income, generating employment, and improving a nation's balance of payments (Higham & Hinch, 2009). Furthermore, FIFA revenue was estimated to be 4 billion dollars at the close of the 2014 World Cup. The 2010 South Africa World raised 3.6 billion dollars, not counting the box office revenue, and expenditures of 1.298 billion, according to FIFA (Conmebol, 2014). This is to show that sporting activities can be a great impetus of revenue generation and the overall development of a region.

The positive effects of sport tourism include; economic effects, impacts of tourism / business, the effects of physical / environmental, psychological effects, political effects / management According to the UNESCO and the World Tourism Organization's approvals Iran is the only country with the diversity of its tourist attractions. And is one of the top ten countries in the world in terms of tourist attractions and is the fifth country in terms of natural attractions.

5.2.2 Factors Influencing Sports Tourism Development

The study sought to find out factors that influence the development of sports tourism in Nairobi County. This was an important component since sports tourism is a relatively new aspect of tourism and little has been collected on its development. The results from both quantitative and qualitative data brought out a couple of factors that the research broadly categorized as internal and external factors. The most outstanding internal factors influencing the development of sports tourism were

cultural environment of the local people and the state of security in the County. Aspects like how friendly the people of Nairobi are to the tourists and their level of interaction formed the cultural environment factors. To establish whether these two factors affect the development of tourism, the categorical variables were subjected to chi-square test of independence which examines if relationships exist between two categorical variables. The tests were conducted with a 95% level of confidence implying that the computed p-value would be compared to 0.005. As indicated in the output both cultural and the Nairobi security factor when categorised against the development of sports tourism generated P- values greater than 0.05 (P = 2.58 and P= 0.14 respectively) implying that indeed cultural factors affect the development of sports tourism.

External factors brought out by the research were state of infrastructure in the County, sports management and defined sports tourism policy and economic contribution of sports tourism to the County development processes. The same factors were subjected to chi-square test for independence and generated P- Values greater than 0.005 (P = 0.538*, P= 0.07 and P= 0.43 respectively) establishing that indeed these factors affect the overall development of sports tourism.

Of particular influence was the contribution sports management and existing sports tourism policies to development of sports tourism. From the in depth interviews with the sports stakeholders, it came out clearly that there is a positive relationship between these factors and sports tourism development. The more stable defined sports management in the county, the greater and faster the development of sports tourism. Similarly presence of a defined sports policy has been shown to encourage the development of sports tourism.

The results of the present research are generally consistent with the researches of Chalip and Hill (2005), Tabias (2007), Mason and Duquette (2008), Williams (2008), Honarvar (2004), Nobakht (2008), Moeinfard (2008) but are different in the sequence of factors. It appears that most of the mentioned factors are considered significant in any region, yet the order of their significance and priority differs with regards to properties and potentials of each region

5.2.3 Opportunities for Diversification of Sporting Activities for the Benefit of the Tourism Development

This study created a platform for the sports tourists and the sports stakeholders to share out their thoughts on appropriate ways for diversification of sporting events particularly for the benefit of tourism development in Nairobi County. The findings from the study will go a long way in unlocking the potential of sports as a viable form of tourist activity, increase the activities and inform major decisions to stakeholders not only in Nairobi County and its environs but also other major Kenyan towns.

To get a deeper understanding on the current sports situation, an examination on what the County had at the moment was carried out. In terms of sports, football, rugby, athletics, golf, tennis, basketball and a couple of indoor games were reported to be the major sports the tourists participated in whenever they visited Nairobi county for such functions. 14% of the sports tourists stated that currently football was best suited for Nairobi County largely because of the availability of stadiums and other infrastructural components that make the sport flourish. The study established that Nairobi was a very popular sporting destination. 40% of the sports tourists stated this.

After establishing the current state, the researcher examined the potential for sports tourism that needs to be tapped. It was interesting to note that as a result of the popularity of the county.

Almost (85%) all the sports tourists very often went back to Nairobi a couple of times for sporting activities. It is important to recall that as earlier stated their visits back to Nairobi also ended up with them buying a tourism related service and actual visiting of a promoted attraction site hence the development of sports tourism. Majorly two broad reasons that made Nairobi County favourable for sports tourists return visits was first the presence of historical and other sites (42% of tourists appreciated this) and secondly the conducive environment for recreation, particularly friendly people and good sporting culture and existing facilities (58% of the tourists appreciated this).

From these results, Nairobi County is strongly portrayed as a sporting destination with massive potential for diversification. The fact that it has a conducive environment, already existing infrastructural will in place, popularity and continuous visits from sports tourists encourages more action to be taken in order to tap into these opportunities hence diversification. Key to the study was tasking the sports tourists and stakeholders to generate possible recommendations that would speed up the process of diversification. The following results were obtained: Upgrading existing sporting facilities, Sensitize citizens on sports and its benefits, Improve security, Government through Ministries of Sports, Youth, culture and tourism to be more involved, Exploring the various media channels as a tool of communicating about sports and tourism to the public, Improving leadership and management of sports and encouraging the youth to participate more in sporting activities.

5.2.4 Challenges Facing Sports Tourism Development

It was generally agreeable amongst the sports stake holders that wrangles in leadership and lack of a proper criteria to establish the value of sports are the biggest impediments to the development of sports tourism. Nairobi County is faced with security, infrastructural, corruption and sports management challenges that deprived them from enjoying the developmental packages of sports tourism. In a country that is experiencing major constitutional changes, a well-defined policy for sports tourism has been shown to lack yet its availability gives a clear road map on the next steps to be taken by those participating in sports and those who make the participation possible. Other major challenges mentioned were challenges of convenience and limited availability of services.

The findings are consistent with Bennett, et al., (2003) who said that despite the fact that past research that sports participation has and is still increasing among people of all age groups, this study has established that indeed sports tourism development which is mainly contributed by sports participation is facing lots of challenges. Almost all the stakeholders participating in the study stated that bad governance and wrangles in leadership were but some of the main challenges facing the development of sports tourism.

5.3 Conclusions

The broad objective of this study was to establish the impacts that sporting activities have on development of tourism in Nairobi County. From the findings, sporting activities can speed up the development of tourism by creating a platform where the sports persons get aware of existing tourism hot spots as they participate in sports. In conclusion, it has been observed over time to be the ultimate benefits from sports

tourism, most of the stakeholders stated economic, sociological, cultural, attraction awareness and conservation of the environment as the benefits sports tourism generate as portrayed. Most of the stakeholders agreed that economic benefits are the most occurring and enjoyed as a result of sports tourism.

With these results the study confirmed that all the selected socio-demographic characteristics have a significant influence on the sport tourism as factor influencing the development of sports tourism. On the relationship between identified factors and their influence on development of sports tourism, sports leadership, Nairobi county infrastructural development, security of Nairobi County, external environment and economic benefits generated by sports to the county were identified as factors influencing development of sports tourism. The assessment of the opportunities for diversification of sporting activities in Nairobi County, it was seen that the current existing sports facilities would cater mostly for football and rugby. Nairobi was a very popular sporting destination which portrays its potential for more sporting activities in times to come.

Lastly, on the challenges facing the development of sports tourism given that they are involved in the development process. Sports tourists stated that security related constraints was the key impediment to the development of sports tourism and sports stake holders had wrangles in leadership and lack of a proper criteria to establish the value of sports are the biggest impediments to the development of sports tourism.

5.4 Recommendations

- a) **Security** – In the wake of global terrorism, efforts by the various stakeholders in the country should be geared towards ensuring the security of both sports tourists and sports tourism service providers.
- b) **Marketing of sports tourism destinations** – A concerted efforts should be in place to ensure that Nairobi as a sports tourism destination is marketed in a sustainable manner.
- c) **Stakeholder cooperation** – There is a mutual understanding between the various stakeholders on matters regarding sports and its influence on tourism development. This will ensure the sustainability of the cooperation between the various stakeholders.
- d) **Government intervention** – Both the national and county governments should intervene when called upon on matters affecting sporting activities and tourism development.
- e) **Policy on sports tourism** – There should be contemporary policies regarding sports tourism, and how its benefits can be channeled to ensure tourism development.

5.5. Suggestions for Future Research

Although this study contributed to the existing research arena on impacts of sports on development of tourism, it should preferably be used as a research foundation to trigger further research and investigation into various study areas. Drawing on the findings and limitations of the present study, the following implications for future research are proposed:-

- a. Investigation of the relationship between Sports stakeholders and the various tourism stakeholders

- b. Assessing the level of government involvement in sports tourism and creating an advocacy plan for a well-defined sports tourism policy.
- c. An investigation of the use and distribution of benefits accrued as a result of sports tourism particularly in Nairobi County.

It is desirable to see more future research to further test the findings in this study and looked into the above proposed issues. Given the continuous and fast development of the sports tourism industry, it will be of interest to critically advance the analysis of relationships between sports and development of tourism.

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APPENDICES

Appendix 1: Introductory Letter

Dear Respondent,

I am a Master of Philosophy in Tourism Management candidate conducting an academic study titled '**Role of Sporting Activities in Tourism Development: A Case Study of the County of Nairobi**'. You have been identified for interviewing on the basis that your views will contribute to enriching the study through comments based on personal experience. Any information given shall be absolutely confidential and you shall not be identified in person both in the final report or to any third party. Please spare some time to fill the following questionnaire and your cooperation will be sincerely appreciated.

Thank you

Appendix 2: Questionnaire for Sports Organizers, Associations and Federations.

PART 1: General information

Please respond to the questions below by ticking [√] on the appropriate option

1. Gender Male Female
2. Indicate your age bracket as shown below
 18-24 years 25-35 years 36-45 years 46 years and above
3. Your education level
 Primary Secondary College University
4. Category of your involvement Government Private
5. Indicate the sports you are involved in
 Rugby Football Athletics Golf Tennis
Others specify.....
6. What is your position.....
7. Indicate years of experience in the industry
 1-5 years 6-10 years 11-15 years 15 and above years

Please respond to the questions below by ticking [√] on the appropriate option

8. Do you think the sporting activities in the Nairobi County have any impact on tourism development? Yes No
9. Which of the following factors best describes the benefit of sports to tourism?
Tick where appropriate.
 Economic Sociological Cultural Attractions awareness
 Conservation of environment

10. Rank the following statements by ticking the corresponding box of the appropriate rank. Use the following key

Strongly Agree - 1	Agree - 2	Undecided - 3	Disagree 4	Strongly Disagree 5	
	1	2	3	4	5
Sports creates tourism awareness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports contribute to the environmental conservation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports attract many tourists to Kenya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports are unreliable motivators for tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports events contribute to infrastructure development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports are a key to entertainment of tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. Which other ways do you think sports are contributing to the development of tourism in Nairobi County?

13. Which of the following promotional activities does your association/federation use promote your sporting activities?

Advertisement	
Personal selling	
Public relations	
Sales development	
Internet development	

14 a) When attracting participants to an upcoming event do you indicate tourism attraction in Nairobi?

- Yes No

b) If yes which tourist's attraction do you indicate in the itinerary/programme.

Please tick the appropriate option

Statement	Response
National Museum	
Nairobi National Park	
Bomas of Kenya	
Central Business District	
Jamhuri Park	
Karura Forest	
National Theater	
Mamba Village	
Giraffe Centre	
Kenyatta International Conference Centre	

15 a) When hosting sports participants, do you offer them additional services related to tourism

- Yes No

b) If yes, state at least three services offered

.....

.....

.....

16 Does your association/federation/club organize for transport?

- Yes No

17 Which of the following transport arrangements does your association/federation/club offer to the visitors

Transport from airport to hotel	
Transport around Nairobi to visit attractions	
Transport from hotel to stadium	

18 Who caters for the payment of transport?

- Government Federation/association Home team Away team

a) Does your organization/federation/team offer accommodation for the participating teams

- Yes No

b) If yes how is it done?

.....

19 a) Upon the visitors arrival, do you inform the participating teams on the tourist attractions in Nairobi

- Yes No

b) If yes which ones

.....

20 How do you charge additional services to the visitors

Pay as a package	
Pay for individual service	
Arrangement through travel agent	
Arrangement through federation/association	

21 Which channel of publicity does your association federation/club use to promote sports to the domestic and regional participants?

- Newspaper Direct mail Personal selling
 Television Radio Website
 Public relations Sales development Word of mouth

22 How would you rate the impacts of the following modes of publicizing an upcoming event

Development	Very effective	Effective	Average	Not effective
Direct mail				
Personal selling				
Television				
Radio				
Website				
Public relation				
Sales development				
Word of mouth				

23 Which of the following advertisement media does your association use for publicizing an upcoming event?

Media	Type	Response
Print	Newspaper	
	Magazines	
	Outdoor advertisement	
Broadcast media	Local television	
	International television	
	Radio	
	Sports channels	
Direct mail	-	

27. Which of the following challenges most affect the use of sports as a tool of development of tourism?

- Wrangles in the sports leadership
- The economic output of the events
- The socio-cultural impact of sports
- Lack of criteria to establish value of sports
- Dismal performance of some local teams
- All of the Above

28. Rank the following statements by ticking the corresponding box of the appropriate rank Use the following key

Strongly Agree - 1 Agree - 2 Undecided - 3 Disagree 4 Strongly Disagree 5

There is a need to organize more league events

“All games” events have more output than single game

Sports participants should be involved in tourism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
New form of sports should be developed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sports facilities should be improved	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Appendix 3: Questionnaire for Sports Tourists

Please respond to the questions below by ticking [√] on the appropriate option

1. Gender Male Female
2. Occupation Employed Student Business person
 Others (Specify) _____
3. Indicate your age bracket as shown below
 18-24 years 25-35 years 36-45 years 46 years and above
4. Your education level
 Primary Secondary College University
5. Category of your sports involvement Government Private
6. Indicate the sports you are involved in
 Rugby Football Athletics Golf Tennis
Others specify.....
7. How long have you been participating in your sport?
 1-5 years 6-10 years 11-15 years 15 and above years
8. a) Do you buy any tourism services while you are in Nairobi for sporting activities?
Yes () No ()
- b) If yes, which one(s)
 Transport Visiting attractions Auxiliary services
 Buying of souvenirs Catering services Accommodation
9. a) When visiting Nairobi for purposes of participating in sports, do you visit tourism attraction in Nairobi?
 Yes No

b) If yes, which tourist attractions do you visit? Please tick the appropriate option

Statement	Response
National museum	
Nairobi national park	
Bomas of Kenya	
Central business district	
Jamhuri park	
Karura forest	
National theater	
Mamba village	
Giraffe centre	

10. How often do you come to Nairobi for sporting activities?

- Rarely
 Quite often
 Often
 Very often

11. Do you get a chance to interact with the local people or the natives before, during or after the games? Yes () No ()

12. What makes Nairobi an ideal sporting destination for you?

- Sporting facilities
- Support infrastructures
- The love for the game by the natives
- Opportunities for leisure and recreation
- Others,

Specify.....

13. From your own observation, which sporting events are suited for Nairobi?

Football

Golf

Rugby

Tennis

Athletics

Others,

Specify.....

14. What challenges have you encountered in the course of sports participation in Nairobi?

Security and safety related issues

Infrastructural challenges

Unfriendliness of the local people

Inadequate sporting facilities

Challenges of convenience e.g. delays

Availability of services

Others,

Specify.....

.....

15a) Given a chance, would you wish to return to Nairobi for touristic purposes?

Yes () No ()

b) If yes, why?

.....

.....

If No, why?

.....

.....

16. In your own opinion, what do you think can be done to better sporting activities in Nairobi?

.....

.....

17. How popular is Nairobi as a sporting destination in your country or region of origin?

- Not popular Quite popular Popular Very popular

18. How do you get to know about sporting activities in Nairobi?

Advertisement	
Personal selling	
Public relations	
Sales development	
Internet development	
From fellow sports participants	

Appendix 4: Interview Schedule for the Sports Managers

1. What do you think about the potential contribution of sporting activities to the development of tourism in Nairobi County?

2. What are the challenges facing the development of sports in Nairobi County?

3. What do you think should be done to improve sporting activities in the Nairobi County?

4. What is your role as a stakeholder in diversifying the various forms of sporting activities?

5. What opportunities exist for the diversification of sporting activities in Nairobi?

Appendix 5: Map of Nairobi region

