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**AN INVESTIGATION INTO THE SPORTS TOURISTS CHARACTERISTICS
AND PROMOTION OF SPORTS EDUCATION AT THE INTERNATIONAL
STADIA, KENYA**

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**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF DOCTOR OF PHILOSOPHY
DEGREE IN SPORTS EDUCATION AS A COMPONENT OF EDUCATION
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ABSTRACT

This study was carried out at Moi International Sports Centre (Kasarani) and Nyayo National Stadium, in Nairobi, Kenya. The purpose of this study was to find out the sports tourists characteristics and the promotion of sports education programme at the international stadia. The study was designed due to lack of information in the literature about the sports tourists who utilize the international stadia and several issues that have been raised in the public domain about the functioning of the international stadia in the promotion of sports education in Kenya. The main objectives of this study were to find out the sports tourists characteristics; genders, ages, marital statuses, occupations monthly incomes, sports tourists origins, visits to the international stadia, and how they view the international stadia sporting facilities and services. This information was considered important as a review base onto which an adequate sports education programme and future sports tourism programmes in Kenya can be based. A descriptive survey research design was used and data were mainly collected using questionnaires from 900 randomly selected (active and passive) sports participants at the international stadia. Both descriptive and inferential data analyses were done, and data was presented in form of frequency tables, graphs, pie charts and percentages. The main findings in the study indicated that most sports participants were males, aged 19-24 years, single, employed with an income of about Kshs. 15,001-20,000 per month. Most Kenyan and non-Kenyan sports participants at the international stadia indicated that they had previously actively engaged in sports at college or university levels of education. However, students who were at the international stadia indicated that they were participating in sports at secondary levels of education. Majority Kenyan sports participants had used road, while non-Kenyans had used air as their means of travel to Nairobi. The road users complained of poor conditions of the Kenyan roads and vehicles, while air transport was considered expensive by most sports participants. The sporting and hospitality facilities and services at the international stadia were viewed as being inadequate by sports participants including; general facilities and equipment, toilets and sanitation, changing rooms, hotel and cafeteria services, security, organization and refereeing of sports, internet and telephone services. In conclusion, the study found out that there was need to review the existing sports education programme at the international stadia and the sports policy. This will act as a guide towards the teaching and learning of sports, through learning institutions, clubs and to the international stadia level. The study put forward several recommendations to the sports providers, the government and other stakeholders which included; review of the sporting policies with a view of strengthening sports education in learning and sporting institutions and diversification of sporting programmes to cater for the varied sports participants needs and expectations. The study put forward suggestions for further research.