

**THE IMPACT ANALYSIS OF KENYAN POLITICS ON THE TOURISM  
INDUSTRY; A CASE STUDY OF MOMBASA BEACH HOTEL AND  
MINISTRY OF TOURISM  
KENYA**

**BY**

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UNIVERSITY**

**MAY, 2012**

**DECLARATION**

I, **Otieno Frederick Samuel**, declare that this report is my original work and has not been previously presented for the award of any degree in any other university.

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## APPROVAL

This work is submitted with my approval as the supervisor and is worth for the award of a Bachelors of Tourism and Hotel Management of Kampala International University.

**Supervisor:** ..... Mr. Okello-Okello Francis .....

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**Date:** ..... 21/6/12 .....

## **DEDICATION**

To God whose grace has been sufficient during the writing of this report; to my parents, Mr. and Mrs. Oludo ; to my supervisor; and to my brothers and sister for their moral support and continuous encouragement.

God Bless them all.

## **ACKNOWLEDGEMENT**

It would have not been possible for me to write this report without the support, encouragement, and guidance of many people. Therefore, to this effect, I would specifically like to thank Mr. Maxwell Maigo, Sales and Marketing Manager, Mombasa Beach Hotel, for his guidance during the writing of this report.

Special thanks go to members of my family-my dear parents and siblings- for the encouragement and moral support offered during the process of undertaking this study.

I also take this opportunity to acknowledge the assistance of the staff of Mombasa Beach Hotel and the Ministry of Tourism, Kenya. Without their cooperation, this report would have not been produced.

Above all, I owe everything to the Almighty God.

**LIST OF ABBREVIATIONS**

KMS .....	Kilometers
USD .....	U. S. dollars
KTB .....	Kenya Tourism Board
KSHS .....	Kenya Shillings
UGSHS .....	Uganda Shillings
UK.....	United Kingdom
USA .....	United States of America

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## **ABSTRACT**

Concepts of terrorism, political turmoil, and war appear unrelated to tourism. Closer examination of their points of convergence and impacts on tourism reveals otherwise.

This paper examines literature focusing on the relationships between these phenomena. Research themes which emerge from available studies include impacts of terrorism and political instability on tourist demand, motives of terrorist in targeting tourists, using tourists as political tools, the effects of political violence on destination image, crisis management, and recovery marketing efforts.

The intention of this research is to synthesize research on these relationships, to present a comprehensive index of relevant publications, and to suggest topics for future research.

## **CHAPTER ONE**

### **1.0 INTRODUCTION**

Mombasa beach hotel is the flag ship of Kenya safari lodges and hotels. The hotel is located on the Kenya's north coast only 10 km from Mombasa city and 18km from the airport. It is a prime destination for conference and leisure in its many facets. Despite the hotel's proximity to the Mombasa, it exudes an air of tranquility with huge and well maintained tropical gardens that provide welcome shade in the heat of the day. Overlooking the Indian ocean is the white sandy beach suitable for sand bathing, wedding and public function next to the cavern beach bistro.

### **1.1 BACKGROUND OF THE STUDY**

Until recently (the late 1980s) Kenya has been an important tourist destination, receiving over 6% of the total tourist arrivals to Africa. In 1989, the country received over 800,000 international tourist, and it was being predicted that if trend continues then the country could receive over 1 million tourist by the Turn of the century. However, defying experts projections, Kenya's tourism industry experienced abrupt and unforeseeable decline in the 1990s and currently the future of the country's tourism industry is uncertain.

Tourism is Kenya's third largest foreign exchange earner. The tourism industry is growing as a result of liberalization measures, diversification of tourists generating markets and continued government commitment to providing an enabling environment, coupled with successful promotion and political stability.

The post-election violence in Kenya in 2007 elections has had a devastating effect on the money minting tourism industry in the country.

Projections shows that the country tourism earning fell by 23% to Kshs. 50 billion (USD 811 million) in 2008. According to the Kenyan tourist board, managing director Dr. Ongong'a Achieng tourist arrivals dropped to 134,000. This figure showed a sharp drop in the number of tourist who visited the country during the same period and the consequently a drop in revenue.

The country's tourism revenue plunged downwards to Ksh 8.8 billion (USD 128.2 million) in the first quarter of 2008, Ksh 17.8 billion (USD 359 million) in 2007. The KTB chairman Mr. Graves-Cook quoted in last week of May. 2008 there were almost as many bookings during the same period last year.

Tourism revenue, a key foreign exchange earner, fell by 54% in the first quarter of 2008. Source: [www.tourism.go.ke](http://www.tourism.go.ke)

## **1.2 PROBLEM STATEMENT**

It is evident that Kenya's unrest over the disputed presidential elections has taken a great toll on the country's tourism sector, a major foreign exchange earner. The unrest also rendered more than 20,000 people without jobs in the tourism sector, one of the economic engines of the east African countries.

Besides, Kenya tourism board and the Kenya association of hotel keepers and caterers asked travel agencies to give proper advice to tourist before they visit the country. This resulted to mass cancellation of booked holiday flights to Kenya, as most tourist and airlines shunned the troubled country.

Kenya- a country, endowed with huge tourist attraction has almost become a no-go area for tourists.

### **1.3 PURPOSE OF THE STUDY**

The purpose of the study was to analyze the impact of politics on the tourism industry in Kenya.

### **1.4 OBJECTIVES OF THE STUDY**

#### **1.4.1 General objectives**

The general objective of the study was to analyze the political impacts on the tourism industry, so as to contribute to the sustainable development in Mombasa Hotels and Tourism in general

#### **1.4.2 Specific objectives**

1. To analyze the effects of politics on the money minting tourism industry.
2. To examine the extent at which problems influence tourism development and sustainable tourism.
3. To evaluate how clashes influences the inflow and outflow of tourist in the country.
4. How politics have influenced the growth and development of the tourism industry.

### **1.5 RESEARCH QUESTION.**

The research was aimed at answering the following questions:

1. What are the effects of politics on tourism industry in Mombasa region?
2. How do politics affect tourism development and sustainable tourism?
3. What are the tourism trends (tourism arrivals and supply) in the years of 2003-2007?

## **1.6 SIGNIFICANCE OF THE STUDY**

The study was of great importance to the decision and policy especially those in the tourism industry in Kenya towards promoting sustainable tourism, in the century. the study will also assist the tourism industry to focus on the short term recover, efforts in existing markets such as UK, a country which supplied 203, 494 tourist in 2007 and the U.S.A which had 100, 516.

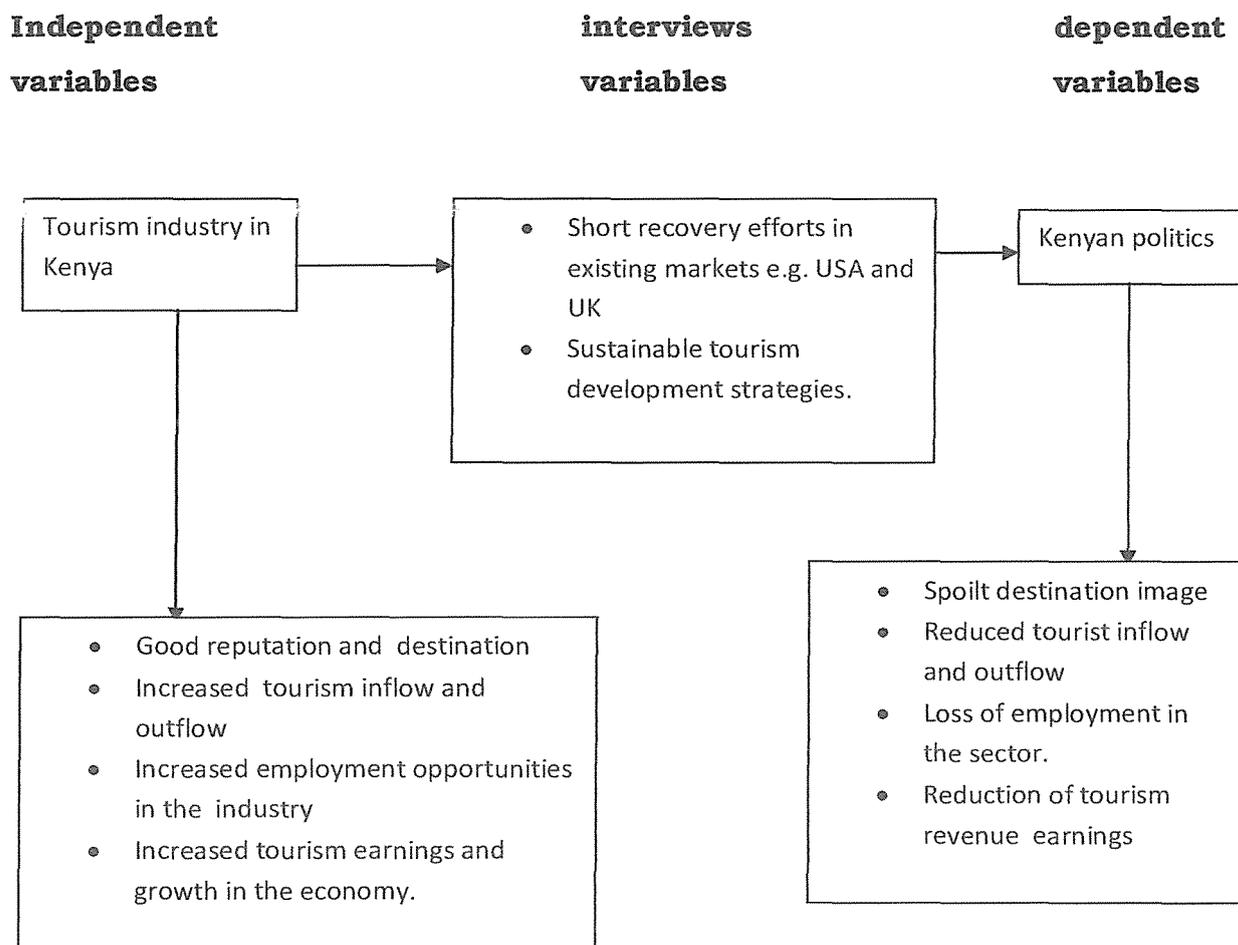
## **1.7 SCOPE OF THE STUDY**

Geographically the study was carried out from the ministry of tourism Nairobi and Mombasa Beach hotel. This study will concentrate on the tourism areas of Mombasa town which was affected by political crisis and the ministry of tourism Kenya.

## **1.8 CONCEPTUAL FRAME WORKS**

A conceptual frame work is an abstraction formed, generalized by a particular research. The conceptual framework must have both the independent and dependent variables. There should also be interviewing variables which provides a relationship between the dependents and independents variables.

**Figure 1.8.1 figure showing intervening variables relationship with dependent and independent variables.**



### **1.9 THEORETICAL FRAME WORK**

The tourism industry is an independent variable but it has been adversely affected by the Kenyan politics. This resulted to spoilt destination image, reduced tourist inflow and increased tourist outflows, loss of employment in the sector and the reduction in revenue.

For the industry to go back to its previous state there should be intervening variables so as to bring the relationship between the dependent and independent variables where Kenya politics is dependent on tourism. The intervening variables include short recovery efforts in the already existing markets such as USA and the UK , and promote sustainable tourism development strategies.

This will result in good reputation and destination image, increased inflow and out flow reduced outflow, increase tourism earnings and the growth in the economy. This will only be realized in the three variables are worked upon hand in hand with others in the recovering of the tourism industry.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 REVIEW OF RELATED LITERATURE**

Many scholars and researchers have tried to define what tourism and politics. the aim of this chapter is about the simultaneous of the salient issues as regards to the study put forward by various scholars. The rationale is to review information got from text books, journals publications, media sources and other relevant authorities that will help the researcher in analyzing the topic.

#### **2.1 TOURISM**

Hunziker et. Al (1941) [6] defined tourism as the sum of the phenomena and relationships arising from the travel and stay of non residents in so far as they do not lead to permanent residence and are not connected with any earning activity.

In 1976, the tourism society of England defined it as a short term movement of people to destinations outside the places where they normally live and work and carry out their activities during the stay at each destination. It includes movements for all purposes.

In 1981, international association of scientific experts in tourism in terms of particular activities selected by choice and under taken outside the home environment.

United nations classified three forms of tourism in 1994 in its recommendations on tourism statistics; domestic, inbound and outbound tourism.

## **2.2 THE POSITIVE AND NEGATIVE SOCIAL ENVIRONMENTAL IMPACTS OF TOURISM**

Socially tourism has a great influence on the societies, tourism can be both a source of international amity, peace and understanding and a destroyer and corrupter of indigenous cultures, a source of ecological destruction an assault of people's privacy, dignity, and authenticity.

Here are possible positive effects of tourism;

- Developing positive attitudes towards each other
- Learning about each other's culture and customs
- Reducing negative perceptions and stereotypes
- Developing friendships
- Developing pride, appreciation, understanding, respect and tolerance for each other's culture.
- Increasing self-esteem of host and tourist
- Psychological satisfaction with interactions

So social contacts between tourist and local people may result in mutual appreciation understanding, tolerance, awareness learning family, bonding respect and liking. Residents are educated about outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes and so on. Besides if local culture is the base for attracting tourist to the region, it helps to preserve the local traditions and handicrafts which may be were on the link of the extinction.

On the other side, tourism increase tension, hostility and suspicions. Claims of tourism as a vital force for peace are exaggerated. Indeed therefore little evidence that tourism is drawing the wound together (Robinson 1999) in

this context economic and social impacts on the local community depend on how much of the incomes generated tourist go the host communities

In most all-inclusive packages tours more than 80% of travelers fees go to the airlines, hotels and other international companies not to local businessmen and workers.

On the other hand large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staffs for senior management positions, preventing local farmers and workers from reaping the benefit of their presence.

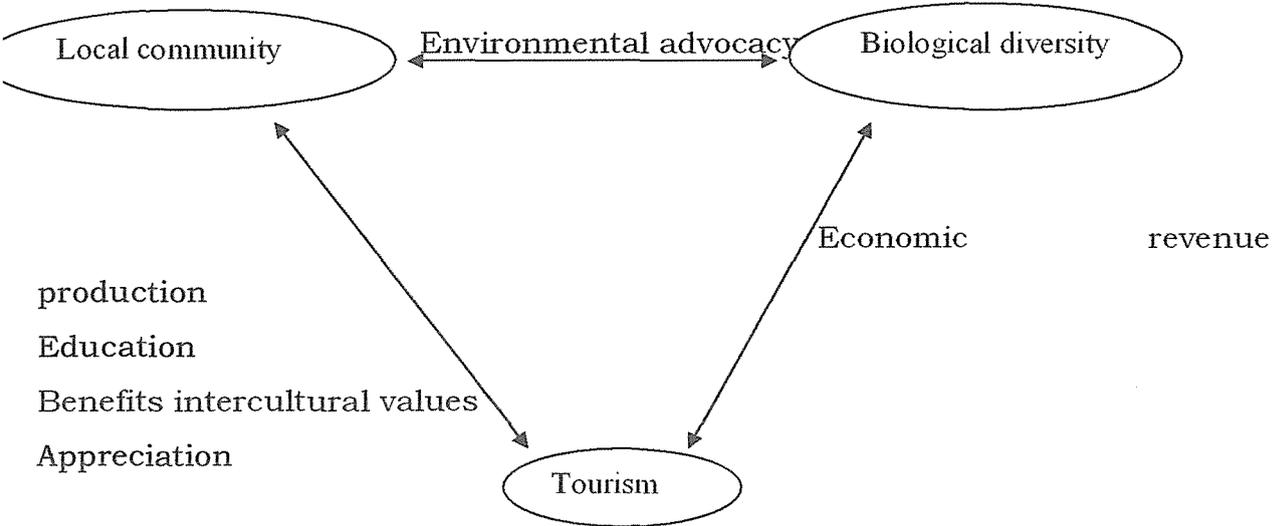
Tourism has the power to affect cultural change. Successful development of resources can lead to numerous negative impacts; among these are overdevelopment, assimilation, conflict and artificial reconstruction. While presenting a culture to tourist may help preserve promote tourism in the region so the at it would both give incomes and create respect for the local tradition and culture.

There are also both negative and positive Impacts of tourism on the local ecology. Tourism often grows into mass-tourism. It leads from the ecological point of view tourism is often more acceptable and preferable than any other industrial production, as it is environmentally friendly. The problem is that it is not easy to change the traditional way of life of the local communities. It often creates pseudo conflicts.

Here is a figure which shows the dynamics between people resources, and tourism in successful tourism; each makes positive contribution to the others.

**Figure 2.2.1 showing the ecotourism paradigm.**

**Integrated sustainable resources**



**Source: Page and Dowling**

All the three elements in this model are in co-interaction. Local communities use the natural resources but they also protect them tourists come to enjoy the nature and get knowledge about it, but they can also pollute and destroy it, or on the other side help to protect it by drawing attention to unique natural resources in the area. Local communities affect tourists by giving them knowledge of their culture and way of life. Tourists impact on the local populations can be first of all economic by generating income developing resources, sharing knowledge and experience, etc. whenever we develop a new tourist destination we should always bear in mind this co-interaction. Batir et. Al (2002) [12]

**2.3 POLITICS**

On hearing the word politics, what, usually springs to one's minds are images of government, politicians and their policies or more negatively the idea of corruption and dirty trick.

The actual definition seems to have been obscured and almost lost by such , representations and clichés that tend to pinpoint the true sense which defines word politics. In order to make an attempt at a definition of politics a systematic approach is required.

In this process of establishing the core concept of this affair called politics it is plain to see that a brief definition is virtually impossible. Politics in not simply an object or a single stranded ideas. It s not a concise term, but rather a complicated notion which embraces premises, opinions where human live in coexistence whether that is by choice or otherwise. Any attempt at a definition would be to confine and customize policies to suit one's own particular views.

Therefore policies is the means of creating a more organized and peaceful society providing methods to resolve conflict that naturally occurs between men by means of civil discussion and rational compromise. It thus stems the need for violence in tense situations and ultimately looks to avoid the degradation of a community into utter chaos. Authority is the underlying feature of policies and ensures its enforceability.

Power underpins its very existence; it is a perquisite for politics to exist. Without authority, politics simply is not feasible. The most visible and widely accepted example of politics is the working of the governmental institutions. However, although at first glance one may not be aware of its politics in its various forms is present whether and whenever humans form a community politics is intrinsic humankind

## **2.4 KENYAN POLITICS**

The politics of Kenyan takes place in frame work of presidential representative's democratic republic, whereby the president of Kenya is both head of state and head of government, and of multi-party system.

Recent constitutional amendment, and have enabled sharing of executive powers between the president and the prime minister. Executive power is exercised by the government, with powers shared between the president and prime minister, who co-ordinates and supervises the cabinet.

Legislative power is vested to the government and the national assembly, the judiciary is independent of the executive. Daily nation newspaper (2008) [3]

## **2.5 RELATIONSHIP BETWEEN TOURISM AND POLITICS**

The political aspect of tourism intervention with its economic consequences.... Tourism is not only “continuation of politics” but an integral part of the world’s political economy. In short, tourism is or a tool used not only for economic but for political means” (Edgell, 1999)

The hypothesis, that political violence deters tourism is mainly based in case evidence on a few quantitative studies confined to a small sample of countries. Two estimation techniques a fixed effects panel estimation with co temporal neurons effects only and dynamic generalized method of moments are used to test the impacts of various forms of political violence or tourism. Both models show strong evidence that human right violations conflict and other politically motivated violent events negatively affect tourism arrival. In a dynamic model eve if autocratic regimes do not resort to violence, they have lower number of tourists arrivals than more democratic regimes. Results also show evidence for interregional, negative and cross regional substitution effect.

## **2.6 THE RECENT PERCEPTION OF THE KENYA AS AN INSECURE TOURIST DESTINATION.**

Perhaps, the underlying factor which has contributed most substantially to the rapid development of tourism in Kenya, particularly in the eastern the 1970s and 1980s is that, unlike its neighbors in eastern Africa which were

experiencing political turmoil and civil disorder, the country remained relatively stable. In consequence, to the international tourist and multinational tourism investors, Kenya has been perceived as an island of economic and political stability in a 'sea' of potential turmoil in the African continent. It is this tranquil image, among others factors which influenced an increasing number of international tourists to visit Kenya. Furthermore, the perceived number of multinational companies to invest in the country's tourism industry. Consequently, the initial post independence image of political stability and social order helped boost the international tourist market for Kenya as one of the leading tourist destinations in Africa.

However, ironically, in recent years and particularly in the 1990s Kenya is increasingly being perceived as an insecure destination whereas the opposite is the case with many countries in the region, such as Botswana, Uganda and Tanzania. This is due to the fact that unlike Kenya, the social political situation in these countries has improved considering in recent years.

Since the opening up of Kenya's space (i.e. the advent of multi-party democracy) in 1991 there have been increasing sociopolitical feuds and civic strife as different political groups (which are mainly based on ethnic affiliation instead of ideological or philosophical orientation) attempt to seize the reins of power. In many instances, the political feuds have led to physical confrontation and bloodshed. This is in recent years, the so called political violence with increasing frequency in different parts of the country including the major tourism centers such as Mombasa, Malindi, Diani and Nairobi. Furthermore, accompanying the recent waves of violence is increasing levels of crime and general breakdown of law and order in many parts of Kenya.

With recent advance in electronic media, whenever these ugly incidents of political disorders and civic unrest, they are often widely and almost instantaneously covered in western media. In consequence, tourists and overseas investors are increasingly receiving disparaging news reports concerning Kenya. Thus it is no coincidence that whenever there are reports

in western media concerning political unrest in Kenya, there are always immediate and massive cancellations of advanced booking of most governments in the main tourist sources countries in Europe and north America are increasingly issuing travel advisory warnings to their citizens who are planning to visit Kenya. The travel advisory warnings are usually taken very seriously and trend to discourage prospective tourist from travelling to Kenya. Consequently Kenya is currently being perceived, especially in the west, as an insecure destination and the country is losing hundreds of international tourists who now prefer travelling to countries in the region which offer similar tourist product and are generally perceived as being secure. These countries include Uganda, Tanzania, Botswana and South Africa. Science Direct (2008) [10]

## **2.7 TOURISM POLITICS, AND DEVELOPMENT**

Questions of power, politics and development have been presented in the anthropology of tourism since the earliest studies of its impact on host societies, however, these issues have often been marginal to the more central concerns to do with cultural changes, authenticity and co-modification. Early understandings of the interactions between tourism and process of development drew upon detailed ethnographic case studies which often view tourism as a threat to 'host' cultures while broader generalizations, local communities as passive victims of capital modernizations, influenced by world systems and dependency theories, envisaged local communities as passive victims of capital modernization. More recent, these theoretical and empirical approaches have given way to recognition that the power struggles and forms of exploitations and inequality associated with tourism are for more nuanced and influenced by specific socio-historical contexts than earlier models led us to believe. Furthermore, the spread of new forms of social polarization and the emergency of qualitatively relations of production and exchange. In resort environments. It has also transformed the role of the state, as it adjusts to the forces of global competitiveness as well as the

demands of different ethnic, social, religious and kinship groups seeking to influence particular tourism development outcomes.

Exploring the relationship between tourism, politics and development invites us to subject notions of under development as well as the discourses and power struggles associated with current neoliberal interventions linked to such initiatives as (pro-poor tourism) 'community tourism' and eco-tourism to critical scrutiny panel proposals are thus invited which seek to consider the contribution of anthropology to an understanding of politics, power and development as they are manifest in and are shaped by tourism, as, as well as the contribution that tourism anthropologist can make to the sub discipline of political and development anthropology. The value of an anthropology perspective also lays in the ability to shade light on the "intimate" spaces of power and struggle which does not privilege the agency of the state and/or capital relations are interwoven with, for example, kinship, ethnic, and gender relations. [http//www.Thefreelibrary.com](http://www.Thefreelibrary.com)

## **2.8 CONCLUSION**

In conclusion we can say that;

Political instability and war can increase perception risk at a destination.

Political instability generates negative publicity, which results in an inevitable decrease in tourist arrivals.

Risk perception can influence tourists' decision making and destination can be severely affected.

Policy makers from tourism destination countries need to be a ware of how political inevitability is perceived.

## **CHAPTER THREE**

### **METHODOLOGY**

#### **3.0 RESEARCH METHODOLOGY**

This chapter mainly dealt with methods that were used in collection of data in the execution of the study. This involved research design, Study Corporation, sampling design, research instruments, and data analysis.

#### **3.1 RESEARCH DESIGN**

The research was a survey where both descriptive and analytical research design were used. The descriptive design helped in understanding the effects of the problems on the tourism industry in Kenya and the analytical design is to be used to analyze the facts gathered.

This research plan was selected because the nature of the study was basically depending on the opinions of the local community and employees of Mombasa beach hotel.

#### **3.2 SAMPLING DESIGN**

The study used a purposive method of sampling since it was aimed at getting specific information from specific individuals like the Kenya tourism board members, employee of the Mombasa beach hotel and any other person who could provide useful information.

#### **3.3 STUDY AREA**

The study covered Mombasa beach hotel since their members were well reserved with information concerning the tourism trends in the country. The ministry of tourism is also involved as a mother ministry.

### **3.4 RESEARCH PROCEDURE**

The researcher used both primary and secondary sources of information. This was because neither of the two can be used on its own and the answer the research questions.

#### **3.4.1 Primary Sources**

This was mainly got from Kenya tourism board staff members, Mombasa beach hotel staff members and some employees from different tourism sectors who were adversely affected by the political instability after the presidential elections.

#### **3.4.2 Secondary sources**

This were gathered from already existing information, form the ministry of tourism and wild life library newspapers, magazines, media, websites and any other sources such as tourism trends newsletters and reports.

### **3.5 RESEARCH INSTRUMENTS**

#### **3.5.1 Questionnaires**

The study involved questionnaires, since it was to give the respondents enough time to answer the question and give the relevant information they are familiar with concerning this topic on the implication of politics on the tourism industry in Kenya.

#### **3.5.2 Interview**

The questionnaires alone was not enough and so the researcher had to walk into the establishments and literally ask questions from the respondents who may not have had time to respond to the questionnaire.

### **3.5.3 Observation**

This was also another method that researcher will use, since some of the data is to be got from observing what is literary happening in the industry. This was because some of the respondents were non responsive and so more and more information was gathered by observing what was happening.

### **3.6 DATA ANALYSIS AND PRESENTATION**

The, data obtained was processed and analyzed using tables, pie charts and descriptive statistics using structured program for social scientists (SPSS) in order to answer the research questions.

## CHAPTER FOUR

### PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

#### 4.1 Introduction

This chapter contains the presentation, analysis and discussion of findings made by the researcher. The researcher followed objectives of the study to help in making a thorough analysis. The researcher used tables, pie charts, and bar Figures to analyze the findings.

**Table 4.1.1 Showing the Number of Respondents**

Details	Number of Respondents	Percentage
Management of Mombasa beach	15	37.5%
Mombasa Beach Hotel	25	62.5%
Total	40	100%
Ministry of tourism	3	100%
Male of Mombasa beach hotel	30	50%
Female of Mombasa beach hotel	30	50%

**Source: Primary Data**

From the above table, the researcher found out that the major respondents were from both sexes, with a 50% response. This shows that the tourism industry and the stakeholders were equally affected.

The researcher found out that most respondents were from Mombasa Beach Hotel, totaling to 62.5%. This was because of the pain they had gone through, and their willingness to speak out.

#### 4.2 Impact of Politics on Tourism Industry as Perceived by Interviewed Respondents

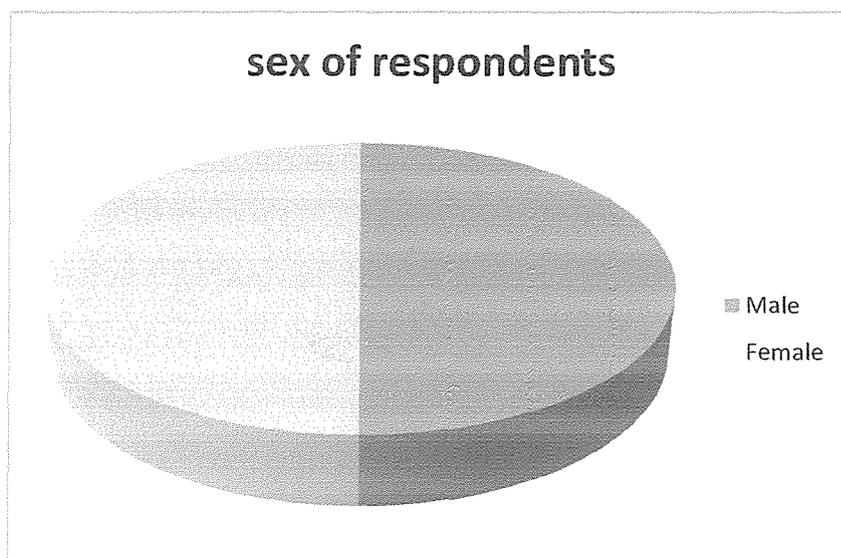
##### Sex of the Respondents

A total of 60 respondents from both the Ministry of Tourism and Mombasa Beach Hotel were interviewed and all of them were in equal percentage of 50%. The table below summarizes the respondents in terms of gender.

**Table 4.2.1 Showing Sex of Respondents**

Sex	Total	Percentage
Male	30	50%
Female	30	50%
<b>Total</b>	<b>60</b>	<b>100%</b>

**Figure 2.1.2: Showing sex of respondents**



### 4.3 Age of Respondents

Five (5) percent of respondents were between 18-24 years, sixty (60) between 25-40 years, and thirty (30) between 41-50 years. Only five (5) percent were above 51 years of age.

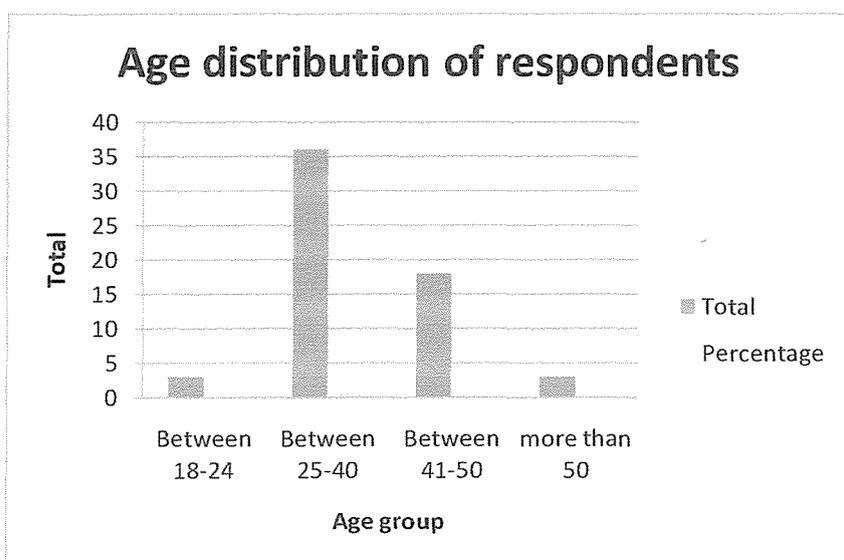
This shows that most of the people who were hit by by the crisis were the young and the middle-aged.

The table below summarizes the respondents according to their age group.

**Table 4.3.1 Showing Age Distribution of Respondents**

Age Group	Total	Percentage
Between 18-24	3	5%
Between 25-40	36	60%
Between 41-50	18	30%
More than 50	3	5%
<b>Total</b>	<b>60</b>	<b>100%</b>

**Figure 4.3.2 Showing the Age Distribution of Respondents**



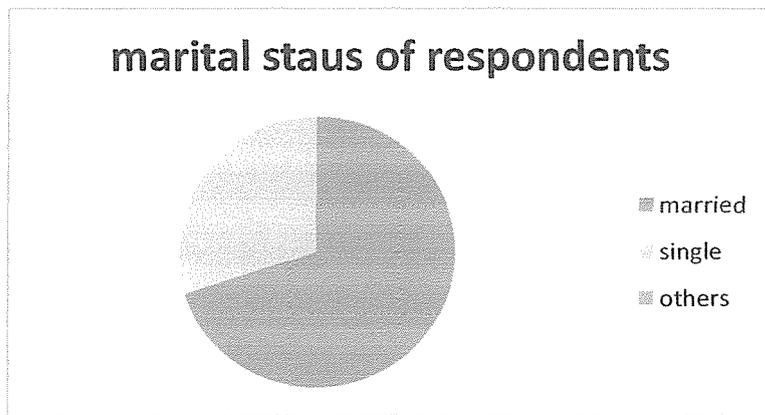
#### 4.4 Marital Status of Respondents

Married people formed the majority of the respondents at 70%, followed by the unmarried at 30%. The table below summarizes the marital status of the respondents.

**Table 4.4.1 Showing Marital Status of Respondents**

Status	Total	Percentage
Married	42	70%
Single	18	30%
Others	0	0%
<b>Total</b>	<b>60</b>	<b>100%</b>

**Figure 4.4.2 Showing Marital Status of Respondents**



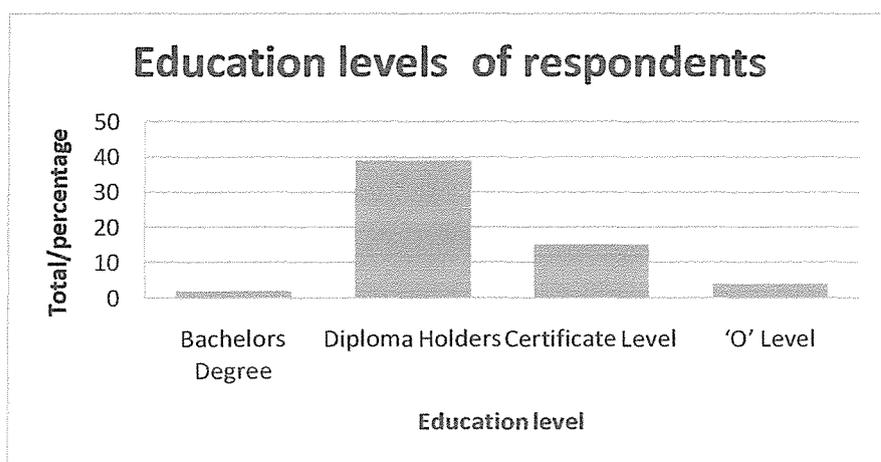
#### 4.5. Education Levels of Respondents

The researcher found out that the respondents fall in the following brackets of levels of education: Bachelors Degree- 4%, Diploma- 65%, and Certificate- 26%, 'O' Level- 5%. This is presented in the table below

**Table 4.5.1 Showing the Education Levels of the Respondents**

Education Level	Total	Percentage
Bachelors Degree	2	4%
Diploma Holders	39	65%
Certificate Level	15	26%
'O' Level	4	5%
<b>Total</b>	<b>60</b>	<b>100%</b>

**Figure 4.5.2 Showing Education Levels of the Respondents**

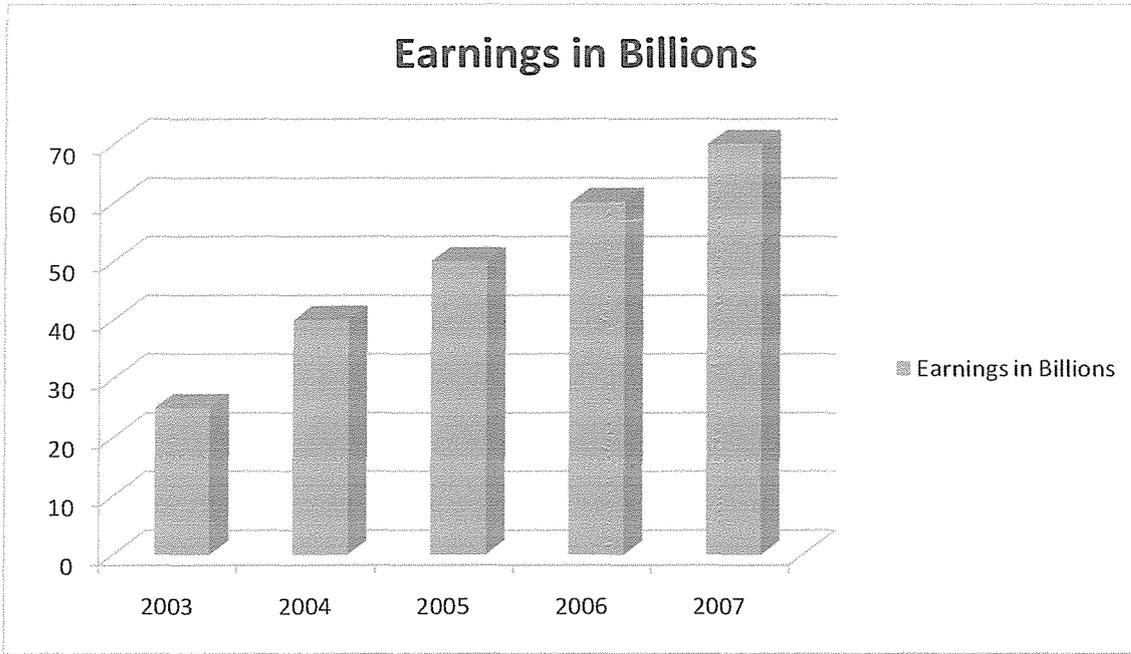


#### 4.6 Analysis of the Impact of Politics on Tourism Earnings

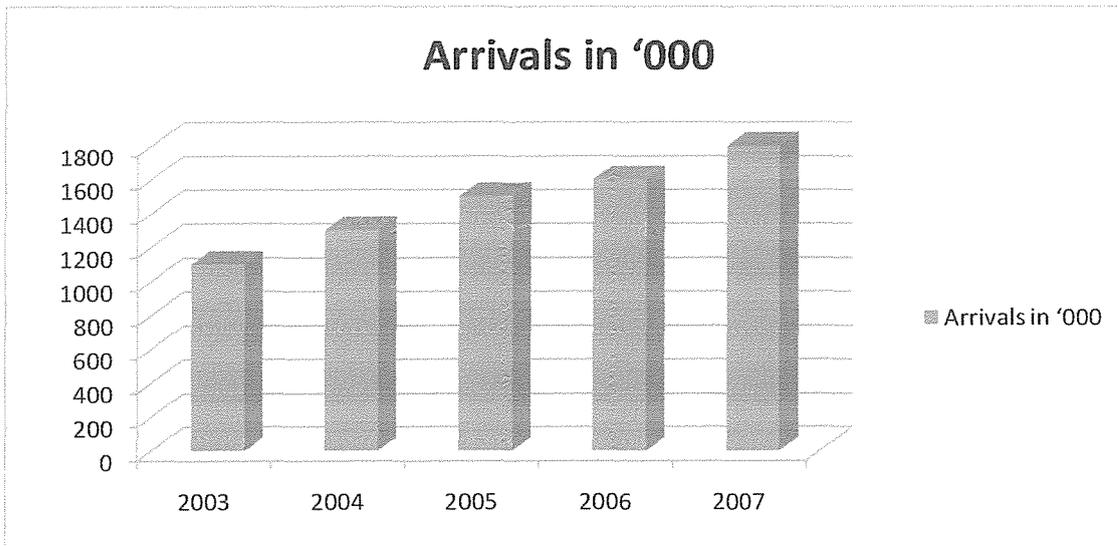
**Table 4.6.1 Showing Trends in Visitor Arrivals and Tourism Earnings in 2003-2007**

Year	Earnings in Billions	Arrivals in '000
2003	25	1100
2004	40	1300
2005	50	1500
2006	60	1600
2007	70	1800

**Figure 4.6.2 Showing Earnings in Billions**



**Figure 4.6.3 Showing Arrivals of Tourists**



Tourism sector continued to perform impressively on account of increased air travel capacity combined with diversification and improvement of Kenya's range of marketable products in 2007. The country earned an estimated Ksh 65.4 billion in 2007, 16.4% increase over Ksh 56.2 billion in 2006.

This made tourism not only a socio-economic driver, but also one of the largest categories of international trade.

However, this record was highly affected by the post-election violence in Kenya in the year 2007/08, projections show that the country's tourism earnings could fall by 23% to Ksh 50 billion (USD 811 million) in 2008.

#### **4.7 Effects of Politics on Tourism Flows**

From the research carried out, the researcher found out that from the respondents that most of the tourists who made reservations had to cancel their bookings. Those who had already flown into the country had to find a way out back to their destinations due to insecurity issues that had risen in the country after the General Elections.

The trends for visitor arrivals and departure can easily be studied as expressed in the table below. You can find that, especially during the last quarter, tourist's arrivals went down while departure went up.

An evaluation carried out comparing the trends between 2003 and 2007.

**Table 4.7.1 Showing Quarterly Visitor Arrivals by Purpose of Visit**

<b>Activity</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>Holiday</b>	206.7	209.6	264.6	275.8	298.4
<b>Business</b>	34.7	51.1	51.8	61.5	75.8
<b>Transit</b>	51.9	47.3	22.2	36	47.2
<b>Other</b>	7.7	9.7	37.6	48.2	59.2
<b>Total</b>	301	317.7	376.6	421.7	474.6
<b>Holiday</b>	112.5	178.5	213.4	219.2	263
<b>Business</b>	44.7	49.3	41.9	45.5	51.6
<b>Transit</b>	48.2	28.8	17.9	28.4	31.3
<b>Other</b>	18.9	20.4	30.3	23.4	37.9
<b>Total</b>	224.3	277	303.5	316.5	383.8
<b>Holiday</b>	183.9	239.3	288.6	289.2	380.6
<b>Business</b>	53.4	70.8	56.6	59.4	64.7
<b>Transit</b>	62.1	46.9	24.2	38.5	28.2
<b>Other</b>	11.6	12.8	41	46.6	37.8
<b>Total</b>	311	369.8	410.4	433.7	511.3
<b>Holiday</b>	180.9	258.4	296.5	303.2	336.5
<b>Business</b>	49.3	75.2	55.8	59.6	50.1
<b>Transit</b>	56.9	39.2	15.5	34.2	30.2
<b>Other</b>	22.8	23.6	21	31.7	30.3
<b>Total</b>	309.9	396.4	388.8	428.7	447.1
<b>Holiday</b>	684	885.6	1063.1	1087.4	78.5
<b>Business</b>	182.1	246.4	206.1	226.2	242.2
<b>Transit</b>	219.1	162.2	79.8	137.1	130.9
<b>Other</b>	61	66.5	129.9	149.9	165.2
<b>Total</b>	<b>1146.2</b>	<b>1360.7</b>	<b>1478.9</b>	<b>1600.6</b>	<b>16.8</b>

An analysis of visitor arrivals reveals that the first and third quarters of 2007 registered impressive growth compared to similar periods in 2006. The fourth quarter witnessed a moderate growth of 4.3% in arrivals, except holidays. This could be attributed to uncertainty associated with the December, 2007 General Elections.

#### **4.7.2 Trends in Visitor Departures by Purpose of Visit, 2003-2007**

The number of departing visitors grew in tandem with the number of international arrivals in 2007 as shown in the table below. Total visitor departure in 2006 was 1772.2 thousands. This reduced to 1577.4 thousands in 2007. This was due to political instability present in the country then, which resulted into the cancellation of most of the bookings, leading to a decrease in figures. This is shown in the table below.

**Table 4.7.3 Showing Trends in Visitor Departure by Purpose of Visit, 2003-2007**

<b>Activity</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>2007</b>
<b>Holiday</b>	184.3	196.2	258.9	285.3	314
<b>Business</b>	31.7	62.1	50.8	56.7	65.5
<b>Transit</b>	46.3	30.7	18	29.9	35.4
<b>Other</b>	6.9	13	40.5	46.2	58.9
<b>Total</b>	269.2	302	368.2	418.1	473.8
<b>Holiday</b>	117.9	176.8	221.9	232.9	270.2
<b>Business</b>	46.9	49.8	43.6	47.9	49.1
<b>Transit</b>	51.5	31.7	15.5	18.3	20.8
<b>Other</b>	19.8	15.4	34.7	37.4	32.6
<b>Total</b>	236.1	273.7	315.7	336.5	372.7
<b>Holiday</b>	147.2	232.6	279.3	274.9	352.6
<b>Business</b>	42.7	70.2	54.8	59.9	63.8
<b>Transit</b>	49.7	42.1	19.5	27.5	33
<b>Other</b>	9.3	13.5	43.7	49.9	48.1
<b>Total</b>	248.9	358.4	397.3	412.2	497.5
<b>Holiday</b>	157.3	250.6	267	284.9	295
<b>Business</b>	42.8	73.7	52.4	55	53.9
<b>Transit</b>	50.9	39.4	18.6	41.2	35.4
<b>Other</b>	17.8	18.4	41.8	40.6	43.7
<b>Total</b>	268.8	382.1	379.8	421.7	428
<b>Holiday</b>	606.7	856.2	1027.1	1078	1232
<b>Business</b>	164.1	255.8	201.6	219.5	232.3
<b>Transit</b>	198.4	147.9	71.6	116.9	124.6
<b>Other</b>	53.8	60.3	160.7	164	183.3
<b>Total</b>	1023	1320.2	1461	1578.4	1772.2

**Table 4.7.4 Showing Departing Visitors by Country of Residence and Purpose of Visit, 2006-2007**

Country of Residence	Holiday		Business		Transit		Total	
	2006	2007	2006	2007	2006	2007	2006	2007
<b>Germany</b>	196.3	210.7	34.3	38.1	18.3	14.4	263.2	248.9
<b>UK</b>	212.2	258.1	41.8	39.8	18	15.7	313.6	272
<b>Switzerland</b>	46.5	49	8.7		5.1	4.6	60.5	60.3
<b>Italy</b>	99.8	115.6	22.1	24.8	8	6.1	146.6	129.9
<b>France</b>	58.8	66.9	13	14.3	4.4	3.5	84.7	76.2
<b>Scandinavian</b>	29.7	31.4	6.4	7.7	3.4	4.2	43.3	39.5
<b>Other</b>	106.4	122.4	22.4	23.2	8.9	9.7	155.3	137.7
<b>Total</b>	749.7	854.1	148.7	154.9	66.1	58.2	1067.2	964.5
<b>USA</b>	63.3	88.8	16.5	19.6	6.1	8.4	86.8	91.9
<b>Canada</b>	15.8	19.3	3.9	4.4	2.4	3.8	27.4	22.1
<b>Total</b>	79.1	108.1	20.4	24	8.5	12.2	114.2	114
<b>Uganda</b>	15.6	14.6	2.9	4.2	1.3	2.1	20.9	19.8
<b>Tanzania</b>	18.5	17.9	3.7	5.1	3.6	4.7	27.6	25.8
<b>Other</b>	78.9	91.4	12.9	14.1	16.5	23.4	128.9	108.3
<b>Total</b>	113	123.9	19.5	23.4	21.4	30.2	177.4	153.9
<b>India</b>	23.5	24.5	6.3	6.6	5.9	6.1	37.1	35.7
<b>Japan</b>	14.3	15.5	5.8	5.3	1.4	1.2	22	21.5
<b>Israel</b>	10.3	12	3.6	3.1	1.9	2.4	17.5	15.8
<b>Other</b>	38.1	44.5	10.1	7.9	6.4	6.3	58.7	54.6
<b>Total</b>	86.2	96.5	25.8	22.9	15.6	16	135.3	127.6
<b>Australia</b>	19.1	22.8	3.3	4.1	1.6	1.8	135.3	24
<b>Other</b>	30.8	26.7	4.8	3.1	5.8	6.3	28.7	41.2
<b>Total</b>	49.9	49.5	8.1	7.2	7.2	8.1	164	65.2
<b>Grand total</b>	<b>1077.9</b>	<b>1232.1</b>	<b>222.5</b>	<b>232.4</b>	<b>118.8</b>	<b>124.7</b>	<b>1658.1</b>	<b>1425.2</b>

The number of departing visitors analyzed by purpose of visit went up by 15.5% in 2007 as shown in the table above. This was largely driven by growth observed in the source markets mainly in Europe which accounted for 67.2% of total departure in 2007.

Total visitor departures went up from 10.6% from 964.5 thousands in 2006 to 1067.2 thousands in 2007. This was due to the political instability present in the country in 2007.

**Table 4.7.5 Showing Monthly Bed and Room Occupancy Rates in 2007**

<b>Month</b>	<b>Bed Occupancy</b>	<b>Room Occupancy</b>
January	55	56
February	53	59
March	45	50
April	45	43
May	48	43
June	40	45
July	47	52
August	57	58
September	48	52
October	42	50
November	47	50
December	42	43

The share of bed-nights occupied by residents from Europe declined from 59.8% in 2006 to 55.3% in 2007. However, total bed nights occupied by residents from this region grew by 8.4% from 3540 thousands in 2006 to 3837.7 thousands in 2007.

Increased international arrivals, coupled with improved air transportation within the domestic market resulted in vibrant business in the hotel sector in 2007.

As shown above, bed-nights occupancy in hotels, lodges, and other rooming houses went up from 5921.7 thousands in 2006 to 6939.2 thousands in 2007, reflecting an impressive growth of 17.2%.

However, the flow of performance in international arrivals during the fourth quarter was also reflected in hotel night occupancy. This can be explained by uncertainties prior to the December 2007 General Elections. As a result, hotel bed-night occupancy rate for the month of December, 2007 registered a decline of 9.2 points from 54.4% to 45.2 in 2007.

#### **4.8 Tourism Badly Hit**

From the beginning of this research, the research reveals that most of the employees in the tourism sector had lost their jobs due to the post-election violence.

According to the then Kenya Tourist Board Managing Director, Dr. Achieng' Ong'ong'a, there were around 20,000 employees in the sector who lost their jobs.

Below is the story of one of the employees who narrated his plight during the research study as follows;

*Most sectors of the economy have been affected due to insecurity and transport disruptions. The tourism sector has been badly hit, leading to massive job loss. Okello (not his real name), a former hotel employee in Mombasa, at the coast, along with about 200 of his colleagues, have been jobless for the past month. As a casual labourer, he was laid off due to low bed occupancy at the hotel where he used to work. The father of two said his main concern was providing for his family and dependants.*

*Besides his wife and two children, he looks after three other people. "At least the children, who are in primary school are not paying school fees", he said.*

*Okello used to earn 700 shillings a month as a casual labourer. "Right now there's nothing for me to do but to just wait and see what will happen in the country."*

At least 120,000 people are expected to lose their jobs in the tourism sector, according to a spokesperson for the Kenya Tourism Board, Rose Musonye-Kwena, adding that there would be direct and indirect losses.

The industry employs hundreds of thousands of people directly in the hotels and lodges and as tour guides, while directly benefitting sectors such as Agriculture, which supply the businesses, and small-scale industries such as curio dealers.

"It is also important to consider the multiplier of these job losses. In a typical Kenyan family, when earns a living, they support about 10 other people. These means about a million people will be affected in this sector."

Musonye-Kwema said she was involved in social activities to directly to keep those affected by the post-election crisis, while providing daily updates to tourism markets to help restore confidence of the consumers. "Later on we will need to re-build our image (as a tourism destination)", she said.

#### **4.9 Analysis on the Economy of Kenya as the Tourism Industry is struggling to counter Losses after the Political Instability**

From the conducted research, it was found out from the respondents, and observations that is part of the impacts;

Several other firms in the industry were forced to send their workers home and close down, resulting into loss of tourism revenue, causing a negative impact on the economy.

Within the same time, the Kenya Tourist Hotel Circuit lost about 30 million dollars in booking cancellations alone. A number of hoteliers were also forced to close down, at a time when they were supposed to be enjoying roaring business in the high season which ought to have started in May.

Kenya Airports Authority is said to have reported a 40 million (USD 555) decline in revenue, which affected the airline business.

It is believed that the industry in general lost billions of shillings in the entire period that the bans remained active. However, it was not possible to get exact figures from the ministry of tourism.

“We are still working out the figures and this will take time because we have to consult with concerned parties, including the private sector”, said Abel Nyagwa, Public Relations Officer in the Ministry of Tourism and Information.

The British government had suspended all flights to Kenya and issued a travel advisory warning to her citizens citing terror threats. The U.S followed suit, urging her nationals not to travel to the East African region, especially Kenya, claiming that the country had turned into a terrorism hub. This discouraged citizens from other countries, especially from the Western countries from coming to Kenya.

International Airlines such as Israel National Carrier EL AL also cancelled their flights to Kenya. The move came as a result of an announcement in early May, by the minister in charge of National Security, Mr. Chris Murungaru, that there was an Al Qaeda presence in Kenya. His words were so heavy such that within just ten days, the government had lost one billion shillings (14 million dollars).

The quality of services in different firms within the tourism sector also went down due to low demand. This comes as a result of no visitor received in this establishment and hence there was no need to provide high quality services at a lower price.

## CHAPTER FIVE

### DISCUSSION, CONCLUSION, AND RECOMMENDATIONS

#### 5.1 Discussion

In this section, the researcher has discussed the findings of the study with the relevant literature.

According to the study, the researcher found out that socially tourism has a great influence on the societies, tourism can be both a source of international amity, peace and understanding and a destroyer and corrupter of indigenous cultures, a source of ecological destination an assault of people's privacy, dignity, and authenticity.

Social contacts between tourist and local people may result in mutual appreciation understanding, tolerance, awareness learning family, bonding respect and liking. Residents are educated about outside world without leaving their homes, while their visitors significantly learn about a distinctive culture. Local communities are benefited through contribution by tourism to improvement of the social infrastructure like schools, libraries, health care institutions, internet cafes and so on.

Besides if local culture is the base for attracting tourist to the region, it helps to preserve the local traditions and handicrafts' which may be were on the link of the extinction.

On the other hand, the researcher established out that tourism increases tension, hostility and suspicions. Claims of tourism as a vital force for peace are exaggerated. Indeed therefore little evidence that tourism is drawing the wound together (Robinson 1999) in this context economic and social impacts on the local community depend on how much of the incomes generated tourist go the host communities

In most all-inclusive packages tours more than 80% of traveler's fees go to the airlines, hotels and other international companies not to local businessmen and workers.

Also the researcher found out that large hotel chain restaurants often import food to satisfy foreign visitors and rarely employ local staffs for senior management positions, preventing local farmers and workers from reaping the benefit of their presence. That Tourism has the power to affect cultural change. Successful development of resources can lead to numerous negative impacts; among these are overdevelopment, assimilation, conflict and artificial reconstruction. While presenting a culture to tourist may help preserve promote tourism in the region so the at it would both give incomes and create respect for the local tradition and culture.

It was also established that there are also both negative and positive Impacts of tourism on the local ecology. Tourism often grows into mass-tourism. It leads from the ecological point of view tourism is often more acceptable and preferable than any other industrial production, as it is environmentally friendly. The problem is that it is not easy to change the traditional way of life of the local communities. In consequences, to the international tourist and multinational tourism investors, Kenya has been perceived as an island of economic and political stability in a 'sea' of potential turmoil in the African continent. It is this tranquil image, among others factors which influenced an increasing number of international tourist to visit Kenya.

Further more, the perceived number of multinational companies to invest in the country's tourism industry. Consequently, the initial post independence image of political stability and social order helped boost the international tourist market for Kenya as one of the leading tourist destinations in Africa.

Since the opening up of Kenya's space (i.e. the advent of multi-party democracy) in 1991 there have been increasing sociopolitical feuds and civic strife as different political groups ( which are mainly based on ethnic affiliation instead of ideological or philosophical orientation) attempt to seize the reins of power. In many instance, the, the political feuds have led to physical confrontation and bloodshed. This is in recent years, the so called politically with increasing frequency in different proofs of the country including the major tourism centers such as Mombasa, Malindi, Diani and Nairobi. Furthermore, accompanying the recent waves of violence is increasing levels of crime and general breakdown of law and order in many parts of Kenya.

With recent advance in electronic media, whenever these ugly incidents of political disorders and civic unrest, they are often widely and almost instantaneously covered in western media. In consequence, tourists and overseas investors are increasingly receiving disparaging news reports concerning Kenya.

Thus it is no coincidence that whenever there are reports in western media concerning political unrest in Kenya, there are always immediate and massive cancellations of advanced booking of most governments in the main tourist sources countries in Europe and north America are increasingly issuing travel advisory warnings to their citizens who are planning to visit Kenya. The travel advisory warnings are usually taken very seriously and trend to discourage prospective tourist from travelling to Kenya. Consequently Kenya is currently being perceived, especially in the west, as an insecure destination and the country is losing hundreds of international tourists who now prefer travelling to countries in the region which offer similar tourist product and are generally perceived as being secure. These countries include Uganda, Tanzania, Botswana and South Africa. Science Direct (2008) [10]

## 5.2 Conclusion

In conclusion, the following issues have been drawn from the findings of the study:

1. The single most persistent cause of political turmoil in Kenya has been due to introduction of multi-party system (democratic government) since 1991, which has resulted into strive for power.
2. The study on the cost and benefits of tourism in the country examining impact on the economy, biodiversity, environment and culture, shows that it adversely affects the society and the environment.
3. There has been a remarkable fluctuation on the inflow and outflow of tourists in the country in the period prior to the elections; where most visitors usually have the tumour for travelling. This was climaxed during the post-election violence that broke out in the country, thus resulting into much cancellation of bookings, and those who were already in the country had to fly back to their countries for security reasons. This lead to a tremendous drop in the hotel and bed occupancy, leading to the decline of tourism revenue.
4. There has been a tremendous fluctuation of the tourism infrastructure due to the post-election violence that rocked the country. Most of the facilities were destroyed hence tourism flows to these destinations fluctuated leading to a reduction in revenue collection.
5. According to the analysis carried out, the research found out that most of the tourists' attraction destinations such as the Coast, Rift Valley, and Nairobi were adversely affected by the crisis. As a result, most of the employees lost their jobs, leading to over 200,000 people without daily bread.
6. According the study, this has also rendered, the country and especially the tourism industry with a negative image in the national market and more in the international market.

This will not sustain tourism growth. Therefore, for the recovery process the following recommendations are required.

### **5.3 Recommendations**

On the basis of these research findings, the following recommendations require serious considerations and actions if the country is to realize a steady revival of the tourism sector in Kenya:

1. The Tourism Industry should focus on short term recovery efforts in existing market such as the UK, a country which supplied 203,494 tourists in 2007, and the U.S.A which had 100,516 during the same period. In the next five (5) years, the focus should be on these markets, which have the potential to be turned around and produce large numbers of tourists. Long term tourism potential lies in the middle classes of India and China, who have an expanding economy and the urge to explore the world. There should be efforts for international market recovery and publicity.
2. The Ministry of Tourism, together with other stakeholders needs to revisit the strategy used to revive the tourism sector after elections clashes of 1997 so as to bring the industry back to normal.
3. The industry is backed up with wide range of wildlife, special white-sandy beaches combining to bring one million foreign visitors to Kenya annually. But examining impact on the economy, biodiversity, environment and culture shows that it adversely affects society and environment. Therefore, the government and other stakeholders involved in the development and growth of the industry should take the necessary measures, such as educating the public on the importance of tourism to the economy, so as to ensure sustainable tourism development.
4. There should be considerable co-operation between Kenya and British government to tighten security at the Nairobi airport, which has to be filled with metal detectors and other sophisticated security gadgets. Sniffer dogs are also to be on duty. This is to ensure that anybody with

bad intentions of attacking tourists, and terrorism does not get into the country unnoticed.

5. Concerned parties in the tourism industry maintain that, lifting one ban and leaving another does not hold water. It is unfair and it seems that the British do not trust the security systems in Kenya. The Kenya Tourism Board has to assure tourist markets that the country is safe and secure like any other country in the world as far as terrorist attacks are concerned. Terrorism is a global problem, not a national one. Let both bans be lifted. The sooner the better, so that we salvage our industry.
6. Tour operators contend that about 60 percent of the clients from Britain and America, and with such manipulation from both countries, there is need to tap other markets, since tourism at the current situation has lost its confidence in the two states, and so for the recovery efforts to succeed, there is a need to explore other markets such as India, that of late has portrayed a potential of being a reliable tourism market.
7. Establishment of relationship with other countries; the government should establish a relationship with other countries which will create a conducive environment where tourism activities can be practiced.
8. Developing new attractions and modern infrastructure; this will help tourist to reach their required destinations with ease.
9. Coming up with new investment policies to attract investors; it is also a responsibility of the government to come up with policies which are favourable for attracting investors to inject money in tourist activities thereby promoting tourism development in the country.
10. Creating short courses in hospitality to equip the unemployment for self employment; it is also necessary for the stakeholders in tourism to offer short courses in hospitality management which will help people in acquiring knowledge of managing different hospitality establishment thereby getting employment.

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**APPENDIX I**  
**QUESTIONNAIRES**

Dear respondents,

I OTIENO FREDERICK SAMUEL BTM/ 20012/ 82/ DF a student at Kampala International University pursuing a Bachelors in Hotel and Tourism Management is conducting a research on the Analysis of the Effects of Politics on Tourism Industry in Kenya.

The questionnaire is designed to help the researcher obtain information on the topic. I am requesting for your co-operation and I promise that the information given will be treated with the highest degree of privacy and confidentiality possible and will be used for the sole purpose of this research.

Thank you.

Please Fill and Tick the Boxes where Appropriate

**RESPONDENT PERSONAL INFORMATION**

Male   Female

**AGE**

18- 35

26-30

36- 40

41-45

31- 36

46- 50

Above 50

EDUCATION LEVEL

- Primary
- Diploma
- Masters
- “O” Level
- “A” Level
- Advanced Diploma
- Degree
- PhD

Other  
(Specify).....  
.....

.PROFESSION

- Secretary
- Manager
- Accountant
- Business
- Client

Other  
(Specify).....

**SECTION A**

1. Which sector has politics affected in the tourism industry in Kenya?

- i. Economic sector
- ii. Employment sector
- iii. Social sector
- iv. Tourism flows
- v. Other

(Specify).....

2. How do clashes affect the inflow and outflow of tourist in Kenya?

- i. Increased Tourist Outflow
- ii. Decreased Tourist Outflow
- iii. Tarnished Destination Image
- iv. Other

(Specify).....

3. Which areas were mostly affected by the clashes in Kenya during the post-election violence?

- i. Western Province
- ii. Coast Province
- iii. Central Province
- iv. Rift Valley
- v. Eastern Province
- vi. North Eastern Province
- vii. Nyanza Province
- viii. Nairobi Province

4. How were the personnel in the tourism sector affected by political crisis?

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5. What image has Kenyan politics created on the tourism industry to the outside world?

- i. Positive
- ii. Negative
- iii. Welcoming
- iv. Secure
- v. Other

(Specify).....

6. How do clashes affect the economy of a country?

- i. Reduction in revenue
- ii. Reduction in employment
- iii. Inflation
- iv. Agriculture
- v. Tourism
- vi. Transport

7. What is the state of infrastructure that leads to tourism attraction sites e.g. parks, reserves and other facilities?

- i. Very good
- ii. Good
- iii. Fair
- iv. Worse

8. What is the security risk affecting the tourism industry?

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9. What measures can the authorities put in place to control those insecurity concerns?

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10. What are the financial constraints that affect domestic tourism in Kenya?

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11. What are the constricting factors that affect the transport system in the tourism industry in Kenya?

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