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RESEARCH ARTICLE

Impact of Sports on Economic Development in Kenya

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Abstract

The purpose of this study is to develop insight into the Socio-economic development of sports and its performance in Kenya; other studies have argued that a country's success in sports is directly related to the economic resources that are available for those sports. However, some of the factors that are used to determine the levels of success are not applicable in the case of Kenya unlike in developed countries with all the necessarily facilities both indoors and outdoors. The premise of this study is to identify specific factors that increase success in sports in Kenya just like in any other developing countries across Africa countries. This study finds evidence that suggests that Africa's performance in sports is dependent on mostly nature, endurance and consistence by the candidates plus use of role model unlike in developed countries where the level of socioeconomic factors plays a major role in determining the outcome or success of a sportsman. It is on the context that the research finds that there is a likelihood of producing more African sportsman or sportswomen if they had the same facilities or similar incentives like in the developed world.

The target population under study was 100 individual including at least 10 sports administrators from the 5 different regions or expertise in the sport sector in Kenya, 10 sport agents, 40 sports officials who are Government representatives, 10 Kenya stadia officials and 30 retired sportsmen/women with more than 10 years in sports.

A conclusion on sport in Kenya and what makes Kenyans do well in international meet was observed by the researcher.

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INTRODUCTION

Kenyan and sports have formed a unique sport culture. A weekend without sport activities or national news without sports report is considered incomplete reporting. Initial sports in Kenya were a pastime event but situations have change and many are moving toward career sports. Various indigenous traditional sports have prevailed in Kenya as elements of culture and a way of life since the history of mankind (Wanderi 2006)

The British colonialisation in Kenya had a positive impact in their sports lives. This is attributed to the British sports professional who might have settled in Kenya in early 1920s as British settlers before the establishment of modern schools in Kenya.

Athletics in Kenya was governed by an organization known as Kenya Amateur Athletics Association from 1951 until 2002 when the organization changed the name to Athletics Kenya. Arthur Evans is credited for starting organized athletics and forming Kenya Amateur Athletics Association in 1951. (Ward 2001). Evans became the secretary of the newly formed Kenya Amateur Athletics Association and the late Sir Derek Erskine became its first chairman.

Athletics was one of the two modern sports together with football to be formally organized in Kenya around 1922. Kenya has regularly produced Olympic and Commonwealth Games champions in various distance events, especially in 800 m, 1,500 m, 3,000 m steeplechase, 5,000 m, 10,000 m and the marathons. Kenyan athletes particularly Kalenjini continue to dominate the world of distance running, although competition from Morocco and Ethiopia has reduced this supremacy. Kenya's best-known athletes included the four-time women's Boston Marathon winner and two-time world champion Catherine Ndereba, former Marathon world record-holder Paul Tergat, and John Ngugi. Olympic events are often attended by heads of states and governments who do not conceal their feeling of patriotism and joy, whenever one of their athletes wins a medal. Recall John Howard, the Australian Prime Minister, when Ian Thorpe won gold in the Sydney 2000 swimming events and the King of Spain, Juan Carlos, whenever a Spanish player or a team won a medal in the 1992 Barcelona Olympics.

Looking at individual events, some of it is clearly genetic. Watching the 10,000m the other day, it was notable that the bulk of the runners were African, particularly from East Africa. Kenya and Eritrea led the race, and the winner was a Somali – Britain is Mo Farah's adopted country. Some countries seem to have a natural advantage in some sports. Looking at events overall though, perhaps the most obvious factor in Olympic success is population size. The bigger the pool of people you can draw from, the more likely you are to find gifted individuals. A country with a billion people is going to have hundreds more athletes that can compete at Olympic standard than a country with a couple of million. It can be argued that a country's success in sport should be evaluated relative to its economic resources and that medal achievement should therefore be weighted relative to a country's Gross Domestic Product per capita (John and Riyas 2010).

Various studies have found that sporting success — or a lack of success — is an outcome of several factors, including the financial, social, and population resources of a country (Bernard and Busse 2004; Johnson and Ali 2004; Churilov and Flitman 2006).

Two macro-economic variables, namely GDP and population, were consistently associated with sporting success. There were fewer consensus regarding other variables, including land mass, polity, urbanization, health and culture. All of the studies included Olympic medal achievement, or a variant, as a proxy for sporting success. (Hoffmann et al. 2002)

Winning medals at the Olympic Games has become a source of national pride and an objective that all nations strive to accomplish (the International Olympic Committee 1996). The father of all gold making in Kenyan sports was Bronze medalist kipkurugut Wilson, Gold Medalist Naftali Temu, Gold Medalist Kipchoge Keino, Gold Medalist Amos Biwott, Silver Medalist Benjamin Kogo, Silver Medalist Daniel Rudisha, Silver medalist Munyoro Nyamau all won in 1968 at Tokyo Japan in different fields (Athletics Kenya, 2014). There is a birth to recurring traditions where sons of former Medalist are making a comeback through their sons and daughters such as Bronze medalist Eliud Kipchoge in Athens in 2004, Gold medalist David Rudisha in London 2012 among others (Athletics Kenya 2014).

Sports minister Maina Kamanda has underscored the need of upholding heritage to honour and recognize sportsmen and women who have brought pride to the country. Kamanda said the government felt privileged to remunerate sports people who have excelled hence the decision of a deliberate policy on a re-muneration scheme that has resulted into usage of more than Sh 40 million to reward medal winning athletes. (Charles 2006)

1.2 The Sports history in Kenya

Most modern sports in Kenya owe credit to arrival of the British colonialisation in Kenya. Before then sports clubs were unheard of in Kenya but games were just pastime events. The administration of Primary Schools in Kenya previously supports Physical Education as an activity outside class or just a normal break from class work. Some of them practices as per recommendations by medical practitioners for daily physical activity as an important means of preventing diseases associated with obesity and high blood pressure among others

.In Nandi County, the source of Kenyan champions little is documented on history of sports but there is a strong association of sports to hunting, long distant walking across hills and valley at an early stage of life. Later in life with most of the Kenya sports champions in rift valley, schools were build far away from the resident and hence at a young age, children were made to start running early in the morning to school and similar when coming back from school.

Beside athletics and football, many sports are played in Kenya; some are played for career and others for recreation or physical exercises. There are several sports in Kenya but the most common as of today are athletics, cricket, motor sports, rugby, volleyball, basketball, swimming among others. Kenya has regularly produced Olympic and Commonwealth Games champions in various distance events, especially in 800 m, 1,500 m, 3,000 m steeplechase, 5,000 m, 10,000 m and the marathons. Kenyan athletes particularly Kalenjin continue to dominate the world of distance running, although competition from Morocco and Ethiopia has reduced this supremacy. Kenya's best-known athletes included the four-time women's Boston Marathon winner and two-time world champion Catherine Ndereba, former Marathon world record-holder Paul Tergat, David Rudisha, Pamela Chelimo, John Ngugi among others. The sportsmanship in Kenya is getting a wide scope as seen in the stated list of regional distribution; this gives clear assurances that Kenya is a source of champion from East to West as well as from North to South parts of the Kenyan Map.

Kenyan kept their name by wining several medals during the Beijing Olympics, 6 gold, 4 silver and 4 bronze, making it Africa's most successful Nation in the 2008 Olympics. New catch of athletes gained attention, such as Pamela Jelimo, the women's 800m gold medalist who went ahead to win the Golden League jackpot, and late Samuel Wanjiru who won the men's marathon.

Kenya's long term support for sports involves the building of a just and cohesive society that enjoys social development in a clean and secure environment. The basis of transformation is in eight key social sectors, thus Education and Training; Health; Water and Sanitation; the Environment; Housing and Urbanization; and Gender, Youth, Sports and Culture (Sessional paper No. 10, 2012).

The Kenya National Sports Council is managed by elected members from all sports in Kenya, it ensure equity in development, promotion, and representation of all sports at all major competitions, national and international among other duties. The National Olympic Committee of Kenya is mandated to prepares Kenyan athletes for the Olympics in collaboration with other sports bodies in the country.

1.3 The Sport Performance

Boston Marathon was the most notable event which place Kenya in a strong sport category; Ibrahim Hussein won the first of his three Boston Marathon victories in 1988, less than a year after winning the New York City Marathon. Hussein would have back-to-back victories at Boston in 1991-92. Kenyan men broke the tape at the Boston Marathon 20 times since 1988, including 10 times in a row from 1991 to 2000. Kenyan women have 10 victories at Boston, four of them by one woman. Other notable winners were Cosmas Ndeti, (1993-95), Moses Tanui, a two time winner in 1996 and 1998; Robert Cheruiyot, with four victories (2003, 2006-08); Catherine Ndereba, a four-time winner in the women's division; Geoffrey Mutai (2011) and Rita Jeptoo(2013) and this was before the unfortunate the attack.

Football was introduced to Kenya by the British, who administered the country as a colony from 1925 to 1963. Football management in Kenya have faced several issues leading to poor performance in the local and regional sports competition. There have been a lot of supports from FIFA who are global managers of football. FIFA is responsible for worldwide football regulations summarised in FIFA Statutes, updated as necessary after every annual congress. Article 2 of FIFA's Statutes specify FIFA's objectives to include improvement of the game, its control through appropriate measures, and prevention of all methods and practices that might jeopardise integrity, leading to the abuse of Association Football(FIFA Statutes, 2014)

FIFA President Joseph "Sepp" Blatter writes: "only with the unwavering dedication of every FIFA team member, every member association, and every business partner can football in all its forms contribute to achieving FIFA's goals at a high level by protecting standards, encouraging competition and promoting solidarity in the world game."

Since before independence, sports in Kenya have been recognised in government structures and associations are formalised through registration with the Registrar of Societies. The Kenya Football Association was registered comparatively early, in 1946; hockey and athletics were registered in 1950 and 1951 respectively. Registration of the National Olympic Committee of Kenya followed in 1954. While in earlier decades, sport was part of the Social Services Department, it acquired full ministerial status in 2003. Since then, the sports docket has moved between ministries, and is currently under the Ministry of Youth and Sports. Within the ministry is the Department of Sports, created by a 1986 presidential directive. A Secretary for Sports, who supervises the Commissioner of Sports, heads the department.

According to the Kenya National Sports Policy dating back to 2002, the Department is charged with the responsibility of developing, promoting and providing technical advice on all matters relating to sports and recreational activities (GOK, 2014). The government of Kenya has failed to support our national team through the ministry of sports and youth affairs in Kenya. Without financial support, there is no organization in Kenya that can carry on with their operations. It has been the lack of full funding from the government of Kenya that has contributed to failure to thrive for Kenya national team. The Football Kenya Limited has failed to cooperate with the Kenya national team coach in incorporating young talented youths who can make an impact in the Kenyan team.

1.4 Drivers of Performance in Kenya sports

Performance of Kenya national team and their Sevens players have shown consistence in good performances. According to the national head Coach Jerome Paarwater an expert seconded to the team from the Western Province Rugby Union of South Africa, Kenyans are quite focused (Deniss 2014). Socio-economic hurdles to overcome are while Kenya's urban areas are relatively wealthy and modern, 75 per cent of the population work in the agricultural sector and food security is an issue 38 per cent of the population live in poverty. So there are socio-economic issues that hold Rugby back, too. Kenya's strength and conditioning Coach Mike Shamia, with the generous support of SARU, has been sent to the world-renowned Stellenbosch Academy of Sport in South Africa for three weeks of intensive training.

After victories over continental arch rivals Egypt on the opening day on Tuesday, the successful Kenya women's national team, Malkia Strikers, sponsored by National Oil Corporation of Kenya, romped over Ethiopia on Wednesday keeping their aim of clean sweep in focus.

They start them as young as 5 years in the unique annual country cross meeting. The thrills of witnessing five to seven year old boys and girls galloping on the same stage with renown international stars. The Ndalat Gaa Cross-Country Championship in Uasin Gishu County is another demonstration of Kenya's bottomless talent in middle and long distance running. Emphasis in the huge competition that brings together over an incredible entry of over 4,000 runners annually is on youngsters, particularly children, who share a platform with their parents and renowned international stars who also have their own competition categories (Athletics Kenya 2013).

An alternative way to explain the East-African distance runner phenomenon is to appeal to 'Science'. But unfortunately, not all the sciences are equally concerned: the most often consulted are exercise physiology, biomechanics, biochemistry, epidemiology, sport medicine, genetics and even a mysterious and self-acclaimed 'athletogenomics' (Pitsiladis et al. 2007). In new Kenya's devolved system of County Governments, eyes are on those counties that in the near future can put up top-class facilities and compete for the title of "Undisputed Sporting Capital of Sport in Kenya." (Minister of Sport 2013)

1.5 Sport Narratives from Kenya and Ethiopia

Over the years, there have been several narratives on Kenya, Ethiopian, Eriteria and recently Somali which have influencing the theory that there is a special trail of speciality from East Africa towards long distant sports, this has been from both inside and outside these countries. With little or No technical sport knowledge, nature have help most the success from this region unlike their partners from west or develop countries, there is conception of local culture of athletics arising from previous success stories. The mentalities and the body abilities of the involved populations have framed this culture of athletics towards positive beliefs of ability to perform well. Social and economic networks are centred on areas that have progressively been perceived as the source of champions, home of champion and training home of champions in the local athletics language the Kalenjin areas in Kenya and the Arsi area in Ethiopia have taken this tag with pride and their exploits have set networks locally and abroad, the same have open prestigious status to schools like St Patrick Item among others in Kenya.

The Kalenjin and Arsi areas have become key destinations for a form of sport tourism that attracts foreign runners, who endorsed the principle of their athletic superiority and wish to train in their places in order to share the 'source' of secret of success from the source. The tourism have led to building of several sport Academy such as Lorna

Kiplangat Sports Academy in Iten (Daily Nation 2014) and have led to several other movements towards the same geographical region for sport test and feel by both local and international runners. Agents and sports organisers, the local community and local administration have positively supported the tourism sector which has attracted social and economic impact on the local populations and other social actors, sports trainers and sports reporters. Most of Kenya's Olympic medal winners come from a single tribe, the Kalenjin, of whom there are only 4.4 million.

Lornah and Margaret have each other's back at Iten and in their causes. Margaret launched Lornah's brand new clothing line 'Lornah' with the theme 'Feel African running' and on March 8, 2014 Lornah supported the First Lady's Marathon on the Nairobi streets for the Margaret Kenyatta's 'Beyond Zero' Charity. (Daily Nation, 2014)

Unique out of this world at Iten in Kenya and its surroundings, a highly underrated gem of a place. Mo Farah, Iten and the environments are regular home. He does the rough work there before going to Oregon, US, to polish up with his coach Alberto Salazar. Because of the unique suitability for athletics training in Iten, Sing'ore, Tambach and Kaptagat, Elgeyo-Marakwet has a head-start. Only a few other places in the world such as Oregon and Albuquerque where Catherine Ndereba trained the USA, rival Elgeyo-Marakwet. And you do not need bigger endorsement than Mo Farah and Kenya 800m world record holder, David Rudisha, who regularly trains at Iten.

In 1990, the Copenhagen Muscle Research Center compared post-pubescent schoolboys there to Sweden's famed national track team before Kenya and a few other African countries began dominating international racing events in the late 1980s, Scandinavians were the most reliable winners. The study found that boys on the high school track team in Iten, Kenya, consistently outperformed the professional Swedish runners. The researchers estimated that the average Kalenjin could outrun 90% of the global population, and that at least 500 amateur high school students in Iten alone could defeat Sweden's greatest professional runner at the 2,000-meter.

A 2000 Danish Sports Science Institute investigation reproduced the earlier study, giving a large group of Kalenjin boys three months of training and then comparing them to Thomas Nolan, a Danish track superstar. When the Kalenjin boys trounced him, the researchers -- who had also conducted a number of physical tests and compared them against established human averages -- concluded that Kalenjins must have an inborn, physical, genetic advantage. They observed a higher number of red blood cells (which lent new credence to the theory that elevation makes their bodies more effective oxygen-users) but, in their conclusions, emphasized the "bird-like legs" that make running less energy-intensive and give their stride exceptional efficiency (Fisher 2012). Unlike the 1990 research, which came only a few short years into the Kenyan phenomenon, the 2000 study landed in the middle of an international debate about why these young men and women from East Africa were dominating a sport that had long been a point of Western pride? It was controversial. "There's nothing in this world unless you work hard to reach where you are, and so I think running is mental," said Kenyan Olympic gold medal-winner Kip Keino, who condemned the research as racist. Westerners wrote about the "black speed genes," and some wondered if Kenyans had an unfair advantage.

Running, like any sport, is inherently physical, and physical traits inform athletic success. Just because Larry Bird and Michael Jordan are tall doesn't mean they aren't first and foremost great athletes. Part of Olympian Michael Phelps' record-breaking swimming is his unusual body shape, which is genetically inborn; you can't train for longer arms. All athletes owe some of their success to their own physical traits, but because Kalenjin runners share those traits across an ethnic group, and because that ethnic group is part of the story of colonialism and white exploitation of blacks for their physical labor, it's harder to talk about. But that doesn't make their athleticism any less amazing (Fisher 2012).

1.6 Leadership Support on Sport in Kenya

When Margaret Kenyatta runs the marathon in the streets of Nairobi or London [like she did in the 2014 Virgin London Marathon], admirers give her money so that she can fund her charity programmes including buying ambulances for rural Kenya folk as well as funding health services for mothers having children. The First Lady's theme for her charities is "I Run for Mothers and Children". This week she handed over the 21st "Beyond Zero" mobile clinic to Elgeyo Marakwet County. The Kenya Sports Policy was produced in 2002 and to operationalize the document, Parliament passed the Sessional Paper No.3 of 2005, on sports development. Otuoma said the Policy just like the Sports Department has been largely dormant and also lacked legal backing (Daily Nation 2003). The Policy framework is intended to streamline and harmonize all aspects of sports by acting as a reference and guideline by outlining procedures in planning, organizational and management of sports. Sports are an industry that should be able to regulate itself with the Government only acting as a catalyst. The re-launch heralds a new dawn for Kenyan Sports, which is characterized by poor state of management and corruption. Unlike most sporting nations including South Africa which gained independence three decades after Kenya, the country has never amended its sporting policies the functions of its Sporting department which was established in 1987 through a presidential decree after the All Africa Games in Nairobi (GOK, 2002). Expansion of the sports industry The Ministry is implementing the

Sports Act 2013. The following institutions, which coordinate sports affairs, were established under the Act and are now operational. a. Sports Dispute Tribunal – responsible for arbitration of sports disputes. b. Sports Registrar – responsible for the registration and regulation of sports organizations and multi-sports bodies representing sports organizations at the national level. National Sports Fund – their main function will be to raise funds through sports lotteries and disburse these funds for the development of sports and recreation. d. Kenya Academy of Sports – their functions include organizing, administering and co-ordinating sports administration; promoting research and development of talent in sports; and receiving and analyzing data on training requirements from sports organizations. e. Sports Kenya – it is the successor of Sports Stadia Management Board and it is mandated to among other things to manage and maintain sports facilities; set stadia standards; license and regularly inspect stadia; promote and implement grassroots sports programs (GOK, 2014).

2. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

2.1 Data Analysis and Interpretation

Medals by sport 1964-2012

| Sport | Gold | Silver | Bronze | Total |
|-----------|------|--------|--------|-------|
| Athletics | 24 | 31 | 24 | 79 |
| Boxing | 1 | 1 | 5 | 7 |
| Total | 25 | 32 | 29 | 86 |

Source: Riadha House

The medals tally for Kenya since 1964 has put the Kenyan map on a strategic position as a sport country which cannot be under narrated of its global performance, although there are several sports in place and fully played in Kenya, only Athletics and Boxing have predominately shown consistence presences in the tally sheet.

Although the tally sheet is evaluated based on Number 1 to 3 only, Kenyan have set the rating of presences within the top 10 in any event as a preparation ground for gaining experiences as you aim at the top line up list for medal tally. It is too fully acknowledge with sport management in Kenya that surprises are not new in the tally sheet from expected results and actual results of the sport as some of the pace setter who are on the training trails as they prepare for major events end up being the actual winners.

2.2 Olympic Performance since 1956-2012

All Time Olympic games Medal count 1956-2012

| Games | Gold | Silver | Bronze | Total |
|------------------|---------------------------|--------|--------|-------|
| 1956 Melbourne | 0 | 0 | 0 | 0 |
| 1960 Rome | 1 | 0 | 0 | 1 |
| 1964 Tokyo | 0 | 0 | 1 | 1 |
| 1968 Mexico City | 3 | 4 | 2 | 9 |
| 1972 Munich | 2 | 3 | 4 | 9 |
| 1976 Montreal | Kenya did not participate | | | |
| 1980 Moscow | Kenya did not participate | | | |
| 1984 Los Angeles | 1 | 0 | 2 | 3 |
| 1988 Seoul | 5 | 2 | 2 | 9 |
| 1992 Barcelona | 2 | 4 | 2 | 8 |
| 1996 Atlanta | 1 | 4 | 3 | 8 |
| 2000 Sydney | 2 | 3 | 2 | 7 |
| 2004 Athens | 1 | 4 | 2 | 7 |
| 2008 Beijing | 6 | 4 | 4 | 14 |
| 2012 London | 2 | 4 | 5 | 11 |
| Total | 25 | 32 | 29 | 86 |

Source: Riadha House

The above figures shows a distribution of medals tallies since 1956 for Olympic Games Melbourne, Australia upto 2012 in London in United Kingdom. Kenyan did not participate in Olympics in 1976 and 1980 on political grounds.

The best results were attained in 2008 in Beijing with 6 Gold medals, 4 Silver medals and 4 Bronze medals. The second best performance by Kenya was in 1988 Seoul with a total of 9 medals from 5 Gold medals, 2 Silver and 2 Bronze medals.

According to the sport Managers in Kenya, Olympic Games is the most aspired for opportunity by all sportsmen in Kenya, this is used as a name building ground for future or brand participation in any future events. Real competition is felt during the trails for Olympic in Kenya as often many surprises or new faces are building from this event. It is belief that once sportsmen/women have made a name is the Olympic the rest is history as it becomes the step stone to good things in the pipeline from both local as well as international organizers as well as agents. From the above statistics and analysis, it shows that Kenyan is real a power house in terms of sports and despite several challenges, the future of sports in Kenya is bright with or without modern facilities.

2.3 Leadership in Athletics Kenya 1950-2015

Athletics Kenya chairmen since 1950 to 2015

| S.No | Chairmanship | Period |
|------|-----------------|-----------|
| 1 | Derek Erskine | 1950–1964 |
| 2 | Musembi Mbathi | 1964–1968 |
| 3 | Bartonjo Rotich | 1968–1972 |
| 4 | Charles Mukora | 1972–1974 |
| 5 | Sam Ongeru | 1974–1984 |
| 6 | Paul Boit | 1984–1992 |
| 7 | Isaiah Kiplagat | 1992-2015 |

Source: Athletics Kenya operates an Athletics Museum in Riadha House, Nairobi

2.4 Football and Leadership in Kenya

The Football Kenya Federation is the governing body of football in Kenya. It was founded in 2011 and was recognized by FIFA, CAF and CECAFA in 2012, replacing Football Kenya Limited. The Football Kenya Federation organizes the Kenyan Premier League, the Kenyan Women's Premier League, Football Kenya Federation Division One and the Kenya national football team. It is headed by a President. Football Kenya Federation was formed in 2008 by a group of football administrators to rival then governing body, the Kenya Football Federation, and was immediately recognized by FIFA as the governing body of Kenyan football. This led the Kenya Football Federation to sue FIFA for failing to recognize it and extending its support to a limited liability company. The Kenya Football Federation also appealed to the Court of Arbitration for Sport for a proper ruling. On 27 April 2010, Court of Arbitration for Sport dismissed the Kenya Football Federation's appeal and asked FIFA to continue recognizing FKL as the governing body of Kenyan football (Robin2011).

On November 2011, Football Kenya Limited was disbanded as it wanted to cease being a limited company. The Football Kenya Federation replaced Football Kenya Limited, but most of the new executive positions were retained by their former occupants on Football Kenya Limited. Football in Kenya has been on the media limelight in Kenya mainly because of the performance of the Kenya national team, Harambee Stars in soccer. The shortcoming of Harambee Stars in Kenya has resulted in many Kenyans believing that Kenya cannot be able to compete in Africa and the rest of the world when it comes to football. This has been attributed by poor performance of Kenya in national matches especially in qualifications of the African cup of nation and the world cup. Most attribute this failure to lack of support of Kenya football by the government of Kenya.

2.5 Sports Infrastructure in Kenya

Kenyan mobile network operator Safaricom has bought the naming rights to two sports venues in the east of Nairobi. Kenyan mobile network operator Safaricom has bought the naming rights to two sports venues in the east of Nairobi. The 65,000-capacity Kasarani Stadium, and the 5,000-capacity Kasarani Indoor Arena, part of the Moi International Sports Centre in the residential district of Kasarani, have both been renamed. Safaricom will reportedly pay around US\$635,000 to the venues' governmental management entity, the Sports Stadia Management Board (SSMB) to have the stadium renamed the Safaricom Stadium Kasarani-Home of Heroes, and the arena renamed the Safaricom Indoor Arena (Sports Kenya, 2015).

Kenyan sports have been neglected by successive governments. The sports federations have grossly underfunded, stadiums are in a dilapidated state and sports officials have been allowed to run federations like their personal fiefdoms. Worse still, land that was meant for public sporting grounds has been grabbed by well-connected individuals.

Virtually all stadia in Kenya were constructed by the colonialists. Since Independence, only two new stadiums have been built in Kenya; Nyayo stadium and Kasarani. Both were built by the Moi government. The previous Kenyatta government completely ignored sports and did not improve on what the colonialists built and neither did the Kibaki government

Sports fans are counting on the new governors to revert to the policy of allocating land specifically for playing grounds. It is this land that will nurture Kenya's future sports star. Throughout Kenya's history, the best basketball and football players have honed their skills at these playing grounds. Yet these grounds are disappearing at an alarming rate. It partially explains why Kenya is producing fewer talented footballers compared to the 1970s and 1980s

There is an acute need for playing grounds for basketball, football, rugby and volleyball. In rugby for example, there are only 3 grounds in Nairobi and none in most of Kenya's major cities. In Kakamega and Kisumu for example, clubs have to borrow fields belonging to schools. The land on which The Harlequins and Impala clubs reside was given to the Rugby Football Union of East Africa by the colonial government. There is no reason for example why Mr. Kidero cannot provide land for the construction of playing fields. Community teams like AFC Leopards and Gor Mahia were once given land by the government, only for that land to be grabbed by well-connected individuals. With Kenya's youth unemployment rates at 60%, governors all over the country have been called upon to come up with creative ways to enable youth to generate income (Government of Kenya 2013). The youth can earn money by playing in well-organized youth tournaments. In 2011 for example, the prize money available was over sh 3.5 million. In addition, properly maintained stadiums and social halls that generate income by hosting games can also employ youth as groundskeepers, maintenance crews and others.

According to the Government of Kenya (2014), there is a long term plan for the management and development of sports and sports facilities. The facilities provide space for sportspersons to engage in sporting activities while the programmes expand the sports industry within the country: Renovation of three county stadia in Mombasa, Kisumu and Eldoret as follows. Mombasa Municipal Stadium: The rehabilitation works included renovation of the pitch; renovation of the track; refurbishment of the washrooms and public toilets; renovating of the security wall and ensure availability of water within the stadium. The work done was approximately 60%. The remaining works is laying down a modern tartan track. Kisumu Stadium: The rehabilitation works included renovation of the perimeter wall, inner perimeter fence; constructing of two changing rooms; renovation of one changing room; septic tank; laying of the astra-turf on the football pitch; extension of the pavilion; roofing of spectator terraces. Overall, the project was 70% completed. The remaining works are installation of flood lights. Kipchoge Keino Stadium in Eldoret: The rehabilitation works included laying of asphalt sub base, installation of tartan track and renovation of 2 changing rooms.

Establishment of Kenya Sports Academy located at Moi International Sports Centre, Kasarani. Implementation of this project was launched in May 2013 and is expected to take three years. This phase involves construction of an administration block with Classrooms and hostels a six storey building; four football pitches; two rugby pitches; and one basketball court. Construction of the six storey building is at 55% complete. Mass excavation of soccer pitches and has been completed (GOK, 2014).

2.6 Sports and Economic Development in Kenya

The Sports, Culture and the Arts sector contributes to the overall national development through promotion and exploitation of Kenya's diverse culture for peaceful co-existence; enhancing Kenya's reading culture through expansion of library network for increased information access; development and promotion of sports for a vibrant sporting industry; preservation of Kenya's heritage for national pride and harmony as well as development and promotion of Kenya's diverse creative artistic talents for enhancement of both national identity and creative industry. The sector also contributes to promotion of cultural and sports tourism; development, regulation and promotion of the film industry as well as development, research and preservation of music in the country.

How can running be used to create economic development in Kenya; First, running can be used to invigorate business already in existence by opening up markets abroad. Kenya produces a lot of coffee, tea, rose flowers and other cash crops. By vendors exhibiting with us during marathon expos, they will be marketing to an audience that's already primed to appreciate "Kenya" through the runners. Second, Kenya can and should position herself as the running capital of the world. Run with Kenyans, in conjunction with operators of high-altitude camps in Kenya, is

already conducting very successful running safaris. A visit to Kenya could easily make it to the bucket list of every runner in the world. If running tourists begin to flock to Kenya, the spill-over effect will go beyond benefiting those who directly deal with running. Third, Kenya as a brand can create several running-related products that would surely find a ready market. Starting with apparel as Kourage Athletics is doing very successfully, to even special "eat like a Kenyan" diet. (Markl 2012).

According to Wilson Kiriungi, The idea behind run with Kenyans is to leverage the incredible power of Kenyan athletics to promote a broader Kenyan agenda. I see "Kenya" as a brand name, even bigger than Nike or Adidas, when it comes to running. Run with Kenyans hosts people interested in exploring the running culture for running safaris in Kenya. We do not promise you that a few weeks in Kenya at altitude and training with some of the best runners in the world will make you hit personal record. But we guarantee an experience of a lifetime for anyone interested in immersing themselves in the Kenyan running culture. You will interact with and do runs with big-name runners, and get to see how they live and train. Run with Kenyans also takes part in marathon exhibitions to promote the running safaris. We also invite organizations interested in aligning themselves with the brand "Kenya" to our booth. In the past we've had Kenya Tourist Board, Western Union, and the Kenya Wildlife Service at our exhibition. In the future, we will host seminars and appearances by experts and authors to discuss running in Kenya. There's a lot of fascination and unanswered questions as to why Kenyans dominate long-distance running so much.

3.0 Challenges facing Sports 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 Anti-Doping 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)

4.0 Recommendation for improvement of Sport in Kenya

According to Jon Barron, "Move or die", exercise is an important key to health. It promotes weight loss, builds muscles, bones, and joints. Improves the cardiovascular system, mental well-being, and reduces the risk of almost every major chronic illness. Some of the performance pointers for athletes and footballers are: Proper nutrients – take in enough appropriate nutrients for energy during and after a workout. Make sure your diet has a rich amount of antioxidants, phytonutrients, amino acids, and healthy fats rich in omega-3 fatty acids. Use whole, naturally occurring vitamins and minerals and not isolates. Make sure you are getting enough minerals, especially Magnesium and vitamin A, B6, B12, B3, C, D, and E for proper carbohydrate, protein, and amino acid metabolism and muscle growth. Nutrition and supplements are essential.

Watch the timing of your eating, If you want to lose weight, don't eat until 3 hours after a workout or at least stay away from sugars. And don't eat right before a workout since the blood will go to the stomach instead of the

muscles. If you are a competitive athlete, this may be difficult. But if you do eat right before a workout, make sure that what you eat is easily digestible, provides quick energy, and does not produce an allergic response. Drink at least 8 glasses of water per day. A good filter should remove organic toxins and chlorine, heavy metals and fluoride, and pathogens such as *Cryptosporidium*. Steam distillers are also good, but make sure they incorporate a charcoal filter to prevent volatile toxins from re condensing in your water and re mineralize the water before you drink it.

Use of Mind set on a regular basis will train your mind to maintain the peak performance state. Your training regimen remains just as important as ever. Think of an additional athletic tool helping to assist you in training your mind, just as physical practice optimally trains and fine-tunes your body. Developing a state of focus is critical to success. Removed all outside distraction and totally focused on intent to achieve your goal. Remaining in a calm and focused state of readiness will determine the outcome.

On Sports tourism Kenya enjoys a great international reputation in sports. There is potential to exploit, and provides a good foundation for promotion of various types of sports tourism which can increase the earning from tourism in Kenya.

5.0 Conclusions

Some of the conclusion observed from this research show that: Kenyans simply are a hard working lot. They have "ideal environments plus a tremendous amount of hard work and focus on a specific thing which leads to success beyond what most people achieve". The Kenyans' history as herders means they get practice running as they chase their sheep/goats across the countryside. Kenya highlands where the air is much thinner and their bodies have to work harder to run, lift, throw or jump objects. The basic concept behind simulated altitude training is it provides you with the advantage of living and training in the mountains, "I want to be rich," "Yeah, I want to be rich like successful Sport role model". Local Kenyans and the leadership are proud of their runners, appreciating their own live on TV during races abroad and on arrival from International sports. Kenyans are immensely proud of their athletes, there is a common saying by international sport tourism after visiting Kenya sports gardens that if you want to build strength in your legs, you should do what the Kenyans do, which is to run up hills, there are less distraction which are common in developed countries such as heart rate monitors, distance monitors, sophisticated gymnasiums, taking blood tests and measuring all sorts of things. Kenyans are simple Natural.

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