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## **Effect of Post-Election Violence on the Performance of Tourism Industry. A Critical Literature Review**

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### **ABSTRACT**

**Purpose:** A free and transparent electioneering process ideally shuns violence, 21 corruption and other vices encouraging the flourishing of economic activities including tourism leading to a vibrant tourism sector. The general objective of the study was to examine effect of post-election violence on the performance of tourism industry in Kenya.

**Methodology:** The paper used a desk study review methodology where relevant empirical literature was reviewed to identify main themes and to extract knowledge gaps.

**Findings:** The study concluded that election violence affects movement of people within the country, people movements are restricted during the campaigns, local and international members of the fourth estate give prominence to negative news during this period scaring both domestic and international tourist's arrivals and that people prefer staying in familiar places and fear travelling when there is election violence.

**Recommendations:** The study recommends that the Kenyan security infrastructure should regain civilian confidence: by cultivating citizen-police relations to tame the prevailing account of fear and apathy. This can be worked on and transformed into more justifiable national confidence on the security agencies and a platform created for mutual engagement. This relationship is crucial in helping the security agencies in controlling crime and being able to mitigate the security challenges arising during elections. This way the tourism industry will benefit in terms of enjoying a peaceful environment before, during and after general elections in the country. Once this relationship is built on trust, the police will be able to manage effectively all issues

**Keywords:** effect, post-election, violence, performance, tourism industry, Kenya

## 1.0 INTRODUCTION

### Background of the Study

Global Tourism destinations provide different products which satisfy tourists with different interests, needs and wants (WTTC, 2017). The size and reach of this economic sector make it basically significant from a worldwide resource point of view. From statistics, tourist sites worldwide attracted 369 million international visitors (medium-term guests) in the first quarter of the year 2016, which was 21 million more visitors than around the same duration in year 2017 (UNWTO, 2017).

Regional tourism destinations across the globe have recorded improved tourists' arrivals indicating a positive growth, however, this is with some specific cases (WTTC, 2017). A large portion of year 2016 outstanding achievers maintained trackable progress, while tourist sites that were low in earlier years rose back in the first quarter of 2017. This is particularly reflected in the outstanding outcomes of the Middle East (+10%), Africa (+8%), Europe (+6%). Asia and the Pacific (+6%) and America (+4%) kept on getting and enjoying strong growth (UNWTO, 2017). Whilst various Tourism regions in the world received positive growth, the situation in Kenya was and is almost similar despite the challenges experienced during the year 2016 such as Insecurity and political uncertainty

The importance of viability in the tourism industry has been characterized and reclassified by a few events and occasions among them the creation of the International Ecotourism Society (1990) just as the United Nations statement of 2002 as the International Year of Ecotourism. Additionally, 2017 was proclaimed as the International Year of Sustainable Tourism (IYST). The optimum indication of the sustainable development was the creation of the Global Sustainable Tourism Council (GSTC) (Sustainable Tourism Report, 2016). Sustainability therefore is a product of diversification in the today's world. Notwithstanding, the idea of tourism diversification has been generally investigated by scholars from economic and strategic definition perspective, with little association being made to tourist visitations, (Farmakis, 2011). Diversification can be characterized as the demonstration of presenting assortment by expanding business endeavor into related or unique fields. For tourism sustainability to be enhanced, tourism products should be diversified. Tourism product diversification involves the introduction of substitute tourism products to the traditional/conventional tourism products (Benur & Bramwell, 2015). These may consist supplementing the existing tourism products with alternatives such as forest tourism product, new and unique cultures, adventure tourism and sports (Douglass, 2016).

Terrorism has become an important and recurring topic in the public discourse over the last decades due to the increased frequency of terrorist attacks witnessed (National Consortium for the Study of Terrorism and Responses to Terrorism, 2019). Since the beginning of the century, and particularly over the last 10 years, several developed and stable countries have witnessed high levels of terrorist events (Lanouar & Goaid, 2019). New York, United States (2001), Madrid and Barcelona, Spain (2004, 2017), London and Manchester, United Kingdom (2005, 2017), Tuusula, Finland (2007), Apeldoorn, Netherlands (2009), Utoya, Norway (2011), Paris and Nice, France (2015, 2016, 2017), Brussels, Belgium (2016), Sousse, Tunisia (2015), Berlin, Germany (2016), Istanbul, Turkey (2016, 2017), Christchurch, New Zealand (2019), Colombo, Sri Lanka (2019) were some of the places that have experienced terrorist attacks, but the list goes on (National Consortium for the Study of Terrorism and Responses to Terrorism, 2019). Revolutionary and

destructive groups carry out attacks all over the world every single day, transforming terrorism into a constant in modern life (Coca-Stefaniak & Morrison, 2018).

According to the “Prospect Theory” (Tversky & Kahneman, 1992), tourists are rational consumers who, when confronted with two different options, tend to choose the option that will bring them more potential gains and lower risk (Seabra, Kastenholz, Abrantes, & Reis, 2018). When tourists perceive the existence of any risk of terrorism, they become more careful as they plan their travel and tend to adopt risk-reducing strategies (Fuchs & Reichel, 2011). Tourists are sensitive to terrorism threats and can be flexible in their destination choices (Neumayer & Plümper, 2016), so they will avoid destinations they believe to be connected with that sort of threat (Rittichainuwat & Chakraborty, 2009).

Markets are increasingly global due to a combination of economic, socio-cultural, political, and technological factors. The world is turning into a single market, which leads to the standardization of consumer lifestyles and the rising of “Global Consumers” (Hollensen, 2011). Tourism is one of the most global economic activities and is, therefore, vulnerable to risks that affect any other global business (Fennell, 2017). The world has become interdependent and tourism crises in one part of the world can have strong repercussions on other locations (Lanouar & Goaid, 2019; Ritchie, 2004). When tourists realize that a destination is unsafe, they replace it with others they consider safer and, in doing so, may damage entire regions that are affected by violence or that tourists consider threatened by terrorism (Beirman, 2003; Gu & Martin, 1992; Lutz & Lutz, 2018; Mansfeld, 1996; Sönmez, 1998). This fact draws attention to the spatial patterns of terrorism impacts caused by spillover effect on destinations/regions (Öcal & Yildirim, 2010).

The topic of terrorism spillover effects has produced a considerable amount of literature (Veréb, Nobre, & Farhangmehr, 2018). The decline in tourists' arrivals and receipts caused by terrorism is well documented in several countries and regions since the 90s and has affected countries like Spain (Enders & Sandler, 1991), European countries ((Enders, Sandler, & Parise, 1992; Radić, Dragičević, & Sotošek, 2018), the Mediterranean region (Drakos & Kutan, 2003), non-democratic countries and Africa (Blomberg, Hess, & Orphanides, 2004), the USA (Bonham, Edmonds, & Mak, 2006; Goodrich, 2002), Israel (Eckstein & Tsiddon, 2004; Fleisher & Buccola, 2002; Morag, 2006; Pizam & Fleischer, 2002), Italy (Greenbaum & Hultquist, 2006), Nepal (Baral, Baral, & Nigel, 2004), Ireland (O'Connor, Stafford, & Gallagher, 2008), Fiji and Kenya (Fletcher & Morakabati, 2008), Nigeria (Adora, 2010); Turkey (Feridun, 2011; Ozsoy & Sahin, 2006), Pakistan (Raza & Jawaid, 2013), the Middle East (Bassil, 2014), the Caribbean (Lutz & Lutz, 2018), Tunisia (Lanouar & Goaid, 2019), and worldwide (Liu & Pratt, 2017; Llorca-Vivero, 2008; Neumayer & Plümper, 2016).

Despite all past research conducted on the impacts of terrorism on tourism industry, and bearing in mind recent disturbing events, many sectors are calling for further in-depth analysis of this issue (Almuhzzi, Scott, & Alroiayami, 2017; Saha & Yap, 2014). People have to learn how to deal with the changes that this new global terrorism context is bringing to tourism (Veréb et al., 2018) and it is crucial to find ways to cope with the disruption in tourist flows in the wake of terrorism events (Cohen & Cohen, 2012). More investigation is required on the impact that terrorism may have on tourist arrivals and it will have to take into account the changes that are affecting the spatial patterns of tourism flows and, specifically, the spillover effects of terrorism (Neumayer, 2004; Prideaux, 2005).

While most empirical studies report the negative spillover effects on tourism demand and receipts caused by the substitution effect affecting countries and regions suffering from terrorism activity, there is no study, to our knowledge, dealing with the effects those events have on a safe country with no record of terrorism attacks. Portugal is currently one of the most popular European tourist destinations (World Tourism Organization, 2018) and has no history of terrorist attacks ever (National Consortium for the Study of Terrorism and Responses to Terrorism, 2019). The country is considered the third most peaceful country in the world by Global Peace Index (Institute for Economics & Peace, 2018) and clearly benefits from this safe tourist destination image.

Scholars agree that terrorists have much to gain by targeting tourists (Sonmez, Apostolopoulos, and Tarlow, 1999; Lepp and Gibson, 2003). Terrorists have recognized the political significance of international tourism and have repeatedly and tragically communicated this; terrorism that targets tourism can be disastrous and the consequent events can result in a serious tourism crisis (Sonmez, Apostolopoulos, and Tarlow, 1999). Tourism has been one of the leading industries in Kenya as well as a major contributor towards the Kenyan economy (Gitu, 2003). Kenya has relied heavily on international tourists in the past. Following acts of terrorism, such as the bombing of the United States embassy in Nairobi, the capital city of Kenya; the bombing of Paradise beach hotel in Mombasa, a major city; and a near fatal rocket launched grenade attack on an aircraft. Consequently, the tourism industry suffered a great blow. While the government has taken several preventive measures, it is still necessary for the Kenya Tourism Board (KTB) to develop a crisis management strategy in order to reduce the aftermath of such horrendous acts in the future (Redfern, 2003). The crisis management practices in the Israeli tourism sector (Israeli and Reichel, 2003) can offer valuable information as far as crisis management is concerned

## **1.2 Statement of the Problem**

Tourism contributes approximately 30 percent (%) to the transfer of services in the world, 6 % to gross exports, and 5 (%) to the gross domestic product (GDP) of the world. This puts tourism fourth in rank after fuel, chemicals, and auto products (World Travel & Tourism Council, 2012). Kenya is among the top countries that depend on tourism international service trade. The third largest contributor to Kenya's economy is tourism, after agricultural exports which include tea and horticulture, responsible for 12 percent of the total wage employment while contributing 13% of GDP (Government of Kenya, 2012; World Travel & Tourism Council, 2012). The tourism industry's sustainability and growth is critical to the country's socio-economic advancement. Anything that threatens this strategic foreign exchange earner is critical to Kenya's overall economic progression. It is of utmost concern knowing that the tourism industry faces serious challenges whenever there is a cycle of general elections. Since elections take place after every five years in Kenya, the industry is set to lose its attractiveness to both domestic and international tourists when the electioneering period reoccurs. When this happens, tourist arrivals decline, earnings from the sector decline and other industries that supply products to the tourism industry, for example farm produce suppliers; draperies, toiletries and linen manufacturers among others also suffer losses. If this trend remains unchecked, then the efforts applied by the Kenya Tourism Board, other government agencies, and tourism stakeholders to maximize performance of the tourism industry will not achieve the desired outcome. In this study, the threat was explained in terms of elections. The growth of domestic tourism, a surge in international arrivals and sustainability of this industry is paramount in so far as achieving of Kenya's Vision 2030 is concerned. The research, consequently, endeavored to address the gap by examining the effect of

electioneering process on the tourism industry using data obtained through a survey. Therefore this study was out to bridge this gap by collecting information and add to the body of knowledge on effect of post-election violence on the performance of tourism industry.

### **1.3 Objectives of the Study**

The general objective of the study was to examine effect of post-election violence on the performance of tourism industry in Kenya.

### **1.4 Justification and Significance of the Study**

Tourism plays an integral part in Kenya's economic advancement. The government and other stakeholders alike agree that the tourism industry's sustainability is paramount in so far as the realization of Vision 2030 is concerned. Being at the core of economic growth and owing to the income it generates from foreign exchange and the infrastructure already established, the sector has to be fully developed to meet its full potential. The tourism industry is broad and it is at the core of economic development in the country. It is enmeshed with other sectors of the economy such as agriculture, energy, transport, national security among others for its flourishing. Many researchers have attempted to explain how a multiplicity of factors individually and/or collectively such as violence (Dercon and Gutiérrez-Romero, 2012; Hall, 1996), political violence (Neumayer, 2004), terrorism (Helmy, 2014; Sönmez, 1998; Sönmez & Graefe, 1998a), insecurity (Mansfeld and Pizam (2006), poaching deforestation, drought, epidemics (Dolnicar, 2007), bed capacity, climate (Ikiara and Okech, 2002), human-wildlife conflict, economic leakage, land delimitation, and ethnic clashes (Klopp, 2001) among others affect tourism. Therefore, this research attempts to explain how tourist arrivals as one critical aspect of the tourism industry, is affected by the election violence

## **2.0 LITERATURE REVIEW**

### **2.1.2 Performance of the Tourism Industry**

Tourism plays a key role in the recovery and stability of Kenya's economy. Going by Mburugu et al, (2015), it is the second largest earner in terms of export, and a prime contributor to economic growth after agriculture. Akama, (2000) explains that Kenya is a classic example of African economies which regard tourism highly as a contributor to socioeconomic development. The 34 national parks and game reserves in the country have provided platforms for game drives and safaris by tourists who are eager to explore such attractions. The Great Rift Valley, Fort Jesus, Gede Ruins at the Kenyan Coast, Mombasa old town, Nairobi National Museum, Karen Blixen, Mamba Village in Nairobi and Mombasa, Olorgesailie Prehistoric Site, Coffee plantations in Thika, and beaches along the Indian Ocean are other tourist attraction sites in Kenya. The realization of the importance of tourism to the country's economy led to the creation of the Ministry of Tourism, which works hand in hand with the Kenya Tourism Board, and tourism stakeholders to ensure that international tourists enjoy their stay in the country. 29 As predicted by some sector indicators in 2009, the tourism industry gave strong signals of recovering with the number of tourists arriving rising from a slump of 10.6% in 2008 to a rise of 8.4% in 2009. This growth was on an account of 969,300 tourist visits made. According to the Economic Survey of 2009, overall earnings from the sector rose to Kshs. 17,500 million to Kshs. 21.360 million representing a 22.1% growth in income from the sector in a year. This growth could easily be attributed to the improvement in the situation of calm and security at the Kenyan Coast which ultimately induced the tourist to make their visits. The Economic survey of the year 2001 revealed

that the sector continued to experience growth as tourists continued to trickle in and partly due to the stabilization of the Kenyan shilling against other foreign currencies. Tourism promotion campaigns contributed to the improvement in earnings, but unfortunately again the sector's earnings dropped by 6.9% from Kshs. 21,367 million to Kshs. 19,593 million in the year 2000. This was in total contrast to the 8.4% growth experienced in 1999. This was attributed to the tourists opting for a shortterm stay in the country. An aggressive marketing campaign was subsequently conducted by the Kenya Tourism Board and the Ministry of Tourism, Trade and Industry. Another negative impact that the Kenyan tourism industry had to deal with was the 2001 global recession and the terror attack in the US in September of 2000. Due to this two events, there was a drop in the number tourist arrivals by 4.1%. The Economic survey of 2000 indicated that despite the visitors opting for a shorter stay of approximately 9 days the earning from tourism in 2001 increased to Kshs. 24,239 million compared to the previous year which was Kshs. 21,553 million. Again, this rise was attributed to an aggressive marketing exercise by the Kenya Tourism Board in Germany, the US other Kenya's tourism sector contributing countries. The Economic Survey of 2003 showed that the tourism sector was again on a modest recovery path in the year 2002 revealed by a 0.8% improvement in the number of tourist who 30 arrived in the country. Their overall stay in the country averaged a marginal improvement in length of 0.1 days from 8.4 days in 2001. Even though the length of stay increased, the earnings decreased from the sector by 10.4% (Kshs. 2,522 million) from Kshs. 24,256 million. Despite the marketing efforts in 2002 for Kenya as a preferred tourist destination, the terror attacks at the Coast served serious setbacks to the sector in the year which caused tourism activities to perform dismally. The image of the country as portrayed globally changed for the better as a result of the peaceful elections in 2002. Subsequently the earnings from the sector, despite the travel advisories to tourists from USA and the UK in 2003, improved from Kshs. 21,734 million in 2002 to Kshs. 25,768 million in 2003. This was as a result of the increase in the number of tourists visiting the country by 14.5% (Economic Survey, 2003). Additionally, this improvement contributed to the increase in the number of prospective investors in Kenya resulting from the change of government. Following the reversal of the travel advisories imposed in 2002, the year 2004 saw another improved performance. Ultimately, the sector showed a significant recovery with inception of the tourist police unit in the same year. The enhanced security saw earning from the sector rise from Kshs. 25 billion in 2003 to Kshs. 39.2 billion in 2004 representing a 14.5% growth (Economic Survey, 2005). With an increase in the number of visitors form the US increasing and even surpassing that from Germany, the earnings increased to Kshs. 48.9 billion in 2005 (Economic Survey, 2006). Kenya scooped the second place after Egypt in the continent as the destination for ecotourism, a situation brought about again by a rigorous marketing campaign targeting markets in Japan, China and India. This recovery was sustained into the year 2006 which saw the sector become a leader in foreign exchange earnings for the country. This was again attributed to an increase in the number of tourist making visits in the country to 1,600.6 thousand in 2006 from 1,479.0 thousand in 2005, and from this visits, the country was able to experience an increase in earnings from the sector 31 from Kshs. 48.9 billion in 2005 to Kshs. 56.2 billion in 2006 (Economic Survey, 2007). This all happened on the backdrop of escalating world oil prices, adverse travel advisories by the US government and terrorism scares. The improvement of the Kenyatta International Conference Centre (KICC) into an international conference facility served to affirm the results of the sector as it experienced an upward growth in 2007. In the same year, the sector earned Kshs. 65.4 billion, indicating a 16.4% improvement from Kshs. 56.2 billion in 2006 (Economic Survey, 2008). The

large number of conferences held at the KICC also contributed to this good performance registered in 2007, coupled with enhanced marketing of the sector. There was a very dim performance in the sector experienced in 2008 as the number of tourists that got into the country saw a sharp fall by 33%. In actual number, the arrivals fell from 1,817,000 in 2007 to 1,203,200 in 2008. The relevant earnings subsequently fell to Kshs. 52.7 billion in 2008 from Kshs. 65.2 billion in 2007, representing a 33.8% dip in earnings. (Economic Survey, 2009). Further political skirmishes and upheavals after the 2007 elections in the country compounded the 2008 woes of the sector. Another factor that contributed to this dismal performance was the inflationary tendencies in the economy which came about as a result of the financial meltdown experienced globally, a rise in fuel prices, and the depreciation of the Kenyan currency coupled with adverse publicity by the fourth estate both domestically and internationally (Mayaka et al, 2012). The concerted effort by the government to create a stable environment and successful tourism promotion renewed confidence in Kenya as a preferred tourist destination. In overall, a slump in tourist arrivals poses a serious barrier in the country's attempt to achieve its Vision 2030 tourism objectives. The Economic Survey of 2010 reported an increase in tourist arrivals by 23.9% in 2009 compared to the performance of 2008. The earnings from tourism was reported at Kshs. 32 62.5 billion in 2009 compared to Kshs. 52.7 billion in 2008. This was 19.5% improvement despite the economic recession attributed to the outbreak of influenza A (H1N1). Economic Survey, 2011 revealed that tourism continues to be a key contributor to Kenya's foreign earnings. Tourist arrivals were reported to have increased by 8% which was an increase from 1,490.4 thousand in 2009 to 1,609.1 thousand in 2010. The sum of earnings drawn from international arrivals and that from domestic tourism improved immensely from 65.2 billion in 2009 to Kshs. 73.1 billion in 2010 (Economic Survey, 2011). This was a knock-down of the best results reported in 2007, even though the visiting prices charged from the visitors were high in the year. The government continued to apply the repositioning strategy for the country and marketing Kenya as a high value leisure and business destination. Again, this was on the backdrop of flight cancellations on Europe's airspace as a result of spreading clouds and volcano eruptions in April, 2010. Again the Economic Survey of 2010 affirmed the improving trend in the tourism sector despite the increasing incidents of insecurity and terror threats. The travel advisories of 2011 posed no serious harm to the sector as earnings increased by 13.3% from 1,609.1 thousand arrivals in 2010 to 1,822.9 thousand in 2011. The earnings volume reported in 2011 was Kshs. 97.9 billion from 73.7 billion in 2010. This was due to the tourism environment sanitization and improvements done by the government in the business environment through active promotion of the sector. The uncertainties surrounding the 2013 general elections resulted in a decrease in the number of tourists visiting the country by 11.2%. This percentage represented a fall from 1,710.8 thousand tourists in 2012 to 1,519.6 thousand in 2014. Earnings from the sector reduced by 2.1% as a result from 96.0 billion in 2012 to 94.0 billion in 2013 (Economic Survey, 2014). The second incident occurred in the second quarter of the year when the country witnessed the Westgate terror attack which adversely impacted on the tourism sector. A slump in business confidence was felt owing to factors such as the pronounced Ebola in 33 West Africa and increased insecurity caused by terror attacks. The number of foreign arrivals slumped by 11.1% from 1,529,6 thousand in 2013 to 1,350.4 thousand in 2014, representing an earnings decline of 7.3% (Economic Survey, 2015). The Economic Survey of 2016 placed tourism at the top of Kenya's foreign earnings despite of the drop in inbound foreign visitors travelling in to Kenya for tourism purposes. The government increased budgetary allocation towards the sector



from Kshs. 5.6 billion to Kshs. 10.7 billion from between the financial years 2014/15 to 2015/16 for the purposes of enhancing the marketing efforts for the country's tourism sector.

### **2.1.3 Structural Vulnerabilities of the Tourism Industry in Kenya**

Kenya's tourism sector has grown significantly on account of the heavy investment that the government and the external investors have done in diverse aspects of the economy. According to UNEP, (2016), the sector has a substantial debt that owed to foreign investors and a number of multinational organizations. Poaching for example is drastically destroying the sector's assets in the form of wild animals which are the core business of the industry leading to a steady decline in the number of targeted wildlife. This practice is leading to near extinction of key animal species making them highly endangered. Such wild animals include rhinos and elephants that are constantly being hunted down for ivory, and thus a number of stringent measures need to be laid down in order for poaching to be clamped. Another case in hand is the human animal conflict in Kakamega forest which has seen the destruction of animal habitats, the cutting down of trees in Mau forest to create land for cultivation and human settlement has seen the depletion of water catchment around it. Additionally, the grabbing of a good mass of riparian land and ecosystem meant for reserve has seen the sector witness a slump in revenue (Akama, 2000). Still going by Akama, (2000), a lot of tourism revenue is being taken up by foreign owned tour investors, travel and tours agencies owned by foreign entities and payments made for tourist's imported commodities. 34 As a result, many local employees are receiving very low salaries which weigh negatively on the tourism environment. It has been noted that if such seepage of revenue continues, the sector will continuously slump and even become extremely unstable. The local stakeholders will remain non-committal from protecting wildlife because they are not benefiting directly and are not being engaged in the sector's overall development process.

### **2.2 Empirical Review**

Agbu, (2019) conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. The specific objectives were to profile recreation behaviour of resident, examining antecedent factors influencing residents' recreation behaviour and evaluating residents' perceptions and attitudes towards domestic tourism. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. Ordinary least square model was used to respond to the hypothesis, Pearson correlation was used to measure the relationships between variables while multiple regression analysis was used to reflect al the independent variables. The findings from the study reviewed that the residents' high income means a positive motivation for participation in domestic tourism in Nasarawa State. The findings also revealed that participation in domestic tourism are influenced by hindrances which must be addressed as it is the case in Nasarawa State. In addition, the study provides that residents' perception and attitudes toward domestic tourism were positive and indicate that how a people perceive the concept and activities of domestic tourism has an influence on whither to participate in tourism or not. Moreso, the result shows that the participation of residents in Nasarawa State, Nigeria can bring more positive than negative to the local economy of the state.so also, the findings revealed that public servants in Nasarawa state, Nigeria engage more in business, visit friends and relatives and wine and dine out during their leisure time and

preferred friends, co-workers and family as travel companions when they engage in recreation and tourism activities. Friends and internet media were their sources of information about recreation and tourism activities. Recommendations are given on how government and policy makers in Nasarawa State, Nigeria can make contributions to develop domestic tourism. Finally, the study suggests further studies including conducting same research in Nasarawa State to involve all segment of the population as this focused in the public servants which income can be easily measured. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. Therefore, the only way to sustain domestic tourism participation is through the assessment of residents behaviors toward domestic tourism.

Ajogbeje,(2017) conducted a investigated the tourism–terrorism nexus in Nigeria using quarterly time series data within a vector autoregression analytical framework. Unlike extant studies, the study gauged the influence of terrorism shocks on the tourism sector specifically on the one hand and broadly the response of some key macroeconomic variables on the other hand. Several interesting results ensued. To sum up these findings, the study found a negative response of tourism revenues to terrorist incidents over the long haul as well as adverse effects on other key macroeconomic variables.

Buigt, (2015) conducted a study on terrorism in Kenya. The study utilized dynamic panel data model to analyses the effects of terrorism on demand for tourism in Kenya. We use annual data from 2010 to 2013 for a widely dispersed set of 124 countries of origin covering Europe, Asia, the Americas and Africa. The result suggests that a 1% increase in fatalities significantly reduces tourist arrivals by about 0.13%. This translates to a reduction of about 2507.5 visitors per year and roughly 157.1 million Kenya Shillings lost in tourism revenue per year for every one unit increase in fatality. Other proxies for terrorism, such as incidence or casualties, have a similar effect, indicating the robustness of the results. On the other hand, previous visits have a strong and positive effect on the level of current arrival.

Chege, (2013) conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. The target population of the study was 800,000 residents of Kibera slum who live in a total of 12 villages, 160 employees of Kenya Tourism Board (KTB) and 38 employees of Victoria Safaris. The sample size was 472 respondents, 384 from Kibera, 50 from KTB and 38 from Victoria Safaris. Simple random sampling was used to select 6 (50%) villages in Kibera. Snowball sampling method was then used to select respondents in those six villages. The initial subjects were identified using purposive technique. The subjects from the KTB were selected using convenient sampling method while all subjects from Victoria Safaris participated. Data was collected by the use of questionnaire. A pilot study was run in Kisumu Ndogo slum village. Reliability of the instrument was determined during the pilot study using test re-test technique. The Statistical Package for Social Sciences (SPSS) was used to analyze data. Data was then presented in tables and figures. The results of the study showed that slum tourism is a viable tourism product as majority of the respondents, 435 (92.2%), affirmed

this. There was a strong liking for slum tourism across all categories as majority, 396 (83.9%), view it as beneficial to the slum residents in improving their living conditions. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. There is also need for government to develop a policy whose aim is to guide on ways of conducting slum tours. There is also need for Ministry of Tourism to educate the residents on how to take advantage of the venture and open up businesses like tour firms and how to provide other services in order to reap the benefits of slum tourism

Muhalia, (2013) conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. The independent variables that were assessed included, sports as a pull factor that interest tourist to the Kenyan market, the extend of sports facilities, hosting of international sports event, cultural sporting activities, beach sports, high and low attitudes training centers, sports for sports icons. The study also looked at effectiveness of marketing, the level of security and political stability. A validated self-administered questionnaire was used to collect the data. The sample size of 776 respondents that were randomly selected for the study included 46 government officials from the Ministry in-charge of Sports and Ministry in-charge of Tourism in the headquarters Nairobi, and 730 both local and international tourists who resided in starred hotels and high altitude training center within the eight tourism circuit were also visited for data collection. The eight tourism circuits included central Kenya region, Nairobi, coastline, southern region, eastern region, north rift, south rift and western Kenya. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. On average 190(26%) of the tourists were of the view that facilities and infrastructure were not adequate while 30( 65%) of the government official were of the same view. 252(34.4%) tourists were of the view that security and political stability was not fully explored for the development of sports tourism in Kenya. 24(52.2%) of the government officials were of the view that Kenya is capable of hosting major international sports events while 221(30.4%) disagreed on the same. 14( 30.4%) of the government officials did not agree on the promotion of cultural activities while 290(39.7%) of the tourist were of the view that cultural event was a viable product for the development of sports tourism. 363(46.77%) of both tourists and government officials were of the view that high altitude training centers were fully explored for sports tourism development but when-it come to low altitude 396(51.03%) of both had no opinion. 117(16%) of the tourists 'were of the view that organization of sports for Kenya's sports icons was not fully explored while 16(34.73%) of the government officials were of the view that it was fully explored. Ministries in-charge of Sports and Tourism needs to encourage sports tourism as a package in the Kenyan market. Recreational sporting facilities should be a requirement for starred hotels in Kenya. The Ministry of Youth Affairs Sports and Tourism should market sports tourism as a tourism package. Ministries in-charge of Sports and Tourism should beef up security; create more high and low altitude centers, and stadia to host cultural sporting events. Ministries in-charge of Sports and Tourism through the Ministry in-charge of Sports and

Ministry in-charge of Tourism need to expand sports tourism as a package and encourage its growth in Kenya.

Muthuri,(2013) conducted a study to examines reasons why Kawiru, a local community living around Meru National Park does not play an active role in tourism development despite being a key stakeholder in the conservation and tourism agenda of MNP. Local community involvement in tourism activity is a pragmatic approach that endeavors to link the development of sustainable tourism to the cause of alleviating poverty and improvement of local community livelihoods. The UN Commission on Sustainable Development in the Local Agenda 21 maintains that industry and government are to protect and sustain the social, cultural and environmental wealth that attracts tourists, they must build more ambitious and committed partnerships to plan, manage and invest in this wealth. In the National Tourism Policy document, the Kenya Government acknowledges that due to historical inequities in the tourism industry, local people living in tourist host communities have rarely been involved in sharing of benefits or planning of tourism activities taking place within their community. In view of the challenges posed by poverty especially in the rural areas of Kenya, and the fact that tourism can effectively be used as a tool for fighting poverty, the objective of this study was to understand reasons why local communities living around Meru National Park are not able to take part in tourism happening in their locality with a view to generating knowledge that could inform initiatives aimed at enhancing local community participation in tourism development. Specifically, the study found out that for local people to benefit from tourism development in their neighborhood there is great need for aggressive awareness campaigns to educate the community on the importance of tourism as a viable economic option at the local level. Therefore, the study recommends sensitization of community members by the relevant stakeholders on the benefits of conservation and tourism and the role they can play as individuals and as a community in tourism development.

### **2.3 Research gaps**

Geographical gap is a knowledge gap that considers, the untapped potential or missing/limited research literature, in the geographical area that has not yet been explored or is under-explored. For instance Agbu, (2019) conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. The study concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism. The studies presented a geographical gap as they were conducted in Nigeria while our current study focused on examine effect of post-election violence on the performance of tourism industry in Kenya.

Methodological gap is the gap that is presented as a result in limitations in the methods and techniques used in the research (explains the situation as it is, avoids bias, positivism, etc.). Chege, (2013) conducted a study on focused on assessing slum tourism as a viable tourism option. The objectives were to: determine the main tourism attraction in Kibera slum, establish the perceptions

of Kibera's slum dwellers, Kenya Tourism Board and Victoria Safaris towards slum tourism, determine the benefits of slum tourism to Kibera slum dwellers, establish measures to be taken to promote slum tourism in Kibera and to determine the viability of slum tourism as a tourism product. The exploratory and descriptive survey research design was used. Poor understanding of slum tourism concept and lack of involvement of residents was the major challenge while lack of policy was the second major challenge. Observing residents' life style and taking photographs were identified as major tourist activities in Kibera slum while improvement of security and involvement of residents in tourism activities were identified as key ways for promoting slum tourism. The study recommends that there should be a deeper participation of residents in running and making decisions on slum tours to increase benefits to the residents. The studies presented a methodological gap as it used exploratory and descriptive survey research design while our current study adopted a desktop literature review method

Conceptual gap arises because of some difference between the user's mental model of the application and how the application actually works. Muhalia, (2013) conducted a study to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya. A Survey research design was adopted for the study. Chi-square was used to analyze the data. The findings indicated that sport is a pull factor for the tourists who visit the Kenyan market 564(77.3%) tourists and 37(80.45%) government officials agreed that sports was a significant activity in attracting tourists in the Kenyan market. The study presented a conceptual gap as it focused on to assess the perceptions of tourists and government officials on the development of sports tourism in selected regions of Kenya, while the current study focused on examining effect of post-election violence on the performance of tourism industry in Kenya.

### **3.0 METHODOLOGY**

The study adopted a desktop literature review method (desk study). This involved an in-depth review of studies related to examine effect of post-election violence on the performance of tourism industry in Kenya. Three sorting stages were implemented on the subject under study in order to determine the viability of the subject for research. This is the first stage that comprised the initial identification of all articles that were based on effect of post-election violence on the performance of tourism industry in Kenya industry from various data bases. The search was done generally by searching the articles in the article title, abstract, keywords. A second search involved fully available publications on the subject on effect of post-election violence on the performance of tourism industry in Kenya. The third step involved the selection of fully accessible publications. Reduction of the literature to only fully accessible publications yielded specificity and allowed the researcher to focus on the articles that related to effect of post-election violence on the performance of tourism industry in Kenya which was split into top key words. After an in-depth search into the top key words (effect, post-election, violence , performance, tourism industry, Kenya), the researcher arrived at 6 articles that were suitable for analysis. The 6 articles were findings from Agbu, (2019) who conducted a study on examine recreational behaviour in relation to domestic tourism participating in Nasarawa State, Nigeria. Data was collected using qualitative method. The research instrument was structured questionnaire for the public servants with a stratified simple sampling procedure where 388 questionnaires were administered, 371 were filed and returned which were physically checked, coded and entered into computer and analyzed and the response rate was 96%. Descriptive statistics were used to measure intervals and tendencies – test. The study

concluded that recreation behaviours poses challenges in the rural and urban areas in Nigeria as in the case of Nasarawa State, Nigeria are yet to embrace the values of active recreation participation, despite knowledge of the recreation and tourism.

Ajogbeje, (2017) who conducted a investigated the tourism–terrorism nexus in Nigeria using quarterly time series data within a vector autoregression analytical framework. Unlike extant studies, the study gauged the influence of terrorism shocks on the tourism sector specifically on the one hand and broadly the response of some key macroeconomic variables on the other hand. Several interesting results ensued. To sum up these findings, the study found a negative response of tourism revenues to terrorist incidents over the long haul as well as adverse effects on other key macroeconomic variables.

Buigut, (2015) who conducted a study on terrorism in Kenya. The study utilized dynamic panel data model to analyses the effects of terrorism on demand for tourism in Kenya. We use annual data from 2010 to 2013 for a widely dispersed set of 124 countries of origin covering Europe, Asia, the Americas and Africa. The result suggests that a 1% increase in fatalities significantly reduces tourist arrivals by about 0.13%. This translates to a reduction of about 2507.5 visitors per year and roughly 157.1 million Kenya Shillings lost in tourism revenue per year for every one unit increase in fatality. Other proxies for terrorism, such as incidence or casualties, have a similar effect, indicating the robustness of the results. On the other hand, previous visits have a strong and positive effect on the level of current arrival.

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sustainable tourism to the cause of alleviating poverty and improvement of local community livelihoods. Specifically, the study found out that for local people to benefit from tourism development in their neighborhood there is great need for aggressive awareness campaigns to educate the community on the importance of tourism as a viable economic option at the local level

#### **4.0 SUMMARY, CONCLUSION AND POLICY IMPLICATION FOR FURTHER STUDY**

##### **4.1 Summary**

During the presidential election in Kenya, any allegations on vote rigging and fraud over the results that caused disputes was negatively and significantly correlated to visiting national parks and reserves. Further, a greater likelihood of visiting national parks, game reserves, or staying in tourist hotels and lodges is positively and significantly correlated to going to a beach holiday. Thus any allegations on vote rigging and fraud over the results that caused disputes reduces the visit of national parks and reserves and an increase in the likelihood of visiting national parks, game reserves, or staying in tourist hotels and lodges days after voting also increases going to a beach holiday.

##### **4.2 Conclusion**

The study concluded that election violence affects movement of people within the country, people movements are restricted during the campaigns, local and international members of the fourth estate give prominence to negative news during this period scaring both domestic and international tourists arrivals and that people prefer staying in familiar places and fear travelling when there is election violence. Any incidents of tourists facing adverse situations during electoral violence period in Kenya is negatively and significantly correlated to visiting national parks/reserves but positively and significantly correlated to going to a beach holiday. People preference of attending political events such as campaign rallies, and debates as opposed to engaging in leisure activities is negatively correlated to going to a beach holiday.

##### **4.3 Recommendations**

The study recommends that the Kenyan security infrastructure should regain civilian confidence: by cultivating citizen-police relations to tame the prevailing account of fear and apathy. This can be worked on and transformed into more justifiable national confidence on the security agencies and a platform created for mutual engagement. This relationship is crucial in helping the security agencies in controlling crime and being able to mitigate the security challenges arising during elections. This way the tourism industry will benefit in terms of enjoying a peaceful environment before, during and after general elections in the country. Once this relationship is built on trust, the police will be able to manage effectively all issues

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