PERCEIVED CONTRIBUTION OF SPORTS FACILITIES' ATTRIBUTES ON SPORT TOURIST DEMAND AND SOCIO-ECONOMIC BENEFITS IN NAKURU MUNICIPALITY

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DECLARATION AND APPROVAL

Declaration

This research thesis is my original work and has not been presented for an award of degree in any other University.

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Approval

This research thesis has been examined, passed and submitted with our approval as University Supervisors.

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DEDICATION

I dedicate this research to my loving wife Laura Njoki Wairimu, my son Elio Odera and my uncle Zaddock Andanje Sakwa. They were very instrumental in encouraging me to write this thesis at the times my energy ran out.

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ABSTRACT

Sports tourism is among the leading tourism segments which contribute to National Domestic Product (NDP) for many countries. In Kenya, the sports tourism initiatives are concentrated in the major urban centres where the sports facilities are sufficient. Sports activities in many other places that have limited capacities in sports facility development are less developed and given very minimal attention. This underdevelopment leads to uneven distribution of economic benefits from sports tourism initiatives in most of the areas in Kenya. Consequently, ineffective policies are developed which further reduce the sports tourism related benefits in many destinations. Nakuru municipality sports policy prioritizes the development of sports facilities, renovating the old ones and the use of sports as an industry for promotion and development. While the latter issues have been clearly outlined in the county policy the effectiveness of attaining these benefits has not been established. This study sought to investigate the perceived contribution of sports facilities development attributes on sports tourist demand, contribution on social and economic benefits in Nakuru Municipality. Despite of the Municipality having sports policies in place, there were no clear evidence to show the benefits harnessed from sports activities. Whereas Machakos and West Pokot counties have reported benefits such as children mobility to school, employment opportunities and place identity Nakuru Municipality remained an area of research. The objectives of this study were; to determine the perceived contributions of sports facility attributes on sports tourism demand in Nakuru Municipality, to determine the perceived contributions of sports facility attributes on sports tourism social benefits in Nakuru Municipality and to determine the perceived contribution of sports facility attributes on sports tourism economic benefits in Nakuru Municipality. The study adopted a descriptive cross-sectional study design with a target population of 57,282 people in Nakuru Municipality. 384 respondents were selected using cluster random sampling technique. The study was guided by the triple bottom line model developed by Hubbard (2009). Primary data was collected from the local communities, the sports tourism facility operators and owners while the secondary data was collected from the relevant books, journals and articles. Statistical Package for Social Sciences (SPSS) was used for data analysis. Categorical Regression (CATREG) was used to analyze the test variables. Significant differences were observed at $p < 0.05$. The results indicated that the data collected was reliable with an alpha value of $r \geq 0.7$. Sports facility attributes were established to be significant in contributing sports tourism demand as indicated by their p-values; 0.00**, 0.00** and 0.00** for quality, accessibility and number of sports facilities respectively. Sports facility attributes in Nakuru Municipality accounted for approximately 58% of sports related benefits.

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LIST OF ABBREVIATIONS AND ACRONYMS

FIFA-	Federation of International Football Association
GDP-	Gross Domestic Product
KNBS-	Kenya National Bureau of Statistics
LSD-	Least Significance Difference
NACOSTI-	National Commission for Science, Technology and Innovation
SPSS-	Statistical Package for Social Sciences
TBL-	Triple Bottom Line-model

CHAPTER ONE
INTRODUCTION

1.1 Background of the Study

Sports related travel dates back to the 17th century. Sports tourism since then has gained a lot of attention among the sports fans and policy makers (Njoroge, Atieno & Vieira, 2017). Sports tourism is receiving a lot of attention due to its social, economic and environmental gains (Hritz & Ross, 2010). People temporarily travel from their homes to areas away from home to participate in sports activities as sports fans or competitors (Standeven & De Knop, 1999).

Sports tourism segment has become an important driver of countries' economic growth through supplementing the revenues accrued by other tourism forms (Peric & Wise, 2013). It reduces the recession periods characteristics of the recreational tourism forms in many destinations (Peric & Wise, 2013). Sports tourism also creates platforms for developments of the coaches and officials at destinations as well as the development of athletes. Through sports tourism, communities celebrate their cultures while increasing their health status. The importance of these sports facilities is made possible through the development of quality facilities (Cozea, 2013) that provides platforms for sports activities while representing the architectural value of places they are developed (Cozea, 2013).

Sports tourism encompasses three main domains namely the health and fitness sector, the arena and dorm sector and the sports manufacturing sector (Weed & Bull, 2012; Kurtzman, 2005). The health and fitness sector include all the indoor sports tourism activities which take place in gymnasium, health clubs and fitness centres. Arena and dorm sector involve field events such as the large events, the athletics and the professional games (Houlihan & Malcolm, 2015; Kurtzman & Zauhar, 2003). The sports manufacturing sector includes textile companies that deal with the manufacture of the sports shoes among other sports facilities for the sporting persons. Sports tourism constitutes three main segments namely the active sports tourism, the event sports tourism and the nostalgia tourism (Gibson, Lamont, Kennelly & Buning, 2018).

Active sports tourism is associated with participating in sports activities while on a holiday (Gibson et al., 2018). These include taking part in sport events such as skiing, golfing, biking, and canoeing among other physical sports activities. Passive sports tourism/event sports tourism on the other spectrum encompass spectating at sport events such as the Olympic games, the regular and seasonal football events among others. Gibson (1998) observed that sport related attractions such as sport theming destination restaurants are rampant in attracting tourists to sports destination which accounts for the third category 'nostalgia sports tourism'.

Sports tourism is often developed in four main approaches: as local events; regional events; hallmark events or mega events. Local events are those events which have direct impacts to the immediate local communities, while the regional and mega events are those which impact a wider geographical area such as among nations (Jónsdóttir, 2010). These approaches have varied implications of impacts they bring to sports destinations (Getz & Page, 2016; Kurtzman, 2005). Sports facilities such as the stadiums, the arenas, buildings and other facilities are paramount to support the sports events as well as to facilitate the existence of the sportspersons at the sports destinations (Taks, 2015).

Sports tourism has rapidly gained global popularity. This is due to the growing interest among the sports fans, increase in leisure time and availability of disposable income (Mokras, 2016). These factors among others have resulted to continuous modification of the active sports disciplines as well as the introduction of many other sport disciplines. The growth of sports tourism globally has consequently generated a lot of economic benefits to this global market. For instance, a Berkshire Hathaway Company report documented indicated that in 2017 sports tourism generated $ 1.41 trillion.

Sports tourism destinations in a number of countries are highly developed and structured to pull mass tourism flows. Spain, for example, has world's leading sports destinations such as Barcelona and Catalonia which have approximately 35,424 sports areas (Rosenthal, 2017). These destinations have well-established sports facilities which support approximately more than 300 different sports activities. Destinations benefit from sports tourism dominance due to the support of the sports facilities by both the private and public sectors (Lluis, 2013). Sports facilities include sports centres and

parks, sports halls, baths and swimming pools, recreational areas, athletic and football stadiums, skating rinks, tennis courts, ski resorts, golf courses, cycling tracks, horse racing facilities and shooting ranges. These are essential in the staging of sports events that foster the economic development of cities (Arnegger, 2016). Essex and Chalkley (2004) conducted a study on the mega-events in the United States of America which aimed at establishing the significance of the facility developments in hosting the winter games. It established that the urban planning is fundamental in these destinations. Sports tourism destinations depend on both new facilities and refurbishing the old ones. The study also adds that, transport, telecommunication infrastructure and hotels are vital resources to foster the smooth running of sports activities. The study concluded that there are plenty social gains such as improved quality of life, enhanced local pride and strengthened community spirit.

Sports tourism is a viable economic activity in various destinations. Arnegger (2016) conducted a study on the economic status of Europe which established that sports tourism has contributed to € 294 billion (bn) to Europe's (EU) value while employing around 4.5 million people. Similarly, Sports Business Group (2015) reports indicate that sports tourism contributes to a lot of economic benefits in Dubai. The report indicates that sports tourism segment generated about $ 670 M annually and impacts directly a total of $ 421 M every year on Dubai's economy. Sports tourism in Spain has created opportunities for approximately 500 companies that produce sports linked products while creating employment for around 22000 people in the region. It contributes to around 4 Billion Euros directly which accounts to 2.1% of Spain's GDP. Majority of the world studies focus on the economic impacts of the mega events which are seasonal. The studies fail to pay attention to the smaller events which have little but prolonged impacts to the destinations.

In Africa many studies on sports tourism, have focused on impacts to the host community. Ntloko and Urmilla (2008) for instance, conducted a study in South Africa aiming at evaluating the social costs and benefits associated with sports tourism. It revealed that sports tourism provides the community with an avenue to showcase their sports talents, it also promotes local pride and enhance place identity among communities. Conclusions indicate that sports tourism has a great potential for creating

more social benefits to the host destinations. Similarly, Visser (2015) conducted a study in Cape Town to evaluate the benefit of sports tourism. The results portray that sports tourism results to nation's cohesion and pride among citizens. The conclusion of the study was that sports tourism is an avenue for social gains in the society.

In the light of economic contributions in Africa Elendu (2013) conducted a study in Nigeria. The study aimed at determining the potential economic value of hosting sports events. Key findings were that sports tourism contributes to infrastructural development and creation of employment opportunities. Elendu notes that sports tourism contributed to 1.2 Bn Rands for South Africa, increased direct market for the local market products and higher bed occupancy rates. The study concluded that mega and other events contribute to economic gains for a destination.

Saayman and Saayman (2012) conducted a study on economic impacts of comrades' marathon in South Africa which aimed at determining the economic gains and costs on the economic status of South Africa. The findings report that marathon contributes to around 600 job opportunities within a period of one month. It concluded that events are rampant in engineering development and therefore recommends that destinations should embrace more sports investments.

In Kenya sports tourism generally impacts the host destinations. Sport tourism literature in Kenya has focused on the sports tourism social economic impacts to destination that host these sports events. For instance, Njoroge, Atieno and Vieira, (2017) conducted a study on socio-economic impacts of sports tourism in Machakos County. The study purposed to examine the impacts of sports tourism on the social and economic systems of Machakos County. It established that the sports tourism initiative among other benefits contributes to community image enhancement, entertainment, job opportunities and instilling knowledge among the community members.

Similarly, Ng'oriarita (2013) in a study on socio-economic impacts of sports tourism in West Pokot, Kenya established that the sports tourism activities contributed to social benefits such as children mobility to school, mental and physical development of the children and created peace and understanding among the community members. It

concluded that sports tourism is strongly supported in West Pokot County. Most studies on sports tourism development in Kenya fail to address the sports facility aspects that foster visitor demand for the various sports destinations.

Sports tourism development has been faced by a number of challenges. Sports facilities in a number of destinations are solely developed for specific sports and/or for a specific team (Mason, 2017). This reduces the opportunities of generating optimum economic benefits from other events. Again, planning for multisport hosting is limited due to sport specific facilities, an instance that limits optimal benefits from sports activities. Besides, there is scant planning in sports destinations due to insufficient information of the sports tourism benefits. The current study sought to make known the benefits of sports tourism activities to promote aggressive development of facilities in the sports destinations.

In Nakuru Municipality these sports tourism benefits have not been fully documented. This sub county has existing sports facilities yet little has been reported on their socio-economic benefits. The above studies generally report sports tourism socio-economic impacts in the areas with more facility development without fully explaining the enclaves that exist for small and medium sized towns. Many regions are faced with a number of challenges that deter them from running sports tourism ventures (Njoroge, 2015). These challenges include the lack of facilities, inadequate facility attributes and the expensive nature of sports tourism. More so, sports regions are faced with tourism enclaves as the direction selling takes root in many of the destinations. The marketing efforts have concentrated on the established destinations with overreliance on the mega events which are seasonal (Higham, 2003).

The current study seeks to determine the socio-economic benefits of sports tourism in Nakuru Municipality while addressing the infrastructural needs of these nonmetropolitan regions. The emphasis of the current study is based on the establishment of local events that occur regularly throughout the year.

1.2 Statement of the Problem

Sports tourism contributes to direct incomes, employment opportunities, social cohesion and infrastructure development. While many destinations with developed sports tourism facilities benefit from direct income little has been reported on sports tourism demand and social economic benefits in upcoming destinations such as Nakuru that have less developed facilities. Currently, many of the developed stadiums in Kenya are used for public recreation but have not been commoditized for tourism business. Machakos and West Pokot Counties for instance, have documented utilization of stadia in sports tournaments and general public recreation which contribute to wide social economic benefits. It is unclear whether travel organizations sector participates in tourism business organization in such facilities. Aspects of tourism business and investment strategies have not been much documented in Nakuru. Nonetheless, sports policies in Nakuru County have prioritized development of sports facilities to promote economic regeneration of this sports destination. However, there are no detailed strategies to demonstrate how these benefits are to be accrued. Insufficient sports facilities' attributes in Nakuru Municipality have arguably caused scant sports tourism business levels and minimal social economic benefits. Failure to harness these sports tourism benefits in the Municipality has contributed to high income losses, high unemployment rates and reduced revenue to private sector. Developing sports facilities' attributes such as the sports facility numbers, sports facility accessibility, size of the sufficient size of the facilities and attractive facility quality in Nakuru County is likely to promote tourism product diversification and contribute to economic benefits to communities. This study aimed at investigating the contributions of sports facilities' attributes on sports tourism demand and social economic developments of Nakuru Municipality.

1.3 Purpose of the Study

The purpose of this study was to enhance tourist demand and socio-economic benefits in Nakuru Municipality through the development of sports facilities development.

1.4 Research Objectives

i. To determine the perceived contributions of sports facility attributes on sports tourism demand in Nakuru Municipality.

ii. To determine the perceived contribution of sports facility attributes on sports tourism social benefits in Nakuru Municipality.

iii. To determine the perceived contribution of sports facility attributes on sports tourism economic benefits in Nakuru Municipality.

1.5 Research Hypotheses

$H0_1$. There is no significant relationship between sports facility attributes and sports tourism demand in Nakuru municipality.

$H0_2$. There is no significant relationship between sports facility attributes and sports tourism social benefits in Nakuru Municipality.

$H0_3$. There is no significant relationship between sports facility attributes and sports tourism economic benefits in Nakuru Municipality.

1.6 Significance of the Study

Local communities secure employment opportunities in the developed sports facilities. The sports facilities such as the stadiums, the swimming pools and many other sports facilities require the manpower to manage facilities as well as the activities that take place during the sports events. Such platforms create avenues for local communities 'employment. This can enhance quality of life for the local communities within Nakuru Municipality. Besides, the direct spending made into communities while empowering them economically and can also enhance their livelihoods. While major players in the tourism industry tend to suffer from seasonality effects, sports tourism is a form of tourism that provides solutions to the recession periods brought forth by such forms of tourism such as the wildlife-based forms of tourism. This is through hosting events of significant positive impacts on weekend to weekend basis to the major tournaments which gather hundreds to thousands of viewers to destinations for sports tourism activities. The sports fans attracted to the sports destinations rely on the existing facilities to facilitate their stays. Therefore, the hotel owners benefited through increased bed occupancy rates, restaurants had their foods bought and the curio shops while benefiting through the purchase of their souvenirs by the sports tourists.

The county government benefits through the development of sports within the municipality which promotes active youth empowerment. The study recommends on

the best ways the county government can stage local, regional and provincial events which promote healthy and higher living standards for the people in Nakuru municipality. Sports tourism is likely to create opportunities for networking and therefore leads to an integrated development within the county.

Sports tourism is an avenue through which a supportive environment can be created for the communities. Through the sports activities a lot of organizations both the governmental and non-governmental organizations seek to create their goodwill through rendering their support to the local communities. This strategy empowers the local communities who in turn support the sports activities creating an integrated and healthy economic system. In addition, the development of sports tourism within a destination can enhance the promotion of athlete's skills and abilities.

Tour operators will benefit through increased revenues from the sports packages. Sports tourism like any other form of tourism creates the need for people to travel from one place to another. The sports fans and the sports participants need the services of the tour operators to plan their travel. This created business for the tour operators who generated income from the sports tourism packages sold.

Tourism researchers benefited from the data and other sports tourism information which were instrumental to further research. The researcher developed a Master thesis which was a minimum requirement to graduate.

1.7 Scope of the Study

This study covered Nakuru Municipality particularly Nakuru town. It focused on the sports tourism demand and socio-economic benefits of sports tourism which resulted from the facilities attributes in Nakuru Municipality. This study targeted 57,282 people making up 20% of the total population in Nakuru Municipality. The participants in the study included the residents and tourists whose primary activity is sports tourism. The study was conducted between the months of January 2019 – October 2020; data was collected using structured questionnaires.

1.8 Limitation of the Study

The researcher initially feared that the current research would face hindrances such as destination unfamiliarity. The lengthy procedures of permit acquisition were also projected to be a major limiting factor to this research. Language barrier in the remote setting also hampered this study progress. The researcher reduced the challenges by seeking assistance from the residents on the destination location where the facilities were later identified with ease. Permits for research were applied in good time which ensured that they were acquired timely enough to facilitate research continuity.

1.9 Definitions of Terms

Accessibility: Meant the physical access to the sports facilities

Capacity: Meant the number of users that sports facility can serve and employee.

Development: Referred to the process of economic and social transformation that is based on complex cultural and environmental factors and their interaction.

Economic Benefits: Meant the quantifiable positive gains in monitory terms such as income, cash flow and revenue.

Numbers: Meant the total sum of sports facilities in Nakuru Municipality.

Quality: Meant the impact of sports facility on sports tourist satisfaction, image and word of mouth.

Social Benefits: Meant the transfers received by the local communities aimed at changing their way of life or financial burden.

Social Cohesion: Meant the strength of relationship and solidarity between the community members

Sports Facility Attributes: Meant the features of things or places used for doing sports (capacity, types, numbers, accessibility and quality of sports facilities)

Sports Infrastructure: denoted the facilities, systems, goods and the services that enable the sports events.

Sports tourism demand: Meant the desire and willingness of sports tourists to consume sports tourism products.

Sports Tourism: Meant the temporary travel to areas away from home to participate actively or passively in sports activities for commercial or noncommercial reasons.

Sports Tourist: Someone who travels away from home to areas away with the primary reason of consuming sports tourism products.

Sports: Referred to group games and individual activities that require skill and involves physical activities.

Tourism Demand: Meant the number of people willing and able to travel to certain destination to consume the available tourism products.

Types: Meant the different types of sports facilities

CHAPTER TWO
LITERATURE REVIEW

2.1 Overview of the Sports Tourism Development

Sports tourism industry includes the health and fitness sector, the arena and dorm sector and the sports manufacturing sector (Kurtzman, 2005). Sports tourism is developed as events at the destinations; local events, regional events and hallmark events (Getz & Page, 2016). The most popular is the hallmark dimension due to the intensive marketing efforts (Kim *et al*., 2015).

Sports tourism development is a systematic process which takes a series of steps and strategies to grow. Getz and Page (2016) developed a sports tourism portfolio elaborating the sports events impacts at various destinations. According to Getz and Page (2016) sports destinations begin as small areas which can host the local events. Local events characteristic is low tourist numbers and consequently low economic benefits. During destination evolution stages of Butler (2019) destination area life cycle when the tourist numbers are often low. This is because the destination is unfamiliar and it is only visited with exploratory tourists (Butler, 2019). The destination systematically gains popularity among the people and the sports managers. Sports events begin being scheduled at the regional level. This follows that, the number of tourists increase and the value consequently elevates (Getz &Page, 2016). The regional events externally communicate about the destinations which in turn benefits from international visitation as a hallmark home of events. Destinations may eventually attract the scheduling of mega-events as more of the facilities are developed and, therefore, result to more economic and other benefits to the destinations.

Increase in the number of facilities results to sports tourism development in a destination. This, in turn, leads to an increase in tourist demand for the respective destinations and socio-economic benefits (Essex & Chalkley, 2010). Sports tourism growth is attributed to the high demand levels of sports activities. Further, marketing initiatives such as sports tourism branding, favourable ticket pricing and provision of complementary services has increased the demand on sports facilities. Sports tourism is growing rapidly while contributing to high economic and socio-cultural benefits to sports destinations. Berkshire Hathaway Company 2017 report, indicates that, sports

tourism contributes to $ 1.41 trillion to the global market and is projected to reach $ 5.72 trillion in the year 2021 (Ketterer, McGuire & Murray, 2019). Domestic sports tourism currently represents the large market portion for sports tourism as signified by 69.31% of the total sports tourism market and passive sports tourism which accounted for $ 0.74 trillion in the year 2016.

Tourism development in destinations has both direct and indirect effects on shaping that particular area. Physio-economic structure of destinations is attained through tourism facilities and superstructures that consequently increase the functioning of destinations by contributing to massive visitation of destinations. Equally important, sports facilities at destinations command a lot of sports tourism activities which rejuvenate the tourism potential of many destinations. While the question of facilities importance in tourism remains imperative, it is also of tantamount count to note that tourism development and modernization of facilities have significant relationship. Sports tourism has continually gained popularity worldwide. Demand for sports tourism activities continuously increase by day (Cozea, 2013).

A number of nations have responded to this current demand of sports tourism by supplying the sports tourism products. Spain, for instance, is known for well-established sports facilities in Barcelona and Catalonia (Gallardo *et al*., 2017). Worldwide, other countries have also responded to this sports supply challenge including Australia, Brazil, New Zealand, Malaysia, South Korea, Qatar and Jamaica (Garay & Canoves, 2017).

Cozea (2013) explain that sports tourism facilities in Romania have two relevant aspects. These are; acting as a base for sports events and also represent the most important architectural elements of cities. He further explains that; sports facilities are an important determinant for staging of the sports events. Romania government has invested in the sports facilities such as the stadiums, the sports halls and the sports complexes. These are collectively meant to drive tourist demand for the sports activities and also result socio-economic gains to the destination. A study by Baumann and Matheson (2013) aimed at comparing the infrastructure investment and resulting economic gains between the industrialized and the developing countries. It established

that, facilities are an important part of the sports events. Besides, Baumann and Matheson (2013) add that, sports facilities are fecund in staging of the various mega events in the respective countries. Siegfried and Zimbalist (2000) also observed that the construction of sports facilities in the United States has increased sports participation.

Global literature indicates that sports facility numbers, size, types and quality are important for sports destination. These are paramount to the current study to explain the relationship between the sports tourism benefits and the facility attributes. London's success as a sports destination rely on its massive facility development. Major sport events are repeatedly staged here due to the massive sports facility investment (Preuss, 2015). Chapin (2004) alludes that, sports facilities are keystones to drawing sports tourists to destinations. These include the nostalgia tourists, the sports fans and the sports competitors.

In Africa, a number of countries have invested in sports facilities. South Africa, Nigeria and Ghana have been the model countries in Africa in sports facilities investment (Elendu, 2013). Major sports events take place in countries which have adequate sports facilities that can host diversified sport events (Mwisukha, Njororai & Onywera, 2003). Elendu (2013) conducted a study on the importance of sports tourism in Nigeria. It established that sports tourism in Nigeria is faced with facilities shortages which make it difficult to flourish.

South Africa successfully managed to host the world cup tournament due to its facilities capacity. Bidding to host sports events of international recognition bases on the availability of sports facilities; eight stadiums with a sitting capacity of at least 40,000 spectators (Mwisukha, Njororai & Onywera, 2003). Hosting sports mega events relies on quality of sports facilities in terms of size of the facilities, the variety of the facilities and the accessibility of these facilities by sports persons. This follows that, sports facilities gain popularity and good image when perfectly located (Saayman & Saayman, 2012).

In Kenya sports tourism is rapidly gaining popularity. Machakos County in Kenya has been on the forefront of developing the sports facilities (Njoroge, 2017). The sports

facilities developed in the county include the Kenyatta stadium which hosts a number of regional football events of significant positive impacts to the destination (Njoroge, 2017). Machakos County's adequate capacity stadium qualifies it as a host of the regional tournaments (Njoroge, 2017). Adequate sports facilities are key factors in sports tourism development (Jovanovic & Ilic, 2016). Adequate sports facilities regard facility numbers, accessibility, sizes and quality (Mwisukha, Njororai & Onywera, 2003). Sports facilities development is a great concern in Kenya. Mwisukha, Njororai and Onywera (2003) observed that the sports sector in Kenya is faced with limited facilities problems. A study conducted by Njoroge (2015) reports that majority of areas are faced with the shortages of facilities which deter them from hosting mega events.

Nakuru municipality is a niche area of sports tourism research due to the insufficient amount of literature to support sports activities existence in the county. Ngoirinjuguna (2018) reports that the sports activities in the county are common among the urban populations and schools to be specific as compared to their rural counterparts. The current study on sports tourism in the municipality to establish the extent to which sports tourism is marketed and the facility attributes encouraging or discouraging sports consumption.

The growth of sports tourism in various destinations has not been attained over years due to the existing facility incapacities. Hallman (2015) explains that sports facilities are vital in the participation of sports at the destinations. Reimers *et al*. (2014), however, observe that the distance between the sports facilities and the sportspersons affect the levels of participation in the sports activities. Nevertheless, other factors such as religion, gender and age play a role in determining the sports demand among the different sports consumers (Hallmann *et al*., 2012).

2.2 Structural Demand of Sports Activities

Staging sports events depend on sport specific facilities. Cities and countries with sport facilities have successfully hosted sports events on repeated basis (Prabhu & Subramanian, 2014). While some cities manage to host sports events with minimum investment efforts, majority of the world destinations invest a lot of resources in constructing facilities that are needed to host these sports events. Due to this requirement, political debates visualize sports investment as extravagant consumers of

state resources and hence vote against such investment efforts. Sports event generate demand that foster varied development pressures on cities, and thus, politicians find these investments beneficial in the long run.

The figure below indicates the destination structural demand for sports facilities which are divided into three categories; the primary, secondary and tertiary facilities.

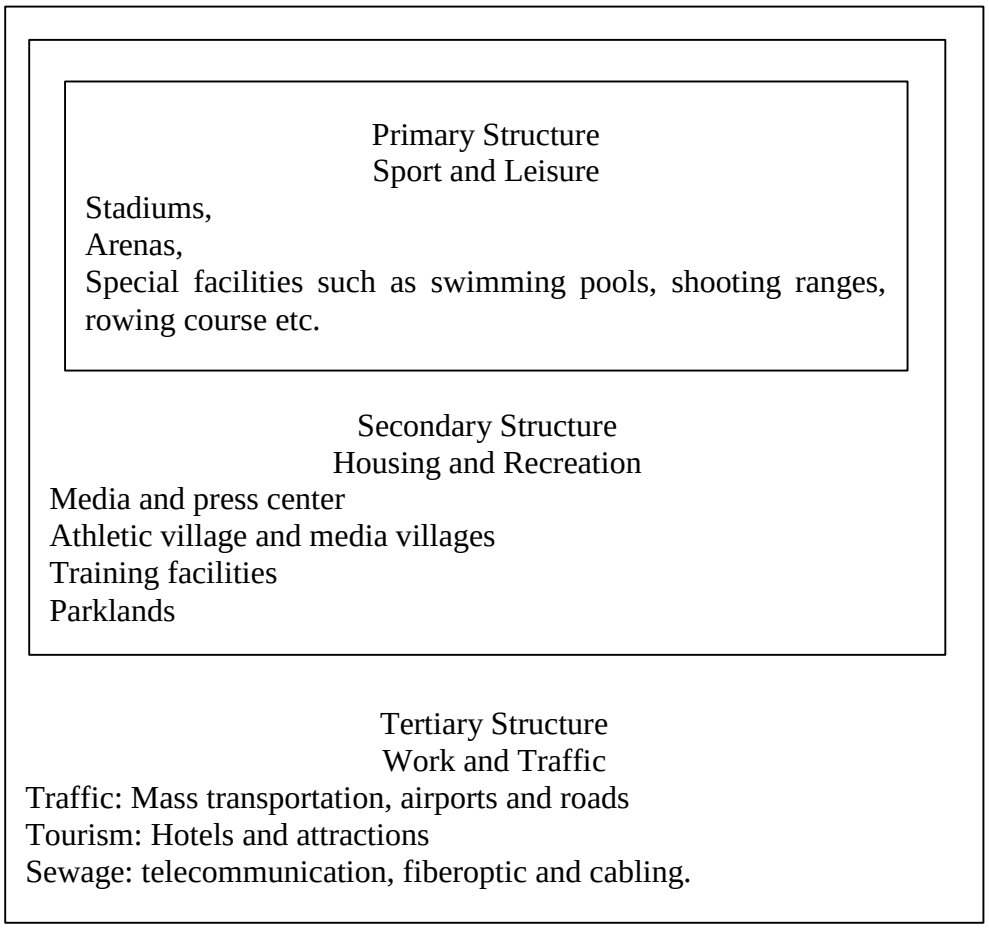

Figure 1: Structural Demands of Sports Destinations Source: Solberg and Preuss (2007)

The overview of sport structure above provides an avenue for understanding the sports facility needs for cities and destination that host large scale events. Primary structures are an important part of sports destination for staging events. Trends have emerged in the construction of primary facilities over time. Initially, the construction of sports facilities did not consider support facilities such as hospitality facilities, the atmosphere of the stadiums and again, most of these ancient play places are in deplorable conditions to attract sports enthusiasts. Today, modernity has been incorporated in construction of the sporting facilities (Yang *et al.*, 2020). Rising demand for primary structures coupled with the technological advancement has created modern cities with arenas that are not only used as functional buildings but also stages for extravaganzas (Mutter &

Pawlowski, 2014). Haphazard planning of the 1950s led to emergent of cities which do not have modern specialized facilities that satisfy the needs of the modern population both in capacity and variety. Technology in one way or the other provide solutions to such incapacities through enabling the creation of temporary plastic pools in parking spaces among other places (Rodrigues, Valdunciel & Miguel-Dávila, 2014).

Secondary structures become important part of sports destinations during the multisport events. Housing and recreation structures in particular are important to provide an ambience for the sports training programs. Solberg and Preuss (2007) observed that the sports cities investment in constructing the sport village for the referees, coaches, players and the fans contribute to a large extent to the success of sports. Barcelona and Manchester cities are good examples of places with established sports villages. Consequently, the availability of these open spaces provides a good atmosphere for the sports tourists. Statistic have indicated that Barcelona in Spain is among the leading sports destinations hosting mega events frequently.

Tertiary structures on the other spectrum denote all the other facilities that are required to host mega events. Sports tourists travel from one destination to the other aided by the transportation systems. Barcelona for instance, has an elaborate transport system that allows for the movement of sports persons from place to another (Sáez de Soto, 2016). Airports and road networks are an important part of the tertiary structures that aid the functionality of sports destinations. Tourists who have sports as their primary attraction will arrive at destinations and demand places to sleep such as hotels and restaurants to eat. Again, an elaborate transport system connects the tourists arriving at the airport to the respective port destinations. Cities with sports hosting ambitions find tertiary structures an important part of their urban planning to create business (Mohebbi, 2014).

Sports events management poses challenges for many event organizers and the destination managers. Global competition among sports destination increases by each day which promote more efforts from the event organizers to develop facilities to stage events. Global competition among destinations for sports influences destination positioning among cities (Jiménez-García *et al*., 2020). Destinations which manage to

host mega events due to perfect positioning manages to strengthen their brand which consequently drives further demand and increased tourism activities. Initially, destinations will host sports activities where majority of the tourists will constitute the sports fans and competitors. Later, when destinations gain popularity as hallmark home of events visitations from the nostalgia tourists increase leading to increased tourism activities within a given country or city. Besides, competition from global destinations promote facility development efforts for the cities, thus, new products are developed. This is for example, new sports facilities and activities which impact positively to the number of sports activities within a destination.

Challenges such as the socio-political environment, wars, economic crises, pandemics and terrorism attacks compromise the image of destinations. Sports legacies created through hallmark events become diluted with these challenges. In effect, the positive image created changes among the people as they associate the destination in question with negative activities (Tichaawa, Bob, & Swart, 2018). Terrorism attacks for instance, have recently become a global nuisance reducing the rate of travel among the tourist. Travel behaviour among the tourists is fostered with an enabling environment such as stable political environment and prevailing peaceful conditions. An aggregate of the travel motivators promotes the image of a destination; however, the situation reverses when the motivating factors become limiting.

2.3 Sports Facilities Attributes Contributions to Sports Tourist Demand.

Sports facilities create visitor demand for sports tourism products through staged events. Development of any form of tourism depends on massive investment in facilities development (Jovanovic & Ilic, 2016). Sports destination investment efforts in terms of number of facilities, types of facilities and capacity are important in that consideration. Sports and leisure facilities have two important dimensions at the destinations (Cozea, 2013); they act as a base upon which the sports events are staged. The staged events gather the viewers as well as the competitors who are the sports tourists. Besides, the sports facilities at the destinations play a vital role in representing the architectural value of the destinations. Through the great arts works at destinations such as stadia, destination restaurant theming and sports complexes attract nostalgia tourists. Sports facilities developed at the destinations are crucial in meeting the needs

of the passive and the active sports tourists (Hallmann *et al*., 2012). Insufficient supply of sports facilities at the destinations hinders participation in the sports activities (Lim *et al*., 2011). The supply of the sports infrastructure positively correlates to the sports activity participation among the individuals.

Globally, destinations gain the sports legacy brands through the massive facilities investments. London has the ability to stage the repeated Olympic Games due to the higher numbers of the sports facility investments (Preuss, 2015). The presence of sports facilities at a destination are an attraction to staging of events. Facility presence at the destinations create good event image for destinations. However, the major concern in this respect is how to manage these legacies and how to sustain it over the long run (Rogerson, 2016). The duration taken by these legacies created depends on the environmental change value to the local communities (Preuss, 2015). Chapin (2004) adds that, the large sports facilities in the cities have special abilities to draw people to the cities and urban centres. The visitor demand for the sports facilities at the destinations foster the development of cities.

Sports related travel has been growing substantially with a massive rise in the global sports demand. Sports tourism involves travel to places in order to watch the sports activities or to take part in the sporting activities. Management of these activities has a historical perspective, however, academic disciplines and scholarly studies concerning the subject are scant. As a result, destinations and cities that host sports events fail to keep clear records of sports legacies. Cozea (2013) held a position that many studies on sports tourism have failed by definition and purpose. In addition, such studies have been criticized to lack focus on the importance of sports facilities in urban tourism but rather concentrate on the sports facilities contribution to hospitality industry and tourism facilities in general.

Tourism industry experiences seasonality effects that make it a less viable investment in a year-round. Sports tourism acts as a panacea to ending such effects through ensuring that continuously flow of tourists throughout the year (Peric & Wise, 2015). Seasonality effects in tourism impact severely on destinations in a number of ways. First, the economic standards of a place deteriorate immensely when such effects set

in. For instance, when the tourist numbers recede during the low peak period, tourism money circulation reduces equally at the time. This is because the foreign exchange that destinations get reduces when the tourists leave to their originating countries. Barcelona city reported a low economic growth immediately after the 1992 Olympic Games (Solberg & Preuss, 2007), as well as Atlanta. Conventionally, destinations that host mega events have a false upward economic growth curve which declines shortly after the events. Seasonality often create deficits in cities such that the tourism facilities developed during the events lose their functionality in the short run. Sports tourism offsets the seasonality effects through continuous flow of sports tourist to sports destinations.

Sports tourism success relies on the availability of facility types and varieties. Peric and Wise (2015) observed that Umag one of the Croatia sports destination became a popular destination due to the vast diversity of sports facilities. As a result, the destination has seen a consistent flow of tourists which has been accounted by the increased events. Umag has among others: fitness centres, recreational areas, football fields and recreational programs. Umag's ability to embrace different sports activities has elevated this destination to a top spot on both the domestic and international standards (Peric & Wise, 2015). Different types of facilities allow for destinations to host multiport tournaments which draw many people to these destinations. Eventually, the destinations become popular and the utility of sport facilities for professional sports increases. Venturing in sports tourism presents opportunities for growth (Peric & Wise, 2015).

Quality of sports facilities is an important aspect to determine the ability to host the sports events year through. Among the factors that limit the tourism activities is seasonal variation of the weather patterns. Marram fields may not be conducive for use during the rain seasons. Thus, controlling the quality of sports facilities is an important factor to qualify the destinations as sports hosts. Umag, in Croatia has managed to be an outstanding sports host year through due to the good quality of its sports facilities (Peric & Wise, 2015). Katoro resort in Croatia has a tennis academy with a total of 26 play fields of which a good number have floodlights and four others have a clay service and enclosed indoors to prevent any sort of disturbance from the weather changes.

Tennis tournaments are hosted within these premises on repeated occasion due to the quality of training and playing fields provided to the participants. Peric and Wise (2015), argued that the quality of playing facilities offer satisfaction and a wonderful experience not only to the sports competitors but also the fans of the sport. Quality aspect that is of importance to the sports fans includes the availability of secondary structures such as parking spaces (Solberg & Preuss, 2007). Sports fans travel in groups using buses and thus, vast parking spaces re necessary to allow parking of buses and other vehicles used for transportation.

Accessibility is also an important aspect of facility quality that determines the usability of sports facilities for professional games. Sports persons prefer sports facilities that offer most convenience during their stay. Staynmair (2014) observed the proximity of sports facilities to the sports person is an important aspect that determines most their participation rates. Tourism destinations that are remotely located face tourism enclaves due to poor connection with the open space and also due to destination unfamiliarity (Taks, 2015). Location of sports facilities determines sports participation and travelling of fans to these destinations (Taks, 2015). Inaccessible areas are limiting factors to the participation of sports both for international and domestic competitions. Qualification for the sports hosts to stage major events considers facilities location in respect to the support infrastructure such as the hotels, restaurants and training areas (Peric & Wise, 2015). Today, sports facilities are developed in major towns where tourism services are accessed easily and promptly. For example, the FIFA world cup host of 2010, had major sports facilities located in the cities which enhanced the accessibility for a large number of people. Facilities location, determines not only the staging of events but also the experience gained by the sports fans. Experience is an important determinant of subsequent events within a city or a nation (Peric & Wise, 2015). Urban planning that prioritizes the comfort and maximization of sports tourist experience increase the utility of sports facilities in sports destinations.

Staging sports activities contribute largely to the number of tourists that come into a country during the sports periods. Lee and Taylor (2005) reported that South Korea received an increased number of tourist's arrivals in 2002 of which 57.7% were sports related tourists. Sports tourist range from the people who travel to go and take part in

the various games such as football, rugby, hockey, tennis, golf, basketball and indoor games among others. These are very key persons to the sports destinations for several reasons (Roche, Spake & Joseph, 2013). First, sports competitors are the basic requirements to stage the various competitions. Again, the sports competitors attract support from the various countries both locally and internationally, thus they are important for the sports activities. Nostalgia tourists' travel to destinations to experience the famous sports facilities at the destinations and as a result earns foreign exchange to countries they visit (Roche, Spake & Joseph, 2013). Sports fans make the largest group of ports travels with significant impacts at the destinations (Gozalova *et al*., 2014). Planning for successful events takes into account factors such as the amenities that cater for the needs of the attendants at the events for instance, hotels to provide hospitality services for the tourists (Wallace & Kilili, 2018). Facility development initiatives at destinations allow planners to make a destination attractive for multisport events.

Cozea (2013) contends that stakeholders like local authority play vital roles during destinations facility development initiatives. The stakeholders play both the financial role, as well as directing on the types of the facilities that needs improvement and the ones that need to be constructed (Grimaldi & Cano, 2016). Further, stakeholders within sports destinations are an important source of vital information on the developments of facilities at the destinationts. The sports facilities such as the stadiums, are very vital to destinations (Chalip, 2004; Ginesta, 2017). The facilities above draw a high influx of tourists to destinations (Taylor & Godfrey, 2003). This in turn, attracts visitors who foster rejuvenation of cities and/or foster the development of both metropolitan and the non-metropolitan areas (Chalip, 2004).

Sports organizers in many cities tend to ignore the fact that the events create significant awareness of their sports cities. In addition to the publicity created, sports events hosted in destinations increase inbound tourism activities substantially. A number of global studies have documented the ability of sports events to create awareness of destinations (Oldenboom, 2008, 2006; Ritchie and Smith, 1991). While the increased awareness of destination has been made an apparent outcome for host nations, Solberg and Preuss (2007) reported that 55% of the people who attend events forget about the destinations

immediately after the event. Even though events have been welcomed to command a great deal of publicity for the host nations, marketing efforts that are separate from the sports activities and facilities are also very paramount in shaping the image of destinations within the global stage.

While the sports facilities generate demand for sports tourism in the world destinations, issues reported hold that a number of destinations have insufficient sports facilities, which hinder the staging of sports events (Lim *et al*., 2011). Sport facilities at the destinations are very vital in generating sports tourists and the consumption of sports tourism products. Additionally, the sports destination management organizations fail to sustain the sports utility of the sports facilities in the long run.

A number of factors overlie sports facility development in Africa. These factors include; the distance between sports facilities and sports persons, political interference, insufficient funds to develop the sports facilities and management concerns of the sports departments (Chappell & Seifu, 2000). The only destination in Africa that has sports facilities capacity to host the major sports events is South Africa that hosted the 2010 FIFA world cup (Knott, Fyall & Jones, 2017). Elendu (2013) carried out a study on sports tourism impacts in Nigeria which aimed at determining the ability of sports tourism in steering development. The study established that the staging of sports events relies heavily on different types of facilities. It maintains that, sports activities require different types of facilities that are sport specific. explains that destinations need sports facilities such as the stadiums, arenas, bows, domes and museums. However, destinations with specialized facilities such as the colossal, water slides, the ski jumps and the bungee have advantage of attracting sports tourists.

Taks (2015) reports that sports facilities with modern-day requirements, such as proximity to open recreation areas attract mass tourists and qualifies the destination to host the mega-events. Destinations that are known to host the mega-events and have a good image of sports facilities, control the largest share of sports tourism market (Taks, 2015). Whereas, sports facilities exist in African destinations the benefits of these facilities have been scant (Giampicolli, Lee, & Nauright, 2015). Destinations with

sports facilities benefit from direct income, which include the entrance fees collected at facility gates and employment opportunities in the developed facilities.

In Kenya, sports tourism studies have established that the sports facilities developments are prioritized. The devolved governance in Kenya has provoked individual efforts by various counties to address the sports infrastructural incapacity. Machakos County, for instance, has invested a lot of resources in the development of the sports facilities. Njoroge *et al*., (2017) observed that the sports facilities have favoured Machakos County, to a large extent, through attracting sports events. Machakos County has built stadiums to stage sports events. The stadium has staged a number of major football games which are development catalysts. The above studies indicate the benefits of sports infrastructure at various destinations such as creation of employment opportunities and creation of market for the local products (Lamont, 2014). They however fail to inform on various aspects of the facilities like seating capacity or quality of facilities that attract the sports events at the mentioned destinations. The facility development in a place is an avenue for achieving the desired development of a place (Chapin, 2004). Nakuru municipality has established facilities for sports, however, there are inadequate documents to report on the benefits of these facilities in the municipality.

2.4 Contribution of Sports Facilities Attributes on Sports Tourism Social Benefits

Previous studies conducted on the social benefits of sports tourism focus on impacts of hosting a sport event in the tourism high season (Jonssona & Lewis, 2014), social cultural impacts of sports events in Mexico (Monterrubio, 2016), impacts of non-mega sports events on local communities (Taks *et al*., 2015); the role of sport in social and economic development and perceived impact of sports tourism; an urban community perspective (Hritz & Ross, 2010).

Globally, sports tourism contributes to more social benefits. Taks *et al*., (2015) reports that sport tourism contributes to nation's pride, brings excitement, as well as the nation's or destination's unity among the hosts (Taks *et al*., 2015). Taks *et al*., (2015) concludes that the non-mega events are more feasible in resulting to the destination's overall social positives impacts, unlike the mega events. Jonsson and Lewis (2014) held a different

perspective. Jonsson and Lewis sought to investigate the gains and losses of hosting sports event in the high season of tourism. Hinch, Higham and Moyle (2016) reports that sports tourism contributes to community cohesion and place identity, the pleasure of pride among communities and the increased local involvement in sports activities (Boonsiritomachai & Phonthanukitithaworn, 2019). However, the negative social costs established include; social problems like prostitution, and also the change of morals (Liu, 2016). The study concludes that, sports hosting is a viable activity and recommends sports as nationwide activities that foster even national developments.

Globally, sports facilities contribute to a lot of sports related benefits to many people. For example, sports facilities generates income for the county government through tax, create employment opportunities to the local people and creates market for the local products through attracting sports tourists (Taks *et al*., 2015). However, it is not clear how the benefits are distributed across different income groups within communities; the wealthy and the lower income earners (Siegfried & Zimbalist, 2000). Besides, the benefits accrued to the sports facility owners, the sports fans attending the game and the players, it is difficult to quantify the benefits received by the local communities. The sports destinations have been reported to have huge debts after sports events (Whitson and Horne, 2006).

Generally, sports facilities in African destinations provide benefits, such as raising the profile of cities that host the event or the entire country that stage sports events (Pettinger, 2016). South Africa, for instance, has gained a lot of recognition as a sporting destination since the hosting of FIFA world cup 2010. Hosts of sports tourism positively harness social benefits from these events (Kim, Jun, Walker and Drane, 2015). Contrary to the latter perspective that sports facilities bring positive benefits to destinations, Giampicolli, Lee and Nauright (2015) report that the economic and political relevance attached to the mega events compromise the interests of local communities such as improved living standards and their democratic rights. Besides, the businesses and government align to support the planning of these mega events as part of their development strategies. Kim, Jun, Walker and Drane, (2015) developed a model of social benefits and costs as illustrated in table 1 below.

Table 1: Scale of Perceived Social Impacts Table (Source: Wonyoung, Walker & Drane, 2014)

Positive Impacts	Negative Impacts
Economic benefits	Economic costs
Knowledge	Traffic problems
Community consolidation	Security risks
Socio-cultural exchange	Environmental conflicts

In the table 1 above sports events deliver economic benefits that change the social status of the host nations. For instance, local community secures employment opportunities in the sport facilities (Njoroge, 2017) which increase their disposable income. Knowledge of the local communities is also enhanced during the interaction with the sports tourists who visit their destinations (González-García *et al*., 2018). In addition, the consolidation of community members is enhanced during the sports events thus creating unity and peaceful coexistence between members. More so, different cultures come together during the events where people get to exchange contacts and share social aspects that result cultural exchange. Kim, Jun, Walker and Drane, (2015) note that the sports tourism delivers gains to people but also cause a lot of menace to destinations. Visit Scotland Organization in their 2012 statistical analysis of sports tourism benefits to host regions agree with the model above, that the sports activities could far generate, both tangible and social benefits such as the regeneration of lost identity and development of sports talents.

Negatively, sports events have been criticized to cause a lot of harm to the host nations as indicated in table 1 above. Sports events are investment intensive ventures that consume resources of cities and states. Sports facility development to host mega events consume resources which limit many cities take up these developments (Carneiro, Breda & Cordeiro, 2016). Again, sports events battle for resources with many other economic activities such as agriculture which cause tension and wrangles between the various sectors. Maintaining turf surface consumes a lot of water that service the agricultural industries and other domestic uses within the cities thus causing a lot of misunderstanding and tensions among the people within the cities. Sports tourists travel to the sports events using public transport means such as the buses which cause congestion on the public facilities. Many tourism forms over rely on the public resources straining the carrying capacity of these facilities. More so, excess use of

public facilities such as roads increase their wear and tear and consequently add to the cost of the construction for the tax payers. Sports facilities development make use of expansive spaces making minimizing available space for settlement and other purposes preferred by the local communities (Pouder, Clark & Fenich, 2018). As a result, tension is created between the different city planners due to the varied interests and space use.

Ntloko and Kamilla (2008) hold that sports tourism is a platform for the community to showcase their talents and an avenue through which the local pride is promoted. They further add that; sports tourism initiatives enhance individuals' place identity. Visser (2015) indicates that sports tourism results in national cohesion and increases the pride among the citizens who proudly identify with the sports destinations. Sports tourism is an avenue through which a number of the social gains in the society could be achieved. Sporting events are closely connected to the local communities and they rely on the local resources (Giampicolli, Lee & Nauright, 2015; Djaballah, Hautbois & Desbordes, 2015). Giampicolli *et al*., (2015) note that sporting events are repetitive and have social significance to the local communities, in addition to holding a greater local control. Sports events are economic and development catalysts. However, studies documented in Africa indicate that planning for mega events compromise the social interests such social cohesion and living standards of the local communities (Wise, 2018).

In Kenya socio-cultural benefits accrued from sports tourism include; children mobilization to school and also creates peace and understanding among community members (Ng'oriarita, 2013). The sports initiatives success depends much on the support from local people and the local government. The success of sports initiatives at destinations generate community image enhancement, entertainment to the community and instilling knowledge among the people (Njoroge, 2017). The success of these initiatives is curtailed by ignorance, minimal attention and pressures of relying on the public amenities to support the tourism initiatives.

The success of the urban legacies for the sports destination solely depends on the strategic and long-term planning (Wagner, Storm & Nielsen, 2016). Nakuru Municipality established strategies meant to ensure success of sports activities (Nakuru Municipality Integrated Plan, 2015). The above studies have generalized the socio-

cultural impacts to the general community without fully explaining the linkages between the sports tourism, sports activity and the local community socio-cultural setting in Nakuru Municipality (Weed, 2014). The current study seeks to understand whether the sporting activities are staple to the destination's or are a way of life.

2.5 Contribution of Sport Facility Attributes to Sports Tourism Economic Benefits

Sports tourism facilities such as the stadiums have resulted diverse economic benefits such; as the employment opportunities for the local communities within the stadiums' environment and the associated facilities (Wise & Perić, 2017). Sports tourism is an economically viable activity that is likely to grow the economic status of a place to a wide extent (Shams & Lombardi, 2016). Yera and Pichou (2015) studied the economic benefits of sports tourism in Europe in which he established that sports tourism has contributed to € 294bn to the EU value while employing around 4.5 million people.

Deloitte (2015) reports that sports tourism provides high economic impacts in Dubai. Sports tourism segment generates about $ 670 M annually and impacts directly a total of $ 421 M every year on Dubai's economy. Facilities such as the stadiums largely generate benefits that trickle down the economic systems of regions (Roy & Roy, 2015); from the developers of property all the way to the wider community vis-a-vis sports teams and the stadium operators (Shonk & Chelladurai, 2008). Basically, sports events have significant global impacts, however, there is scant strategic planning for the sports events. This leads to unplanned and haphazard impacts at the destination (Taks, Chalip & Green, 2015). Insufficient planning for sports tourism events leads to the un-estimated negative impacts at the destination hence deteriorating the destination legacies.

Barcelona, Soul and Atlanta experienced a significant increase in the number of hotel rooms and occupancy rates increased during the Olympics games of the 1992. Economically, the three aforementioned cities above were stabilized economically and consequently increasing their currency circulation rates. During the rest of the year 1992 and the years that followed immediately after, hotel rooms' occupancy had tremendously reduced. In addition, the revenue per room reduced considerably signifying the importance of these events in a host nation. Profitability was also

reported to reduce after the Olympic Games despite the continued increase in the number of tourists. The flash effects of the mega events create a gap that organizers and marketing teams within a host city strive to avert (Weber, Kempf, Shibli & De Bosscher, 2016). Long term benefits accrued from the facilities developed such as hotels, stadiums and arenas increase and balance the shortages that accrue to these destinations.

In Africa, the sports tourism initiatives have had economic impacts on the economy of countries that actively embraced the sports activities. Studies of authors such as Bassey (2015), Duglio (2017), Elendu (2013) and Weed (2009) have been instrumental in reporting the economic benefits of sports tourism in Africa. Elendu (2013) reports that, sports tourism contributes to infrastructural development as well as strengthening of countries' democracy. Further, in his study, he observed that sports tourism has contributed to 1.2 bn rands for South Africa together with other economic gains such as the direct market for the local products and sustaining hotel accommodations among other infinite gains.

Saayman and Saayman (2012) reports that comrades' marathon in South Africa contributed to around 600 job opportunities both permanent and temporary within a short span of time. Papanikos (2015) explains that a destination with sports facilities has the potential to harness a lot of positive economic impacts. The modified illustration in figure 2 below indicates that efficient organization and management of sports events will foster destination publicity during the marketing stages. This, in turn, generates the tourist influx into the destination to participate in the sports activities. The influx into the destination creates demand for the local commodities and further enhances the publicity, which will likely create return business due to the destination legacies created by the sports events (Bogan, Moldoveanu & Iamandei, 2018). The influx results in a lot of other economic benefits such as direct income, employment opportunities among others (Kurtzman & Zauhar, 2003). The publicity created by sports tourism event legacies left thereby induces further demand from the international markets, which in turn imports the sports tourism products from the destination and encourages a lot of investment efforts from the large foreign investors. This is as illustrated in figure 2 below.

Figure 2: The Overall Economic Significance of Sports Tourism Events (Source: Papanikos, 2015)

In Kenya, studies have provided evidence that sports tourism is associated with many economic benefits to communities and local governments which include; the infrastructural development, direct income to the community through the purchase of local products and employment opportunities in the sports stadiums and the associated facilities (Njoroge, 2016; Tribe 2015; Giampicoli, Lee & Nauright, 2015). Sports tourism provides alternative livelihoods for local communities, provides sources of employment, income and increased business activities (Imbaya & Irungu, 2013; Kurtzman & Zauhar, 2003; Domareski *et al*., 2019). The authors argue that the tourism initiative success depends on the willingness of the native population to support the initiatives in their area so as to foster the further developments desired in the tourism industry.

Studies in Kenya have generalized the economic gains to the destinations such as employment opportunities. However, they fail to mention the nature of employment opportunities created. The studies also fail to indicate leakages that are associated with the sports activities (Sinclair, 1991).

2.6 Theoretical Framework

This study was guided by the Triple Bottom Line-model (Elkington, 1994). The model explains that a project developed encompasses three bottom lines; the people, the planet and the profits. The people dimension is aimed at ensuring that the social needs of the people in a sports destination are met (Ekwueme, Egbunike & Onyali, 2013). The planet dimension is the contribution of sports infrastructure to environmental sustainability and the profits dimension defines the gains that accrue to the different sports tourism stakeholders. This is as indicated in Figure 3.

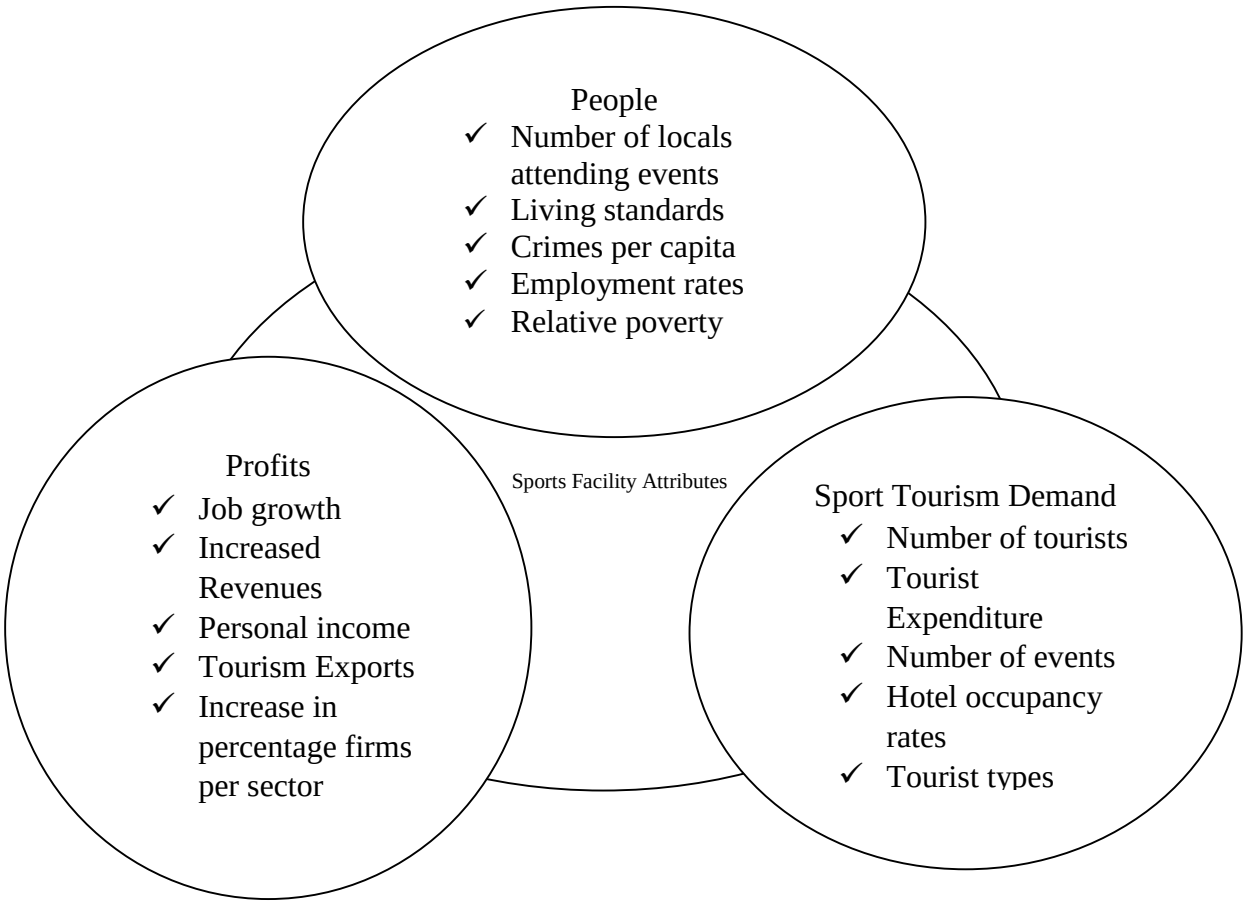

Figure 3: The Triple Bottom Line Model (Hubbard, 2009)

Triple bottom line ideas were as an expansion of the environmental sustainability standpoint founded in 1987 (Elkington, 2013). Elkington (1994) sought to expand the sustainability of firms to incorporate the interest of many stakeholders rather than the sole physical environment. Sherwood, Jago and Deery (2005) have largely supported the triple bottom line idea holding that, it is a holistic evaluation of the special events performance at destinations. In addition, TBL improves accountability and

transparency for projects and firms which reduce the pressure from stakeholders and the legal hassles (Ekwueme, Egbunike & Onyali, 2013). In contrast to this perspective, Fredline, Rybould, Jago and Deery (2005) explains that a TBL fails to capture the immediate impacts of the events which are short term in nature.

The TBL model is quite popular in tourism literature as cited by Fredline, Raybould, Jago and Deery (2005); Hede (2007); O'Brien and Chalip (2007); Stoddard, Pollard and Evans (2012); Assaf, Jossasen and Cvelbar (2012) and Tyrell, Paris and Biaett (2013). Fredline, Raybould, Jago and Deery (2005) used the framework to illustrate the multidimensional impacts of events at the destinations. In their study, they developed measurement indicators from the economic, social and environmental perspective. The results reported at the destination indicate that the triple bottom line is an effective measure of the performance of events. Stoddard, Pollard and Evans (2012) used the TBL model as framework for enhancing the sustainability at destinations. They explain that the TBL is an effective framework for enhancing social and environmental dimensions in tourism.

TBL is a model suited for measuring social impacts of events at destinations such as the perception of residents on the quality of life, the total percentage of locals who attend the sports events, crimes rate during the events, percentage of local businesses contracted to supply goods to the events and value to access new facilities developed and economic benefits such as the net benefit per head (Fredline, Raybould, Jago & Deery, 2005). The suitability of the TBL model, therefore, motivated the researcher in the current study to adopt it in measuring the impacts of events in Nakuru Municipality. The researcher modified the TBL to fit the context of the current study as illustrated in Figure 3.

Table 2: Summary of Measurement Parameters, Indicators and Indices

Measurement Parameters	Profits	Measurement Indicators
Profits	Job growth	Below 50, 51-100, 101-150, 151-200, above 200
	Revenues	Below Kshs. 10000, 10001-20000, 20001-30000, 30001-40000, above 40001
	Personal Income	Below Kshs. 5000, 5001-10000, 10001-15000, 15001-20000,20001 and above
	Tourism Exports	Below Kshs. 10000, 10001-20000, 20001-30000, 30001-40000, above 40000
	Firms per sector	Below 5, 6-10, 11-20, 21-30, Above 30
	Number of	Below 50, 51-100, 101-150, 151-200, Above 200
People	locals attending an event	Low, Moderate, High
	Living	Below 5, 6-10, 11-15, 16-20, Above 20
	Standards	Below 20%, 21-40%, 41-60%, 61-80%, above 80%
	Crimes per	10-20%, 21-40%,41-60%, 61-80%, 81-100%
	capita	
	Employment rates	
	Relative Poverty	
Sport	Number of	Below 20, 21-40, 41-60, 61-80, Above 80
Tourism	Tourists	Below Kshs. 5000, 5001- 10000, 10001-15000,
Demand	Tourist	15001-20000, Above 20000
	Expenditure	Below 5, 6-10, 11-15, 16-20, Above 20
		10-20%, 21-40%, 41-60%,61-80%,81-100%
	Number of events	Active participants, Passive participants, Nostalgia types
	Hotel Occupancy rates	
	Types of Sport Tourist	

2.7 Conceptual Framework

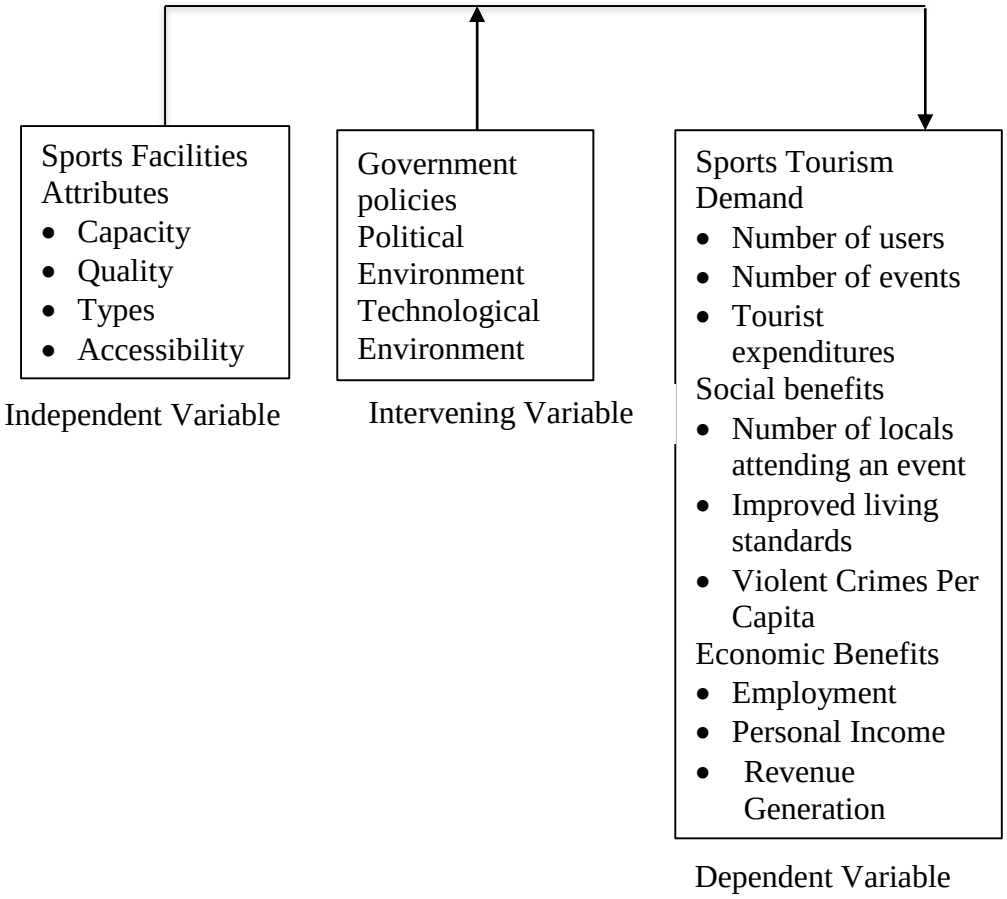

Figure 4: The Conceptual Framework

The independent variables in figure 3 above include sports facility development attributes such as types of facilities like stadium constructions, the arenas, the swimming pool constructions, the aquariums among many other sports facilities. These variables have been derived from the study by Liu, Taylor and Shibli, (2009). The specific variables that were likely to impact a sports destination include the facilities numbers, the size of these facilities, their quality and the accessibility to sports destinations. The intervening variables influenced the outcome of the project such as the government policies, technological advancements and the political pressures. The political environment such as the politicians value the publicity created by the sports tourism events. The dependent variables include sports tourist demand, the social benefits together with the tangible economic benefits such as the employment opportunities.

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Study Area Characteristics

Nakuru municipality is located in the Rift Valley region of Kenya. It occupies an average size of 290 km^2. The municipality is located at latitude 0.3031^o South and longitude 36.0800^o East. Annual average temperature of Nakuru municipality ranges between 10^{o}C and 20^{o}C with an annual rainfall ranging from 700 mm to 1200 mm. The population density is approximately 286,411 people (Kenya National Bureau of Statistics, 2013). The main economic activities in the municipality are agriculture, livestock rearing and wildlife based tourism. Nakuru municipality is at the consolidation stage of Butler's destination area life cycle (butler, 1980). The main sports tourism facilities include Afraha stadium, the athletic club, rift valley sports club, gymnasium, swimming pool, the aerobics halls and the international cricket pitch as indicated in figure 4 on the next page. Nakuru Municipality hosts major sports like football games, rugby, and cricket and hockey games. The researcher's choice of this study area was based on insufficient reports of the sports tourism benefits despite the available facilities. Besides, the research was motivated by the need to give a general note on sports performance in Kenya based on a wider scope.

3.2 Research Design

The study used a descriptive cross sectional study design in which a survey was conducted. The study design was appropriate for this study because it is qualitative in nature. Breuer, Hallmann, Wicker and Feiler (2010) used this study design to assess the social and economic patterns of sports tourism demand in Europe while determining the factors fostering sports participation across different age groups. A descriptive study design is suited for studies in which the relationship between variables of interest is to be established.

3.3 Target Population

The target population was 57,282 residents of Nakuru Municipality as indicated in the Kenya National Bureau of Statistics Report (2019). The respondent groups that were adopted from the targeted population constituted 1492 tourism developers, 5072 sports facility owners and 50,718 sports tourism facility users. These respondent groups were

well versed with knowledge on the operation of sports activities in this region and, therefore, they gave accurate information.

3.4 Sampling Procedure and Sample Size

Simple random sampling procedure was used in selecting the respondents. The respondents were clustered in different groups and questionnaires administered to them. Sample size was obtained using Mugenda (2003) formulae. A sample size of 384 respondents was used from Nakuru Municipality.

$n= Z^2pq/d2$

Where n= Required Sample Size when the population is > 10,000

Z= the standard normal deviate at the required confidence level. In which case, z =1.96 at 95% confidence level for this study.

P= Population proportion estimated with the desired characteristics being measured. P in this research is taken as 0.5.

q=1-p

d= the level of significance set. For this research level of significance was set at 0.05

$$n=\frac{1.96^2 \times 0.5 \times 0.5}{0.05^2}$$

$$n= \frac{3.8416 \times 0.25}{0.0025}$$

$$n= \frac{0.9604}{0.0025}$$

$$n= 384$$

3.5 Data Collection

The researcher collected qualitative data using semi-structured questionnaires. The questionnaires encompassed closed-ended questions with a five-point Likert scale and open-ended questions. Primary data was collected from the local community residing within the sports tourism facilities neighborhoods (within an approximate of 2 Kilometers away), the tourism officers from the ministry of tourism and the sports tourism facility owners. All respondents responded to section A of the questionnaire which had general information of each individual. The local communities within the sports facilities' neighborhoods were to respond to section C of the questionnaire which

tested on the social contributions of sports facilities within Nakuru Municipality, sports facility owners responded to section B, ministry of tourism officers responded to section D while the tourists responded to section B.

3.5.1 Data Collection Instruments

This study relied on a semi-structured questionnaire. The questionnaire focused on the respondent's demographic characteristics as well as the ability of sports facility development attributes to foster the sports tourist demand. The study further determined associated sports tourism socio-economic benefits in Nakuru Municipality. The questionnaire was divided into four sections. Section (A) constituted general information of the respondents. Section (B) tested on the business feasibility of the sports facilities' attributes in Nakuru Municipality while section (C) tested on the sports facility attributes contribution on social benefits within the municipality. Section (D) of the questionnaire tested on the economic contributions of the sports facilities within the Municipality.

3.5.2 Reliability

Reliability of the study was achieved through a pilot study. A pilot study was useful for testing how reliable the data collection instrument was (Bolarinwa, 2015). In this study the researcher pretested the questionnaires in Nakuru town east constituency targeting the hotel and club owners. This formed about 10% of the study sample size (Conelly, 2008). A reliability test was then carried out before data was analyzed using the correlation test. A test value of $r \geq 0.82$ was considered significant.

3.5.3 Validity of the Study Instruments

Expert opinion was sought on the questionnaire format and validity. Headings and subheadings which were organized topically and objectively were instrumental in enhancing the face validity. The validity of the content was ensured by the researcher through verifying that the questions used in the questionnaires reflect the study objectives. This is for instance, ensuring the questionnaires test the sports facility contributions on sports tourist demand, sports tourism socio-cultural benefits and the sports tourism economic benefits.

3.6 Data Analysis

Data analysis was done using SPSS software. The relationship between the variables was analyzed using Categorical Regression and multiple linear regression. Significance level was observed at 95% confidence level. Descriptive analysis such as frequencies, cross tabulations, means, median, mode and standard deviation were used to determine the demographic characteristics of the respondents. Inferential statistics included categorical regression. Categorical regression was used to test the relationship between sports tourism facility attributes and sports tourism demand in Nakuru Municipality, sports tourism facility attributes and social benefits in Nakuru Municipality and sports tourism facility attributes and economic benefits in Nakuru Municipality. This was analyzed using multiple linear regressions. Table 3 on the next page summarizes the data inferential analysis procedure for the three objectives.

Table 3: Summary of Data Analysis

Objective	Independent Variable	Dependent variable	Statistical test
To determine the contributions of sports facility development attributes on sports tourist demand in Nakuru Municipality.	sports facility attributes (capacity, quality, types, numbers and accessibility)	Tourist Demand	Categorical Regression/ Multiple Linear Regression/correspondence analysis
To investigate the contributions of sports facility development attributes on sports tourism social benefits in Municipality	Sports facility attributes (capacity, quality, types, numbers and accessibility)	Social benefits	Categorical Regression/ Multiple Linear Regression/correspondence analysis
To investigate the contributions of sports facility development attributes on sports tourism economic benefits in Nakuru Municipality.	Sports facility attributes (capacity, quality, types, numbers and accessibility)	Economic benefits	Categorical Regression/ Multiple Linear Regression

3.7 Ethical Considerations

The researcher sought permission from the graduate school and a research permit from NACOSTI to collect data. The secondary sources of data that were used were properly cited and referenced. Respondents were allowed to participate at their free will and no indicators of threat or force were used on the respondents. Responses from the various respondents were treated with much confidentiality and the respondents were briefed about the study. The study ensured fidelity of the respondents by making sure that their responses and recommendations inform the general recommendations. Also as part of the academic justice the researcher attempted to cite appropriately all the works from authors and included them in the reference lists. The researcher also recommended for development of sufficient sports facility attributes to result maximum benefits to the locals in Nakuru Municipality and the academic community.

CHAPTER FOUR
RESULTS AND DISCUSSION

4.1 Reliability Test

The Cronbach's alpha approach is effective in determining the reliability of the questionnaire. The researcher utilized this approach in the mock survey where sample questionnaires were issued to a group of respondents. The main areas of concern were language and question clarity, and suitability. The Cronbach's alpha was employed in measuring the internal consistency or reliability of the questionnaires. The study conducted a pretest to test the reliability of the research instrument. Table 4 shows the results.

Table 4: Reliability Test

Factor	Cronbach's Alpha	Comments
Sports Facility attributes	0.807	Accepted
Tourism demand	0.783	Accepted
Economic benefits	0.701	Accepted
Social benefits	0.840	Accepted

From the results in Table 4, all the alpha values were more than 0.7 as indicated in Table 4 Sports facility attributes had an alpha value of 0.807, Tourism demand had Cronbach's alpha value of 0.783, Economic benefits had an alpha value of 0.701, and Social benefits had a Cronbach's alpha value of 0.840. Accordingly, all the Cronbach alpha values were found to be above 0.7 for all the variables and therefore the construct was found to be acceptable. Based on results in Table 4 it is clear that the research instrument was reliable with Cronbach's alpha value of above 0.7. These results correlate with Mugenda and Mugenda (2003) argument that coefficient of 0.6 to 0.7 is a commonly accepted rule of thumb that indicates acceptable reliability and 0.8 or higher indicated good reliability.

4.2 Demographic Information of the Respondents

The demographic factors that were tested include; the gender composition of the respondents, the age brackets of the respondents, income of the respondents, and their levels of education.

4.2.1 Gender Composition of the Respondents

The gender composition was 58.5% males and 41.6% females. This is indicated in Table 5.

Table 5: Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	146	58.4	58.4	58.4
	Female	104	41.6	41.6	100.0
	Total	250	100.0	100.0	

4.2.2 Age of the Respondents

The age of respondents varied where 29.6% were aged between 16-25 years, 40% (146 respondents) were of the ages between 26-35 years, fifty-seven (22.8%) of the respondents were of the age bracket 36-45 years while only 7.6% were aged above 46 years. These were presented in the Figure 5.

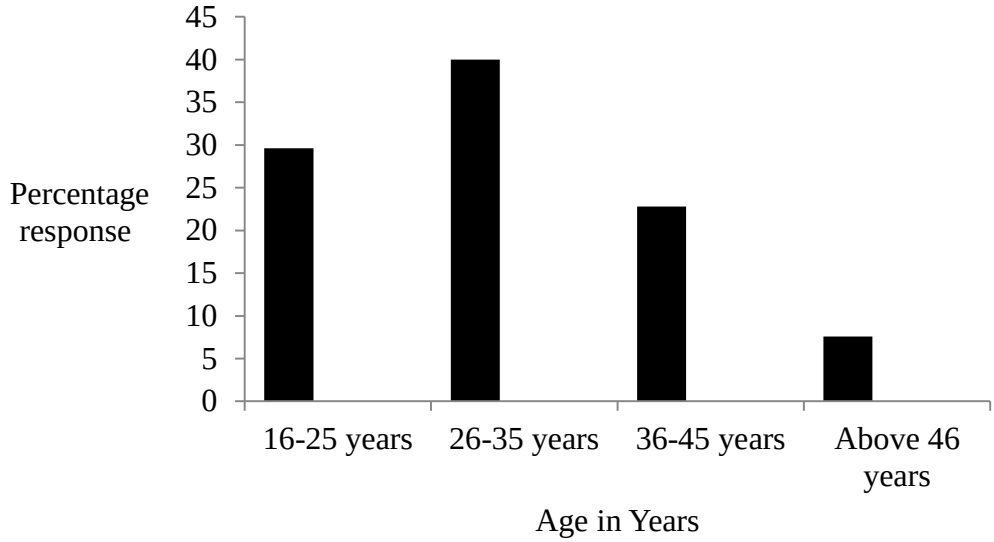

Figure 5: Age Variation of Respondents

4.2.3 Education Level of Respondents

Results indicated that 2.4% of the respondents' attained primary education, 23.2% had attained secondary education, and 40.4% had college education while 34.0% had university education. This is illustrated in Figure 6.

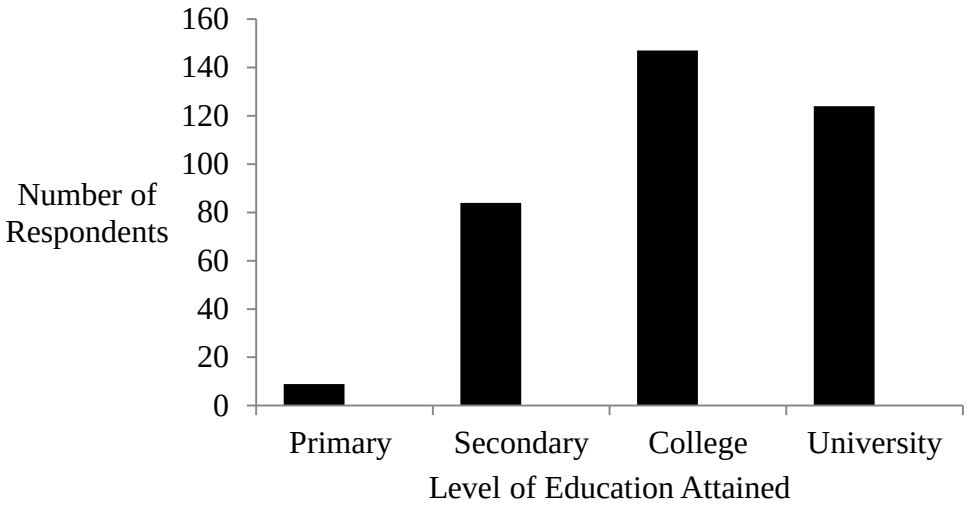

Figure 6: Education Level of Respondents

4.2.4 Income Level of Respondents

Respondents indicated that 3.2% of the respondents had income range between 1-10000 Kenya shillings, 49.2% had an income range of between 10001-20000 Kenya shillings, 42.0% had an income range of 20001-30000 Kenya shillings, 5.2% of the respondents had an income above Kenya shillings 30000 while 0.4% did not indicate their income. This is illustrated in Figure 7.

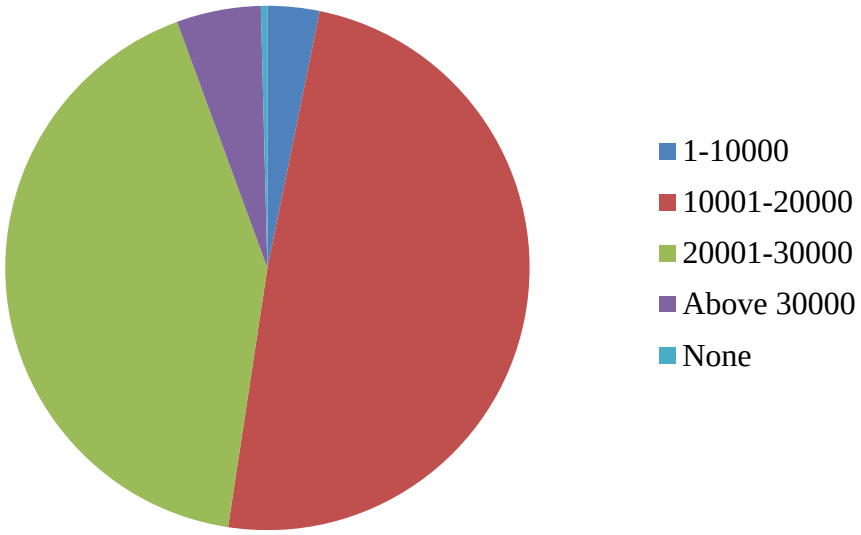

Figure 7: Income Level of Respondents

4.3 Perceived Contribution of Sports Facility Attributes to Sports Tourism Demand

Sports facilities attributes that were tested include; the number of sports facilities, different types of sports facilities, capacity of users for different sports facilities, accessibility to sports facilities and quality of sports facilities. Sports tourism demand was also sub-divided into sports tourists numbers, number of events and sports tourists' expenditures. This is reported in the subsequent sub headings.

4.3.1 Correspondence Analysis for Sports Facility Attributes and Number of sport Tourists

A correspondence analysis was conducted to explore the relationship between sports facility attributes and the number of sports tourist arrivals in Nakuru Municipality. The results are presented in Table 6.

Table 6: Correspondence Analysis for Sports Facility Attributes and Number of Tourist Arrivals per Month.

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation 2
1	.452	.204			.745	.745	.041	-.088
2	.223	.050			.181	.926	.051	
3	.141	.020			.073	.999		
4	.015	.000			.001	1.000		
Total		.274	65.242	.000**	1.000	1.000		

Sports facility attributes and percentage number of sports tourists attracted to Nakuru Municipality were significantly related at p = 0.00**. A correspondence table was then developed from the indicators to show correlation in relation to number of tourists. The column labels were sports facility numbers, sports facility types, sports facility quality, sports facility accessibility and sports facility numbers. The degree of association deferred from one column label to another when associated with the row labels. Adequate sports facility numbers located in the upper right quadrant had a longer line. This was also the case with the row label 61-80 sports tourists. When these lines were connected they formed an angle which is less than 30^0. The length of the lines equally indicates a stronger relationship between the two variables. The smaller angle between

the two lines indicates even a bigger relationship between sports tourism facility numbers and 61-80% sports tourists. This indicates that the sports facility numbers attract between 61-80% of sports tourist visiting Nakuru

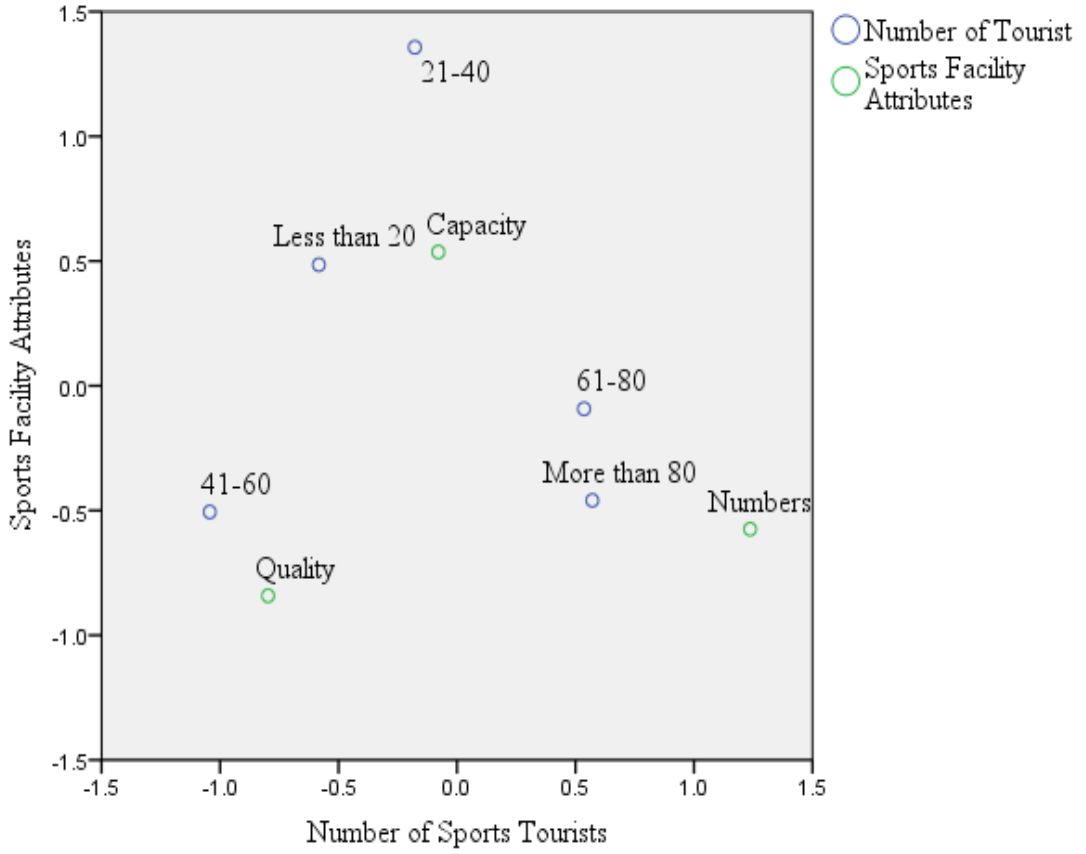

Figure 8: Correspondence Analysis Table for Sports Facility Attributes and Number of Tourists in Nakuru Municipality per Month

Municipality. Quality of sports facilities on the other hand, and 21-40% sports tourist numbers attracted to Nakuru Municipality has a small angle (less than 20^0) between the lines connecting these variables. While this is the case, the lines connecting these variables are shorter indicating that the relationship is weak. Accessibility of sports facilities has a longer line connecting from the origin. Connecting sports facility accessibility to the 41-60% in the rows forms a smaller angle which indicates a stronger relationship. Easy accessibility of sports facilities attracts an approximate of 41-60% of sports tourist in Nakuru Municipality. Capacity of sports facilities and more than 80% sports tourists are negatively associated since the arrows of both variables are going towards different directions. Besides, the angle between the two variables is close to 90^0 indicating a very weak association between those variables. This is illustrated in the plotted Figure 8.

4.3.2 Contribution of Sports Facility Attributes on Sports Tourist Numbers

Categorical analysis was also conducted to establish the sports facility attributes contributions to the number of sports tourist attracted in Nakuru Municipality. Three variables of types of sports tourists attracted were combined to create a composite variable sports tourist numbers. Categorical regression was then conducted to determine the contributions of sports facility attributes on sports tourism demand. The level of significance was sought at p=0.05. The results indicated that the coefficient of determination (r) was 0.47. This indicated that the model could explain 47% of the variables. The model was also statistically significant as indicated by the model fit scores (r =0.48, F=7.5, p=0.00**). The results indicated that capacity (β = 0.26, F=6.93, p=0.00**), and Numbers (β = 0.31, F= 12.55, p=0.00**) were significant. Quality, types and accessibility of sports facilities were insignificant. The results are presented in Table 7.

Table 7: Categorical Regression Coefficients indicating contribution of Sports Facility Attributes Contribution on Number of Tourists Attracted in Nakuru Municipality

Sports facility attributes	Beta	Std. Error	df	F	Sig,
Capacity	.255	.097	2	6.931	.001
Quality	-.158	.233	2	.462	.631
Types	.066	.171	2	.149	.862
Accessibility	-.056	.158	1	.127	.721
Numbers	.308	.087	2	12.548	.000

Dependent Variable: Sports Tourist numbers

The above results are consistent with Chalkley and Essex (2010) results which indicated that an increase in the number of sports facilities at the destinations increase the demand for sports events and consequently the sports destinations. As indicated in the above results importance is attached to sports facilities quality and the capacity that these sports facilities can hold during the sports events. While the situation in Nakuru indicated that sports tourist choose Nakuru as a sports destination based on the quality and capacity of sports facilities, the situation is different as explained by Chalkley and Essex (2010). Equally, Gallardo et al.., (2017) results indicated that Barcelona and Catalonia experience increased sports tourism benefits due to the massive number of sports facilities. In part the results from this study indicate a similar situation established

in Garay and Canoves (2017) that the sports tourism destination prowess emanates from destination sports facility features such as quality and capacity.

Baumann and Matheson (2013) however indicated that sports tourist expenditure at destinations relies on massive facility investments. More so, sports destinations popularity emerges from increased quality of sports facilities. Sports facilities with ideal capacity to accommodate sports fans and competitors increase the demand for the respective sports destinations. Sports tourists' types marvel at sports facilities that provide enjoyment during their stay at the destinations. Sports facility investment at sports destinations also qualifies these destinations to hosting mega events due to increased preference among the sports tourists. Getz and Page (2016) also added that, sports destinations gain systematic recognition as hallmark destinations due to the external communications from the various sports tourists' categories. As the events increase and the destination awareness increase, the sports destinations qualify to stage international events. The results in the current study indicated that the sports facilities within the municipality also have insufficient attributes to induce visitor influx at the destination. For instance, sports facility numbers, types and accessibility all emerged insignificant in inducing the sports tourist increase at Nakuru Municipality. Getz and Page (2016) destination portfolio indicates that destinations start as small sports venues hosting local events and develop systematically to become hallmark home of events. While Nakuru Municipality yearns to become a renowned sports destination the attributes of facilities have not reported significant gains to the destinations. Despite of Nakuru being at the consolidation stage of Butler's destination life cycle, sports tourism facilities emerged to have insufficient attributes to induce sports travel.

More so, Solberg and Preuss (2007) findings, indicates that quality of sports facilities at sports destinations is paramount to attract sports tourist and generate sports events. Three dimensions come to play when sports destinations planning is considered in cities. These are; the primary sports facilities, secondary and the tertiary facilities. The availability of sports facilities is not only enough but also the quality of these sports facilities is fundamental. Dynamics of significance during sports facilities construction provides sports tourist comfort and safety during the sports events. Initially, the sports destinations featured the play grounds as the main center of focus. This dimension

provided little comfort to the sports fans and the competitors. Today, the construction of sports facilities which incorporates support facilities such as hospitality centers provide the desired comfort and satisfaction that increase tourist longevity at destinations. Quality and availability of these facilities is paramount to attract sports tourist to many destinations. Sports facility quality is important in accentuating mental growth and alertness of sports competitors.

Quality of sports facilities range from the size of these sports facilities, amenities, space, and accessibility. Chapin (2004) observed that the sports facility size is important for cities to stage repeated events. Besides, size of facilities is a special attribute that promote the destination on the international scale. Quality of sports facilities elevated cities such as Barcelona and Qatar among others, which have registered considerable benefits from the sports events.

While Nakuru municipality portray a contract situation to the expected study result the sports tourism industry depict a different situation. Sports destinations like Nairobi experience increased sports tourism activities and consequently increased sports tourism benefits due to the higher quality of sports facilities. Chapin (2004) study held that the sports facilities attribute is paramount to attracting repeated sports events at a destination. This accounts for the repeated sports activities in Nairobi County and many other sports destination in Kenya like Machakos County (Njoroge, 2015).

The sports policy in Nakuru County had prioritized the construction and renovation of sports facilities to increase the benefits harnessed from the sports activities. While this was the case, clear strategies have not been put in place to induce the sports activity benefits. Results indicated that sports facilities have not been made more ideal to result optimal sports tourist influx to Nakuru Municipality. The sports tourism development in Nakuru nonetheless equates to the situation in other places. For instance, sports facilities in Nakuru have established amenities that support sports tourism activities. While initial sports facility destinations focused on sports facilities sizes, today the facility attributes are not the only necessary requirements for sports tourism performance but also the amenities facilitate visitor stays. In many destinations, sports tourists consider destinations with sports tourism amenities to facilitate their stays. The

current study like many other studies failed to satisfactorily provide all the factors that prompt sports tourist travel decisions. In practice the findings from this current study provide frameworks upon which the sports tourism destinations can structure their sports facilities to attract massive tourist flows. For instance, the destinations which aim at improving their tourism performance not only require sports facilities but also need to enhance their sports facility attributes such as size, quality of sports facilities in terms of sports facility amenities, in order to promote more tourist visitation.

4.3.3 Contribution of Sports Facility Quality Indicators on Sports Tourist Number

Sports facility quality emerged significant in attracting sports tourist to Nakuru Municipality. Sports quality indicators were developed which included sports facilities amenities, sports facility sizes, sports facility, space available in sports facilities and cleanliness of sports facilities. These formed the column labels in the in the correspondence analysis. A correspondence analysis was conducted to determine the association between the sports facilities quality attributes and the number of sports tourist attracted. The results are indicated in Table 8.

Table 8: Correspondence Analysis for amenities within Nakuru Municipality and Sports Tourist Demand

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation 2
1	.301	.090			.625	.625	.060	-.063
2	.215	.046			.320	.945	.063	
3	.089	.008			.055	1.000		
Total		.145	34.410	.005*	1.000	1.000		

Sports facility quality attributes and number of sports tourists attracted to Nakuru Municipality were significantly related at $p = 0.01$. The sport facility quality indicators were then used to develop a correspondence table to show correlation in relation to quality indicators and number of tourists attracted. Among the sports facility quality attributes developed the amenities within the sports facilities when plotted from the origin has a longer line similar to a row variable 41-60%. When the two lines are joined at the origin they form a smaller angle less than 30^0 indicating stronger relationships. When the column variable (amenities) is plotted against less than 20% tourist numbers the angle is still small like the latter however, the lines are shorter indicating a weaker

relationship between these variables. Column variable (size of sports facilities) and 61-80% sports tourists were weakly related as observed from the two factors; shorter lines from the origin and arrows facing in different directions. Sports facilities cleanliness in Nakuru Municipality indicated that approximately 21-40% sports tourists select Nakuru as their preferred sports destination based on the size of angles formed between the lines adjoining the variables to the origin, length of lines from the origin which are slightly longer and the direction in which the arrows are facing (same direction). This is illustrated in the plotted Figure 9.

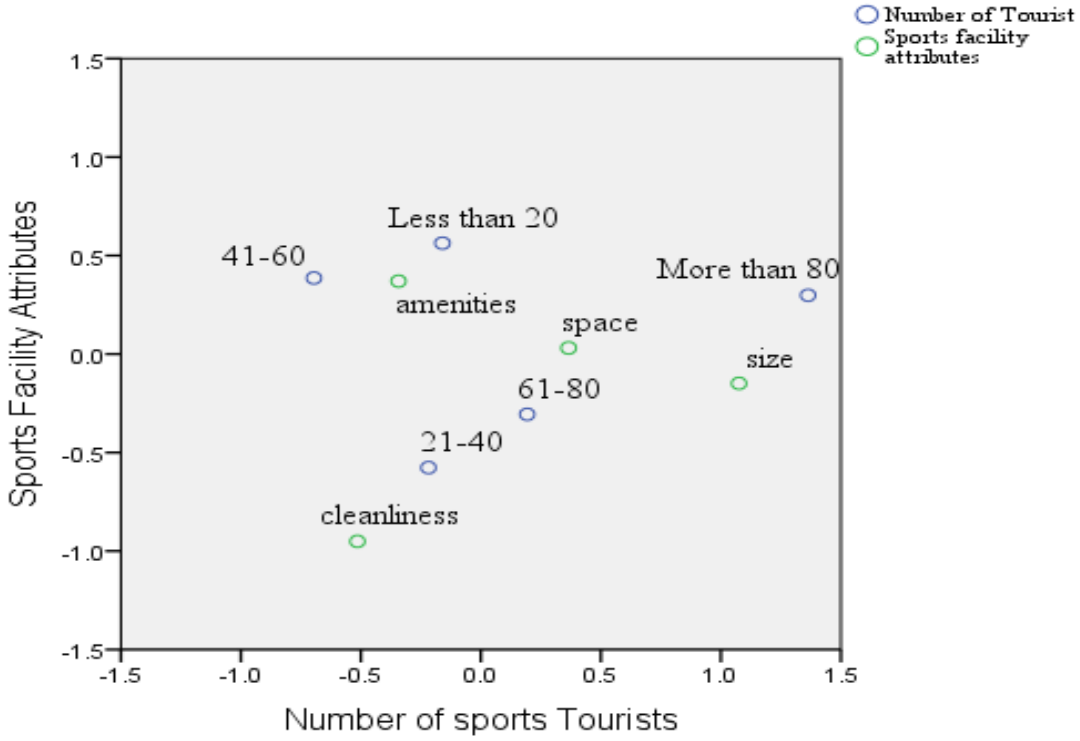

Figure 9: Correspondence Analysis Table for sports facilities Quality Indicators and Number of Tourists (per month)

Further a categorical regression was done to determine the sports facility quality indicators contributions to attracting sports tourists to Nakuru Municipality. Predictor variables that indicated quality were size, space, amenities and cleanliness; ranked from (1= Least Likely and 5= Most likely). Sports tourist demand represented the dependent variable while sports facility quality indicators represented the independent variables.

The model fit scores were as follows (Adjusted R^2= 0.30, F= 5.12. p= 0.00**). Scores for the predictor variables were; size of sports facilities (Beta= -0.18, SE = 0.34, p= 0.84), space within the sports facilities (Beta= -0.14, SE= 0.35, p= 0.85), amenities

within and around the sports facilities (Beta= 0.56, SE= 0.20, p= 0.01*) and cleanliness of sports facilities (Beta= 0.27, SE= 0.34, p= 0.43). This is illustrated in Table 9.

Table 9: Categorical Regression Coefficients for Sports Facility Quality Indicators Attracting Sports Tourist to Nakuru Municipality

Sports Facility Quality Indicators	Beta	Error	Df	F	Sig.
Size of sports facilities is sufficient	-.183	.341	3	.287	.835
Space within sports facilities is sufficient for fans and competitors	-.140	.349	2	.160	.852
Amenities are sufficient within sports facilities	.557	.203	1	7.537	.008*
Cleanliness of the sports facilities encourage tourist stays	.268	.340	1	.621	.434

Dependent Variable: Sports Tourist Demand

As indicated in Table 9 the four indicators of quality analyzed, amenities within and around the sports facilities such as communitywide WIFI access, guest lodgings and golf courses emerged significant with (p = 0.01). Other variables; Size of the sports facilities, space within the sports facilities and cleanliness of the sports facilities all emerged insignificant implying that, tourists often refer to the quality of amenities when choosing the facility on their scale. A correspondence analysis was further conducted to establish the correlation between sports facilities amenities and the number of sports tourists in Nakuru Municipality.

These results are consistent with results established by Elendu (2013) that sports facilities amenities enhance the quality of sports facilities and consequently increase sports tourist demand in sports destinations. Different categories of sports tourists travel to sports destinations during and after events. They include sports competitors, sports fans and the nostalgia types. Nakuru Municipality attracts sports tourist of different categories based on the size of their sports facilities. Sports facilities such as Afraha stadium provide sufficient space for sports competitors and fans to park their vehicles, WIFI for sports fans to enjoy their stay while at the destination and places for the fans to sit while watching matches. While sports facility size remains an important factor of consideration among many sports bodies when accrediting destination to host major matches, Nakuru Municipality postulates a contrary situation to what sports tourists

refer to on their scale when choosing which sports facilities to visit within Nakuru Municipality. The results of this study are contrary to Mwisukha, Njororai & Onywera, (2003) who reported that the destinations qualification for host international events depend on adequately sized fields with at least 60000 sitting capacity. However, the amenities within these sports facilities are paramount in attracting the sports tourist to the various destinations. On this aspect, Nakuru Municipality capacity has facilitated hosting of major regional matches including CECAFA competitions and the national league matches. Sports facilities amenities are important dimensions to facilitate conducive sporting environment and success of sports tournaments. Sports facility amenities in Nakuru support successful events and are referred by many sports tourists when choosing the sports destinations. While size of sports facilities remains an important feature of a sports facilities both in the regional and international considerations, the quality indicator that sports tourist in Nakuru Municipality refer to when choosing sports is the amenities that support their stay. In many other sports destinations such as Barcelona, Brazil, New Zealand among others sports tourists refer to sports facility sizes when choosing a sports tourism destination.

Sports tourism facility amenities are secondary facilities that support tourism stays at the destinations. In so doing, the sports tourism destinations benefit from the monetary payments in these accommodation facilities and entertainment centres. In this regard, the results support the model used that the sports facilities established not only contribute to the social well-being of the people but also positively influence the economic wellbeing during the sports events. At the consolidation stage Nakuru Municipality as a sports destination still lags behind in matters sports facility development attributes. Like sports destination in Kenya have developed sports facilities and equally prioritized the advertisements of sports facilities due to the attractive features of these sports stadiums. While the policy in Nakuru equally advocates for increased sports facility development the implementation is yet to be done. This not only limits Nakuru municipality chances to compete on the national scale but also the regional stage. Increasing the number of sports facility quality attributes is a likely avenue that enhances sports destination development from a local sports destination to a hall mark home of events.

4.3.4 Sports Facility Attributes Contribution on Sports Tourist Types

The researcher conducted a correspondence analysis to establish the correlation between the sports facility attributes and tourists' types attracted to Nakuru Municipality. The results are indicated in Table 10.

Table 10: Correlation Analysis for Sports Facility Attributes and Sports Tourist Types in Nakuru Municipality.

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation 2
1	.204	.041			.715	.715	.052	-.087
2	.129	.017			.285	1.000	.063	
Total		.058	13.801	.087[a]	1.000	1.000		

Results in Table 10 indicate that sports facility attributes and sports tourist types attracted Nakuru Municipality were not correlated as indicated with p =0.09. Nostalgia sports tourists have a longer line from the origin while capacity of sports facilities has a shorter line. When these two variables are adjoined at the origin the angle formed is slighter bigger than 30^0 indicating a weak association. Types of sports fans and sports fans are closely associated as indicated by longer lines adjoining both the column and row variables at the origin. This indicates that the types of sports facilities in Nakuru municipality are significant in attracting sports tourists to Nakuru Municipality. The indicators were then used to plot a correspondence analysis Figure 10.

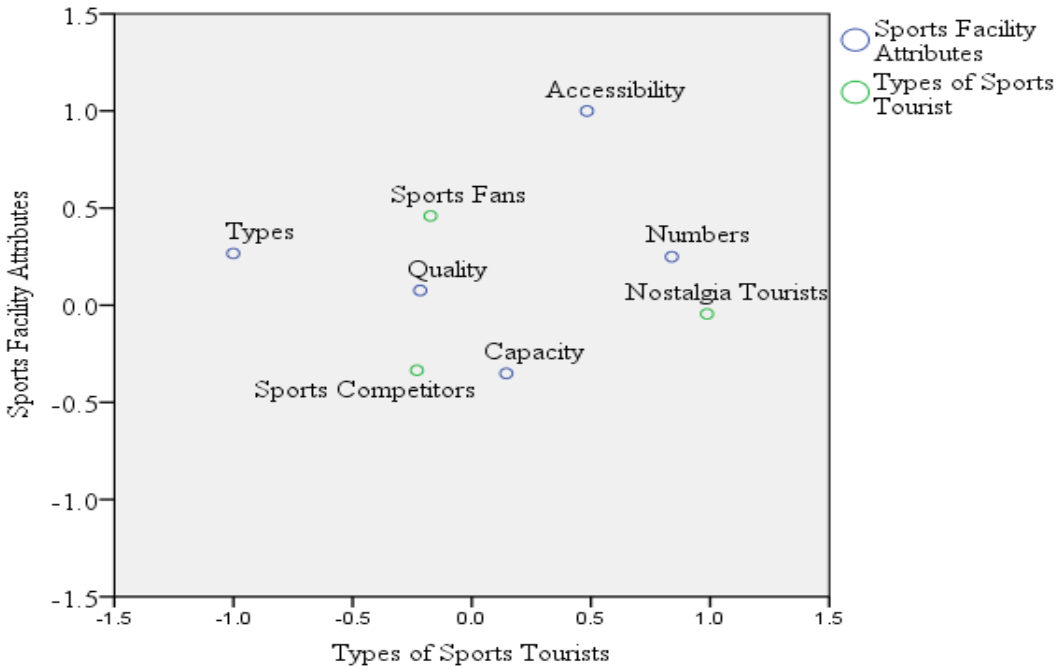

Figure 10: Correspondence Analysis table for Sports Tourists Types and Sports Facility Attributes

A categorical regression analysis was thus conducted. Sports facility attributes included; capacity, quality, types, accessibility and numbers which formed the independent variables while the sports tourist's types combined together formed the dependent variables. The different sports tourists' types were combined into a dependent variable. The results are indicated in Table 11.

Table 11: Categorical Regression coefficients of Sports Facility Attributes on Sports Tourist Types in Nakuru Municipality

Sports Facility Attributes	Beta	Std. Error	Df	F	Sig.
Capacity of sports facilities is ideal	.647	.159	2	16.593	.000**
Quality of sports facilities is standard	-.155	.253	2	.374	.689
Types of sports facilities are varied	-.209	.216	3	.932	.431
Accessibility to sports facilities is easy	-.092	.227	2	.164	.849
Numbers of sports facilities is sufficient	.232	.169	2	1.890	.160

Dependent Variable: Tourist types

The model fit scores were as follows (Adjusted $R^2 = 0.23$, $F = 2.89$, $p = 0.00$**). Scores of the specific predictor variables for sports facility attributes among the different

categories of sport tourists were as follows: Capacity of sports facilities (Beta = 0.65, SE = 0.16, p = 0.00**); Quality of sports facilities (Beta = -0.16, SE= 0.25, p = 0.69); Types of Sports Facilities (Beta = -0.21, SE = 0.22, p = 0. 43); Accessibility of sports facilities (Beta = -0.09, SE = 0.23, p = 0.85) and Numbers of sports facilities (Beta = 0.23, SE = 0.17, p = 0.16). Capacity of sports facilities emerged significant ($p \leq 0.05$). Capacity of sports facilities in Nakuru Municipality has direct influence on sports tourist types in Nakuru Municipality. Capacity of sports facilities is vital in attracting the different types of sports tourists to Nakuru Municipality. The capacity of facilities in Nakuru Municipality is ideal to attract sports fans, competitors and nostalgia tourists while quality of sports facilities, types of sports facilities, accessibility of sports facilities and numbers of sports facilities contribute less to the sports tourist types (emerged insignificant $p > 0.05$) to Nakuru Municipality.

The results above are consistent with (Mwisukha, Njororai & Onywera, 2003) study which indicated that the sports facilities which provide sufficient places for sports activities are mostly preferred. In their study results indicated that the sports destinations that host mega events provide facilities with adequate areas for the players as well as the sports fans. Adequate spaces are necessary for the different sports fans to sit and watch their teams play. While these spaces are important, the perception of the different sports fans plays major roles in ensuring return business. Besides, the destinations that create positive image among the sports competitors and the sports fans gain recognition from international bodies and become hosts of major sports activities. The study results established that once in a while Nakuru Municipality, hosts regional games such as CECAFA. Such sports competitions are staged at the sports facilities that have enough and attractive attributes. Sports tourists indicated that the sports facilities in Nakuru Municipality had sufficient carrying capacity to hold the large tourists' numbers during sports events. For example, Afraha Stadium in Nakuru provide competitors and the fans with an opportunity to enjoy matches played during these regional competitions due to the capacity of sitting spaces provided for the fans as well as sufficient space for parking of the tourist means of transport.

While the results agree in part with (Mwisukha, Njororai & Onywera, 2003) results, Nakuru Municipality facilities quality, numbers, types and accessibility emerged

insignificant in attracting the sports tourists. As a result, the Municipality fails to consistently host international matches. This is majorly because hosting the international matches; sports destinations with sufficient sports facilities in terms of numbers, quality, accessibility and types are preferred. Chapin (2004) results also indicated that the sports facilities are keystones to hosting sports events and for drawing sports tourists to destinations. The study expectations were that Nakuru at consolidation stage of destination area life cycle would have sufficient sports facility attributes to induce visitor travel. It however emerged contrary that sports tourism facilities in Nakuru Municipality have insufficient attributes to motivate sports traveler types. Majority of the sports tourist types indicated that the capacity of these sports facilities is the major factor that informs their travel decisions. Peric and Wise (2015) established in their study that sports destinations bank on sports tourism to reduce the recession periods from other forms of tourism. This happens when the sports facility attributes are sufficient. Nostalgia sports tourists for instance are attracted to the sports facilities that have attractive features.

In Kenya the sports tourism industry has witnessed tremendous growth in the number of tourists as documented in Machakos and West Pokot Counties. Similarly sports facilities in Nairobi have experienced increasing sport visitation due to the large capacity of the sports facilities such as Kasarani Stadium and Nyayo stadiums. Sports destination focus on developing sports facilities capacity and other features in Nakuru will make the destination more preferred for sporting activities and consequently increase the associated socio-economic benefits. Globally, destinations like Barcelona and Catalonia have proved as competitive sports destinations due to the sports facility numbers that couple with adequate capacity (Gallardo et al., 2017). While Nakuru yearns to compare with these established sports destinations the number of sports facilities in Nakuru Municipality still remains limited. The county government should prioritize development of more sports facilities with larger capacities to match the increased demand for sports products.

4.3.5 Sports Facility Attributes Contribution on Number of Events

A correspondence analysis was conducted to determine the relationship between sports facility attributes on number of events in Nakuru Municipality. The results showed that

the sports facility attributes and the number of events are correlated at p = 0.00. The results are shown in Table 12.

Table 12: Correspondence Analysis for Sports Facility Attributes and Number of events in Nakuru Municipality

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation 2
1	.448	.200			.637	.637	.049	-.177
2	.304	.092			.293	.930	.058	
3	.146	.021			.068	.998		
4	.025	.001			.002	1.000		
Total		.315	72.966	.000	1.000	1.000		

Capacity of sports facilities in Nakuru Municipality contributes to approximately 11-15 events in a year. This is as indicated by the smaller anger adjoining the column variable (capacity) and the row variable (11-15 events). While this association is apparent the strength of association is low due to the length of the lines connecting the two. There was an association between the accessibility of sports facilities and 16-20 events. The ease with which the sports facilities are accessed in Nakuru Municipality stimulates the usage of its sports facilities for sports events which approximate to 16-20 events. Number of sports facilities and below 5 events are associated. The numbers of sports facilities in Nakuru Municipality are insufficient to results an increased number of events. Sports tourists do not therefore consider the number of sports facilities on their scale when choosing Nakuru as their preferred sports destination. These indicators were then used to plot a correspondence analysis Figure 10.

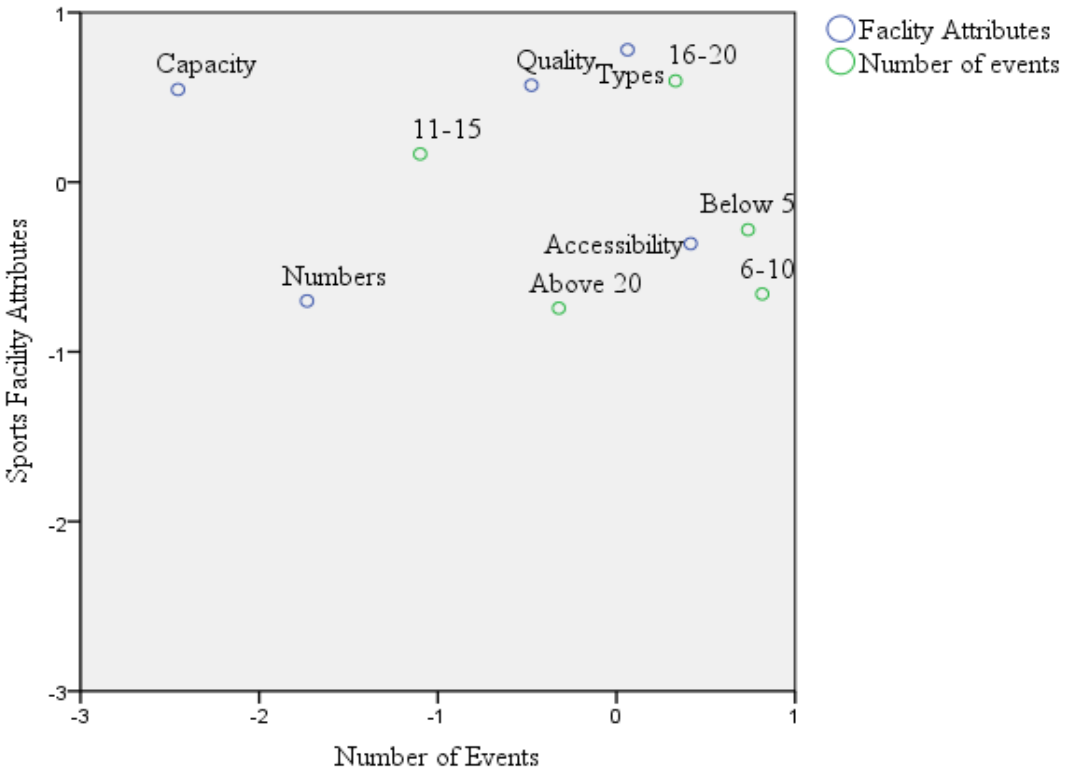

Figure 10: Correspondence Analysis table for Sports Facility Attributes and Number of Events (per year) in Nakuru Municipality

A categorical regression was also conducted to establish the relationships between sports facility attributes and number of events. The results are shown in Table 13.

Table 13: Categorical Regression coefficients of Sports Facility Attributes Influence on Number of Sports Events in Nakuru Municipality

Sports Facility attributes	Beta	Std. Error	F	Df	Sig
Capacity of sports facilities	-.149	.137	1	1.197	.275
Quality of sports facilities	.347	.096	2	12.983	.000
Types of sports facilities	.035	.195	1	.031	.860
Accessibility to sports facilities	.266	.093	2	8.204	.000
Number of sports facilities	-.470	.117	2	16.040	.000

Dependent variable: Number of events

The model fit scores were as follows (Adjusted R^2 = 0.59, F = 16.02, p = 0.00**). Scores of the specific predictor variables for the expenditure indicators among the tourists were as follows: Capacity of sports facilities (Beta = -0.15, SE = .14, p = 0.28); quality of sports facilities (Beta = 0.35, SE= 0.10, p = 0.00*); types of Sports Facilities (Beta = 0.04, SE = 0.20, p = 0.86), accessibility of sports facilities (Beta= 0.27, SE=

0.93, p= 0.00**) and number of sports facilities (Beta = -0.47, SE = 0.12, p = 0.00**). Quality and accessibility of sports facilities within Nakuru Municipality emerged significant ($p \leq 0.05$). This implies that quality, number of sports facilities and accessibility of sports facilities in Nakuru Municipality have direct influence on the number of sports events in Nakuru Municipality. Types and capacity of sports facilities emerged insignificant with p-values ($p = 0.86$ and $p = 0.28$) respectively. A correspondence analysis followed to establish the correlation between sports facility attributes and number of events in Nakuru Municipality. The results were presented in Table 16.

The Results in the current study indicated that sports facility attributes are vital aspects at sports destinations since they form the primary attraction. Development of primary facilities such as the stadium and the arenas follow closely with development of the secondary facilities that promote the visitor stay at the destinations. These results match Solberg and Preuss (2007), that the sports facilities quality makes an important of sports destinations. Quality of sports facilities in Nakuru Municipality influence the business feasibility of sports destinations and equally result positive financial outcome hence meeting the demand and socio-economic bottom lines. Quality sports facilities have sufficient first-class amenities of significance for a number of reasons. First, the sports competitors rely on the available hospitality sectors to serve them food and beverages to reenergize during their gaming activities. Destinations which provide places for sports tourist to play eat and get entertained benefit from repeat visitation. For instance, Peric and Wise (2015) also established that Croatia's growth as a sport destination relies on Croatia's ability to host the sports tourist comfortably at the sporting areas while providing all their basic needs. While Nakuru Municipality may not have all the amenities for sports tourists, the location of these facilities allows access of amenities within Nakuru town. As a result, sports tourists enjoy their stay and pay less to get to these amenities. Sports facilities which are located far away from the amenities force the sports competitors and fans to incur an extra cost to acquire basic services. Besides, the accessibility of sports facilities in Nakuru Municipality makes it a good sports destination preferred by many types of sports tourists. Staynmair (2014) equally established similar results that sports tourists prefer sports facilities that are easily accessible. Making the sports facilities accessible from major sport destinations make

a sport facility strategically positioned to increase sports benefits. The accessibility of sports facilities and ideal quality of sports facilities increase benefits to the local communities through attracting different types of sports tourists.

4.4. Sports Facilities Contributions to Social Benefits in Nakuru Municipality

4.4.1 Sports Facility Attributes Contribution to Social Benefits

The study sought to establish whether sports facility attributes contribute on sports tourism social benefits in Nakuru municipality. In the study the social cohesion categories developed were in three levels; low, medium and high levels of social cohesion. These were computed into a new composite variable social cohesion combined. A multiple linear regression was therefore conducted to establish the underlying relationship between sports tourism facilities attributes and social cohesion combined. The results are illustrated in Table 14.

Table 14: Multiple Linear Regression Coefficients for Sports Facility Attributes Contribution on Social Cohesion in Nakuru Municipality.

Sports Facility Attributes	B	Std. Error	Beta	t	Sig.
(Constant)	1.167	.129		9.053	.000
Capacity of sports facilities is ideal	-.037	.015	-.170	-2.555	.011
Quality of facilities is standard	-.058	.016	-.274	-3.665	.000
Types of facilities are varied	-.045	.015	-.195	-2.929	.004
Accessibility to facilities is easy	006	.017	.027	.372	.710
Numbers of sports facilities is sufficient	.051	.019	.182	2.636	.009

Dependent Variable: Social Cohesion combined

Sports facility accessibility emerged significant in contributing to social cohesion in Nakuru Municipality. The model fit scores were as follows: (Adjusted R^2 = 0.09, F = 5.69, and p = 0.00). The scores for the specific predictor variables were as follows: Capacity of sports facilities (Beta = -0.37, SE = 0.02, p = 0.01), quality of sports facilities (Beta = -0.06, SE = 0.02, p =0.00), Types of Sports facilities (Beta = -0.05, SE= 0.02, p =0.01), accessibility of sports facilities (Beta = 0.01, SE = 0.02, p = 0.71), and number of sports facilities (Beta= 0.05, SE= 0.02, 0.01). Capacity, quality, types and number of facilities emerged significant in contributing social cohesion in Nakuru Municipality as indicated with their various p-values (0.01, 0.00, 0.01, and 0.01

respectively.). Accessibility of sports facilities within Nakuru municipality emerged insignificant with a p-value of 0.71. This implies that capacity, quality, types and accessibility of sports facilities have direct influence on social cohesion in Nakuru Municipality.

The availability of different types of sports facilities increases social cohesion through creation of many platforms for interaction of local community members and people from different regions. The results also agree with Njoroge et al., (2017). Accessibility to sports facilities by the various tourist categories promotes facility usability. In Nakuru Municipality the excellent accessibility of sports facilities has promoted tourist number influx which increases social cohesion within the Municipality. Destinations with excellent accessibility to sports facilities harness not only social cohesion but also many other social benefits. While at sports destinations sports tourists use accommodation facilities from the locals and also visit the nearby attractions centres interacting with the locals. Through these interactions the resentments from local communities are reduced to a great extent resulting to increased community to community cohesion. These findings are supported by the triple bottom line model, since the availability of sports facilities in the region contributes to increased social benefits to the community. It was also established that other social gains in the Municipality include; children mobility to school, increasing bondage between different individuals hence reducing the effects of social fragmentation.

Sports tourism in Kenya and many other nations contributes to reduction of social fragmentation and other social menace. In many sports events sports people have been seen kneeling a minute before the start of a game to demonstration the fight against racism, one of the pillars in the social circle. Thus like the rest of many nations across the globe sports activities in Nakuru Municipality have contributed to many of these social benefits. These results provide a good image of Nakuru Municipality. While the sports policy in Nakuru aims at increasing sports activities in the region with economic drive as the main consideration, social benefits such as reduced fragmentation are eminent. The current study attempts to explain the contributions of sports facility attributes to social cohesion, however, it does not explain what aspects of the social cohesion are most affected. This provides an avenue for the future studies to research

and report findings on the contributions of sports events on the social cohesion in Nakuru Municipality.

4.4.2 Sports Facility Attribute Contributions on Poverty Reduction

A correspondence analysis was conducted to establish the association between sports facility attributes and poverty reduction. The underlying assumption was that sufficient sports facilities create opportunities for increasing the livelihoods of the local communities and therefore directly and indirectly contribute to poverty reduction. The results are presented in Table 15.

Table 15: Correspondence Analysis for Sports Facility Attribute on Poverty Reduction in Nakuru Municipality

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation 2
1	.194	.038			.667	.667	.033	.074
2	.110	.012			.216	.883	.036	
3	.081	.007			.117	1.000		
4	.001	.000			.000	1.000		
Total		.056	47.095	.000**	1.000	1.000		

Sports facility attributes (number of sports facilities, quality of sports facilities and types of sports facilities) and poverty reduction were significantly correlated with p =0.00. The researcher used the indicators to plot a correlation table. The plotted table indicated that types of sports facilities which was a column variable was associated with 41-60% poverty reduction as indicated by the two underlying factors; a very small angle (less than 15^0) adjoining the sports the above column variable line and the row variable line from the origin. The association is however weak due to the length of the lines for both variables from the origin which are shorter. A similar case was observed between the column variable (number of sports facilities) and 21-40% poverty reduction (row variable). The lines joining these two variables to the origin are shorter while the angle formed between these lines when joined at the origin is quite small indicating an association. These results confirmed the underlying assumptions that the higher the number of sports facilities the higher the number of jobs and other benefits that reduce the levels of poverty for the local communities. Capacity of sports facilities had a very long line adjoining it to the origin whereas the row variable closely associated with it

(above 80%) had a shorter line indicating a negative relationship between the two variables. The results are shown in Figure 11.

Figure 11: Correspondence Analysis table for sports facility attributes and Poverty Reduction in Nakuru Municipality

The researcher then proceeded to conduct a multiple linear regression for sports facility attribute contribution on poverty reduction in Nakuru Municipality. The model fit scores were as follows (Adjusted $R^2 = 0.10$, $F = 6.29$, $p = 0.00^{**}$). The specific predictor variable scores were as follows; Capacity of sports facilities (Beta = 0.04, SE = 0.05, p = 0.41), Quality of sports facilities (Beta = -0.13, SE = 0.05, p = 0.01*), Types of sports facilities (Beta = -0.17, SE = 0.05, p = 0.00**), Accessibility of sports facilities (Beta = -0.05, SE = 0.06, p = 0.40), Number of sports facilities (Beta = -0.20, SE = 0.07, p = 0.01*). This is shown in table 16.

Table 16: Multiple linear Regression Coefficients for Sports Facility Attribute on Poverty Reduction in Nakuru Municipality

Sports Facility Attributes	B	Std. Error	Beta	t	Sig.
(Constant)	4.599	.443		10.374	.000
Capacity of sports facilities is ideal	.044	.054	.056	.829	.408
Quality of sports facilities is standard	-.131	.050	-.192	-2.621	.009*
Types of Sports facilities are varied	-.176	.055	-.208	-3.195	.002*
Accessibility of Sports Facilities is easy	-.049	.058	-.061	-.838	.403
Number of sports facilities is sufficient	-.196	.072	-.192	-2.721	.007*

Quality of sports facilities, Types of sports facilities, and Number of sports facilities emerged significant with p-values of, 0.01, 0.00 and 0.01 respectively. This implies that these sports facilities attributes have direct influence on poverty reduction in Nakuru Municipality. Capacity of sports facilities and accessibility of sports facilities were not significant in reducing poverty in Nakuru Municipality. The researcher then conducted a correspondence analysis to establish by what margin of percentage does sports facility attributes in Nakuru Municipality reduce poverty.

Sports tourism facilities attract sports tourists to the destination which contribute to social benefits in the destinations visited. Tourist categories including the nostalgia, active and passive participants all contribute to personal income as well as revenue to the destinations visited. In turn, the sports activities lead to poverty reduction through the personal income generated. The results indicated that Nakuru Municipality poverty levels are reduced to some extent by the various sports events that are hosted from time to time. These results agree with Johnson (2014) that sports events elevate the standards of local residents especially in the high tourism seasons. While the results are supported by the triple bottom line model, the major question remains on how the sports events can be sustained to provide long term benefits to the sports destinations. In Nakuru municipality sports events are hosted usually during weekends, and majority of these sports events do not attract massive tourist flows which means that the benefits are insignificant since they only affect a small population of the event. This forms among the major shortcomings identified in the current study. While trying to provide remedy

to this situation, the current study still holds that an attempt to enhance the sports facility features is a likely move to provide long term solutions to such recessions. Sports tourists to Nakuru Municipality contributes to personal income to the residents through the payments at food outlets, use of local transport to move around the sports facilities, payment at the accommodation and payments at the entertainment centers. It was expected that the study findings establish that the sports events in Nakuru Municipality reduce the rates of poverty in Nakuru Municipality. It was thus established that the quality, types, and number of sports facilities contribute to higher number of sports tourists.

4.4.3 Sports Facility Attributes Contributions on Living Standards

A composite variable 'living standards combined' was developed from the levels of living standards that were used in the study (low, medium and high). This was used as the depended variable against the sports tourism facility attributes which were the independent variables. The model fit scores were as follows; (Adjusted R^2 = 0.09, F= 18.04, p= 0.00**). The specific predictor variable scores were as follows; Capacity of sports facilities (Beta = 0.02, SE =0.01, p = 0.00**), Quality of sports facilities (Beta = -0.05, SE= 0.01, p = 0.00**), Types of sports facilities (Beta = -0.003, SE = 0.01, p= 0.54), Accessibility of sports facilities (Beta = -0.02, SE = 0.01, p = 0.00**), Number of sports facilities (Beta = 0.01, SE= 0.01, p = 0.31). Results are shown in Table 17.

Table 17: Multiple Regression Analysis for Sports Facility Accessibility Contribution on the Living Standards of people in Nakuru Municipality

Sports Facility Attributes	B	Std. Error	Beta	T	Sig.
(Constant)	.993	.048		20.611	.000
Capacity of sports facilities is ideal	.024	.007	.120	3.620	.000**
Quality of facilities is standard	-.053	.007	-.246	-7.427	.000**
Types of facilities are varied	-.003	.006	-.021	-.620	.535
Accessibility of facilities is easy	-.019	.005	-.120	-3.627	.000**
Numbers of facilities are sufficient	.007	.007	.034	1.022	.307

Capacity of sports facilities, quality of sports facilities and accessibility of sports facilities emerged significant with p-values at, 0.00, 0.00 and 0.00 respectively. This indicates that the sports facilities accessibility, capacity and quality have direct influence on the living standards of the people in Nakuru Municipality. The living

standards of the people in Nakuru Municipality are not altered by the types and numbers of sports facilities. Results from the current study indicated that sports facility attributes contribute to elevating the living standards of the people in Nakuru Municipality. Due to the increase in the attributes, the number of sports tourist consequently increase and result to an increase in the living standards of the people either directly or indirectly. Directly attracting sports tourists to Nakuru contributes to personal income by using the local transport during events and hence elevates their standards of living. Indirectly through interacting with people from other parts of the world the residents get to learn new ways of life and hence change their standards of living by emulating one or two items from the sports tourist. These results are supported by the triple bottom line and also agree with the results from Mwisukha and Mukolwe (2007). The current study did not go further to quantify the extent to which the sports events contribute to the living standards of the people in Nakuru which are gaps to be built on wit subsequent researches.

4.4.4 Sports Facility Attributes Contribution on Crime Reduction

A correspondence analysis was conducted to establish the underlying association between sports facility attributes and per capita crime rates among the residents of Nakuru Municipality. Sports facility quality and number of crimes per person were significant at p = 0.00**. This signifies that quality standards of facilities and crime rate per person in Nakuru Municipality are correlated. The results are shown in Table 18.

Table 18: Correlation Analysis for Sports Facility Quality and Per Capita Crimes Annual in Nakuru Municipality

Dimension	Singular Value	Inertia	Chi Square	Sig.	Proportion of Inertia		Confidence Singular Value	
					Accounted for	Cumulative	Standard Deviation	Correlation 2
1	.190	.036			.681	.681	.035	.078
2	.129	.017			.313	.993	.037	
3	.019	.000			.007	1.000		
Total		.053	36.659	.002*	1.000	1.000		

The above results were further used to plot an association table with both the column and row variables. At this point the column variables used were least, less, not sure,

much and very much while the row variables were the number of crimes per person reduced in a year. These two sets of variables were computed to investigate the perceived level of crime reduction resulted from sufficient sports facility attributes in Nakuru Municipality. The results indicated that sports facility attributes contribute much reduction on reducing crime rates per person to below 5 per year. The two variables item much and below 5 crimes per capita were adjoined at the origin and a very small angle was formed between the two lines. This indicated that the degree of association is very strong. Similarly, very much and above 20 crimes per capita were closely clustered. Conclusively it was observed that the sports facility attributes contribute to crime reduction in Nakuru Municipality. The results are illustrated in Figure 13.

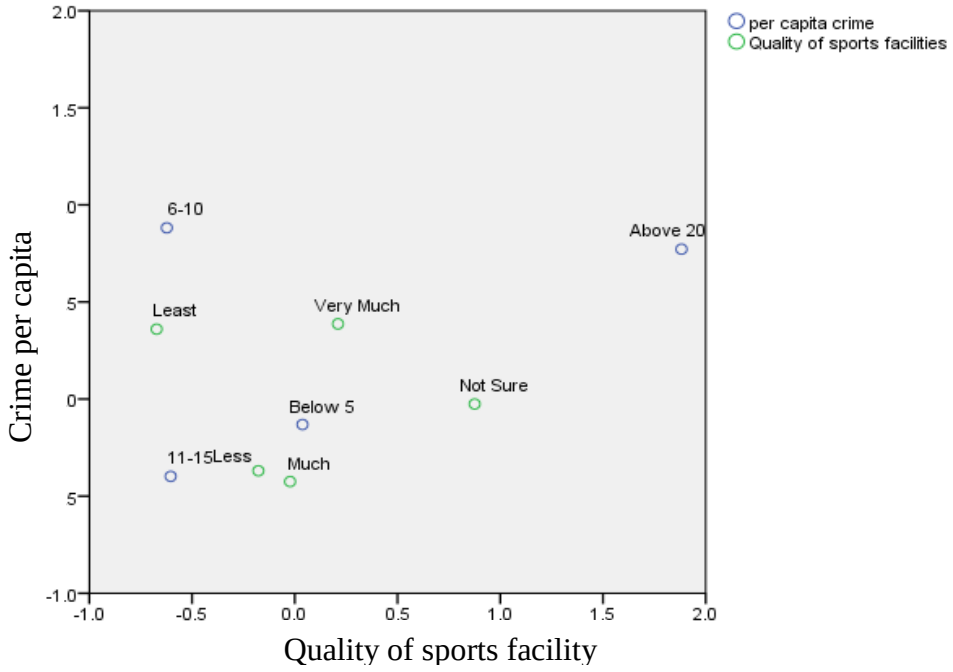

Figure 12: Correspondence Analysis Table for Sports Facility Quality and Number of crimes per person

A multiple linear regression was also conducted to establish the various attributes contribution to crime reduction. The model fit scores were (Adjusted R^2=0.01, F= 3.25, p = 0.01*). the specific predictors variables scores were as follows; Capacity of sports facilities (Beta= -0.01, SE = 0.01, p = 0.07), Quality of sports facilities (Beta = -0.03, SE = 0.01, p= 0.00**), Types of sports facilities (Beta = 0.004, SE = 0.01, 0.64), Accessibility of sports facilities (Beta = -0.01, SE = 0.01, p = 0.18), and Number of

sports facilities (Beta = 0.01, SE = 0.01, p = 0.14). The results are indicated in Table 19.

Table 19: Multiple linear Regression Coefficients for Sports Facility Attributes Contribution on Reducing Crimes Rates in Nakuru Municipality

Sports Facility Attributes	B	Std. Error	Beta	T	Sig.
(Constant)	1.028	.061		16.862	.000
Capacity of sports facilities is ideal	-.012	.007	-.064	-1.791	.074
Quality of sports facilities is standard	-.025	.007	-.151	-3.681	.000**
Types of Sports facilities are varied	.004	.008	.017	.473	.637
Accessibility of Sports Facilities is easy	-.010	.008	-.054	-1.342	.180
Number of sports facilities is sufficient	.013	.009	.055	1.468	.143

Dependent Variable: Crime Reduction

Sports facility quality emerged significant at $P < 0.05$. This implies that the sports facility quality directly influences the rates of crime in Nakuru Municipality. Further a correspondence analysis was conducted to quantify the number of crimes per person in year. This analysis aimed at explaining the contribution of quality of sports facilities on higher or lower rates of crime in Nakuru Municipality.

An increase in the number of sports events at Nakuru Municipality has consequently leads to a reduction in crimes per capita. Sports events create both temporary and permanent jobs that provide means of living to the unemployed youth occasionally hence reducing the rates of crimes. The respondents indicated that the number of crimes per person have significantly reduced with the increase in the number of sport facilities. These results are similar to the results from Mwisukha and Mukolwe (2007) in West Pokot County where it was also established that the sports events in destinations create temporary job opportunities that provide income to the local hence reducing the crime rates among the youth. Besides sports tourists also create ready market for the local products in the sports destinations thereby increasing personal income for the local communities. Nakuru Municipality like other sports destination has well established sports facilities that should result to increased social and economic benefits which in turn reduce the rates of crime among the youth.

4.4.5 Sports Tourism Contribution on Rates of Employment

A multiple linear regression was conducted on sports tourism facility attributes on rates of employment. The different sports facility attributes formed the independent variables while the rates of employment formed the dependent variable. The results were as follows. Model fit scores were (Adjusted $R^2 = 0.13$, $F = 21.43$, $p = 0.00^{**}$). The specific predictor scores were as follows; Capacity of sports facilities (Beta = 0.04, SE = 0.01, p = 0.00**), quality of sports facilities (Beta = -0.12, SE = 0.01, p = 0.00**), types of sports facilities (Beta = 0.03, SE = 0.01, p = 0.01*), accessibility of sports facilities (Beta = -0.01, SE= 0.01, p = 0.24) and number of sports facilities (Beta = -0.01, SE = 0.01, p = 0.52). This is shown in Table 20.

Table 20: Multiple Linear Regression Coefficients for Sports Facility Attributes Contribution on Employment Rates in Nakuru Municipality

Sports Facility Attributes	B	Std. Error	Beta	t	Sig.
(Constant)	.858	.082		10.52	.000
Capacity of sports facilities is ideal	.039	.012	.118	3.284	.001*
Quality of sports facilities is standard	-.120	.013	-.330	-9.209	.000**
Types of facilities are varied	.028	.010	.098	2.710	.007*
Accessibility of facilities is easy	-.011	.009	-.042	-1.184	.237
Numbers of facilities is sufficient	-.008	.012	-.023	-.638	.524

Dependent Variable: Rates of Employment

Ideal capacity of sports facilities, standard quality of sports facilities and varied types of sports facilities emerged significant with p-values at 0.00. This implies that the three attributes mentioned have direct influence on the rates of employment in Nakuru Municipality. Accessibility and number of sports facilities were not significant implying that they do not directly influence the increase in rates of employment.

Results established in the current study were similar to results established in Taks, Chalip and Green (2015). Sports events increase the rates of employment. Developing sports facilities with large capacities for the sports fans implies that many residents will be hired to maintain the large capacity stadiums unlike the small capacities. Similarly,

Nakuru Municipality through improving the quality of sport facilities will create more job opportunities for the locals to maintain the high standard facilities unlike the low standard facilities that are poorly maintained. Nakuru municipality at an advanced stage of destination life cycle should match like sport destination and create more job opportunities to the local residents. Sports policies in place should not only prioritize the development of facilities but also a way through which these sports activities will be made more attractive to match the destination level of development. This is because the results implied that the sports facilities do not create sufficient opportunities for the local as per their expectations.

4.5 Sports Facility Attributes Contribution to Sports Tourism Economic Benefits

The researcher also sought to establish the contribution of sports facility attributes on economic benefits in Nakuru Municipality. The respondents were asked questions such as "does the types of sports facilities influence economic benefits". They were also asked whether the facility attributes contributed to permanent, casual or temporary jobs. The indicators used to measure the economic benefits included nature of jobs (permanent, casual and temporary); (payment at entrance facilities, hotel room bookings fees, clubbing at events and payments at entertainment centres); (purchase of items at curio shops, hiring of locals during matches, consultation of locals for accommodation provision, and local community sell of sportswear at events) and sports athletes exports, export of local sportswear, hire of local sports official during international matches and the use of local sports facilities during international matches. These represented dependent variables while sports events generated by sports facility attributes (capacity of sports facilities, size of sports facilities, number of sports facilities, types of sports facilities and quality of sports facilities) represented the independent variables. Attribute were ranked from (Least likely-1 to most likely-5) and (least Applicable-1 to most applicable-5) as appropriate.

4.5.1 Sports Facility Attributes Contributions on Nature of Jobs

A categorical regression analysis was conducted to establish the contribution of sports facility attributes on nature of jobs in Nakuru Municipality. The model fit scores were as follows: (Adjusted R^2 = 0.54, F= 3.85, p = 0.01*). This model is statistically significant with a p = 0.05. The result of sports facility attributes contribution on nature

of jobs in Nakuru Municipality indicated a coefficient of determination (r) of 0.54. This indicates that 54% of the variance in the total number of sports tourism jobs within Nakuru Municipality can be explained by the sports facility attributes. Scores of the specific predictor variables were as follows: Quality (Beta = 0.17, SE = 0.36, p = 0.80); Types (Beta = 0.23, SE = 0.38, p = 0.71); Numbers (Beta = 0.37, SE = 0.46, p = 0.01*); Capacity (Beta = 0.37, SE = 0.26, p= 0.54) and Accessibility (Beta = -0.15, SE = 0.26, p = 0.73). This is as shown in Table 21.

Table 21: Categorical Regression Coefficients for Sports Facility Attributes Contributions on Nature of jobs in Nakuru Municipality

Sports Facility Attributes	Beta	Std. Error	Df	F	Sig.
Quality	.173	.364	2	.225	.801
Types	.225	.380	2	.352	.708
Numbers	.681	.305	4	4.986	.008*
Capacity	.369	.459	2	.648	.536
Accessibility	-.149	.261	2	.328	.725

Dependent Variable: Jobs Combined

Number of facilities emerged significant ($p \leq 0.05$). This implies that the number of sports facilities within Nakuru Municipality directly influence nature of jobs in Nakuru Municipality. Increasing the number of sports facilities would therefore be vital in creating more jobs ranging from permanent to temporary within Nakuru Municipality. Quality of sports facilities, Types, Capacity and Accessibility emerged not significant with ($p > 0.05$). The implication was that the latter attributes do not directly influence the nature of jobs created in Nakuru Municipality.

In the fore sections it was established that the number of sports facilities were still an area that needs development to create more opportunities to the locals. The results however indicated that the number of sports facilities in Nakuru municipality creates a considerable number of job opportunities for the local communities. The main sports facilities with reliable opportunities include the Afraha stadium, athletic sports club and the rift valley sports club sports facilities. The jobs created include both permanent and temporary jobs. Job opportunities created in Nakuru Municipality include reception officers, housekeeping personnel, cleaners, and security jobs and sports facility

manager. Temporary jobs opportunities are also created during the sports events and even after which contribute to the economic wellbeing of the residents as mentioned in the triple bottom line model. These results agree with Weed (2009); Bassey (2015) and Duglio (2017) which indicated that sports tourism events have massive economic impacts. Whereas, the rate of sports activity growth was increasing by day, Covid-19 pandemic interrupted adversely. Sports destination managers thus remain to be an important icon to normalizing the situation.

4.5.2 Sports Facility Attributes Contributions on Revenue Generation

A categorical regression was then conducted to determine the sports facility attributes contribution on revenue generation in Nakuru Municipality. Sports facility attributes (sports facility capacity, sports facility quality, sports facility types, sports facility accessibility and sports facility numbers) formed the independent variables whereas revenue generation formed the dependent variable. The results were as follows; Model fit scores were as follows (Adjusted R^2 =-0.20, F = 0.52, p = 0.86). Specific predictor variable scores were: Types of sports facilities (Beta =0.44, SE=0.68, p = 0.67); Quality of sports facilities (Beta = -0.46, SE=0.49, p = 0.49); Numbers of sports facilities (Beta = -0.20, SE=0.31, p = 0.54); Accessibility of sports facilities (Beta =0.27, SE=0.24, p = 0.30) and Capacity of sports facilities (Beta = -0.30, SE=0.79, p = 0.71). Sports facility attributes emerged insignificant with $p > 0.05$. The results indicated that sports facility attributes do not have a significant effect on the sports tourism revenue generation ($p > 0.05$) in Nakuru Municipality. This is indicated in table 22.

Table 22: Categorical Regression Coefficients for Sports Facility Attributes Contribution on Revenue Generation in Nakuru Municipality

Sports Facility Attributes	Beta	Std. Error	Df	F	Sig.
Types	.438	.684	2	.411	.669
Quality	-.464	.491	4	.893	.488
Numbers	-.195	.309	1	.398	.536
Accessibility	.272	.239	2	1.291	.298
Capacity	-.298	.792	1	.141	.711

Dependent Variable: Revenue Generation

Results indicated that sports facility attributes are insufficient to induce revenue generation in Nakuru Municipality. The responses implied that the amount of revenue

generated from the sports facilities was quite insignificant. This was quite a usual situation because the sources of revenue for sports facilities include; payment at sports facility entrance during the sports events, teams pay to use the sports facilities for training and to use the facility as their home playground. While the latter remain important sources of income for sports facilities, in Nakuru the respondents indicated a contrary situation. These results are not supported by the triple bottom line following the resultant responses. These results also differ with results from other sports destinations. For instance, Berkshire Hathaway Company reported that sports tourism contributed to over $ 1.41 trillion to the global market by the year 2017. The research in the current study did not establish the revenue generated in Nakuru municipality despite the study area being at the consolidation stage of butler's cycle. The study in this area therefore failed to unveil the financial outcome of the sports activities in the municipality as well as quantifying the financial gains that result from the sports activities. This created a niche area for further research.

4.5.3 Sports Facility Attributes on Personal Income

The researcher asked the respondents question in regard to the contributions of sports facility attributes on personal income. For instance, the researcher asked whether sports facilities attributes contribute to personal income. Sports facility attributes such as sports facility capacity, sports facility quality, sports facility accessibility, sports facility types and sports facility numbers formed the independent variables whereas personal income formed the dependent variable.

The results for sports facility attributes contribution on personal income were as follows (Adjusted R^2 = -0.19, F =0.50, p = 0.86). The result indicated that there is no significant influence of sports facility attributes on personal income in Nakuru Municipality (p >0.05). This means that the sports facility attributes such as capacity, quality, types, accessibility and numbers do not have a direct influence on personal income for local communities in Nakuru Municipality. The specific predictor variable scores were as follows: Capacity of sports facilities (Beta = -0.32, SE=0.64, p = 0.62); Quality of sports facilities (Beta = -0.18, SE=0.50, p = 0.88); Types of sports facilities (Beta = 0.30, SE=0.62, p = 0.80); Accessibility of sports facilities (Beta = 0.25, SE=0.40, p = 0.69)

and Numbers of sports facilities (Beta = 0.25, SE=0.34, p = 0.61). This is indicated in Table 23.

Table 23: Categorical Regression Coefficients of Sports Facility Attributes on Personal Income in Nakuru Municipality.

Sports Facility Attributes	Beta	Std. Error	Df	F	Sig.
Capacity	-.320	.638	1	.252	.621
Quality	-.178	.500	2	.127	.882
Types	.301	.624	2	.232	.795
Accessibility	.246	.403	2	.374	.693
Numbers	.246	.344	2	.512	.607

Dependent Variable: Personal Income

Sports facilities attributes are insignificant with p-values higher than 0.05 ($p > 0.05$). This means that the sports facility attributes do not directly influence personal income for locals in Nakuru Municipality.

The results also indicated that the sports tourism events create insignificant contributions to personal income. It was established that the sports events contribute to many other economic benefits but less of personal income. Sports events create positive images of places and also create market for the local products. While the results indicated portray a contrary situation the researcher detected bias in the responses where the residents agreed that the sports tourists buy their food, buy some of the items they sell during sports events. The latter aspects indicate that sports events contribute to personal income. The direction of responses however, indicated that the residents probably expect more contributions of personal income than what they are getting from the events hosted currently. While these results are not supported by the triple bottom line, it is important to note that the sports events create more other economic benefit as highlighted in the other subchapters.

In regards to the sports policy the development of sports tourism in Nakuru municipality had its aims at elevating the personal status through personal income. Sports events create these avenues where the locals are used to officiate matches and they get paid for their services as well as business activities. Comparing these findings with other sports destinations in Kenya, it is established that sports tourism performance in Nakuru lags behind.

4.5.4 Sports Facility Attributes Contribution on Sports Tourism Exports

The researcher also wanted to establish the sports tourism exports that results from the sports facility attributes within Nakuru Municipality. The researcher therefore conducted a categorical regression analysis. Before the categorical regression analysis was conducted the researcher computed a composite variable by combining the variables, 'athletes play in other countries, local sports wear companies sell their products elsewhere, officials are hired to officiate matches internationally and sports facilities are hired for international matches' to create a composite variable sport tourism exports. These formed the independent variable while sports tourism facilities attributes created the independent variables. The model fit scores were as follows (Adjusted R^2 =0.15, F= 1.47, p = 0.23). The result indicated a coefficient of determination (r) of 0.15 for sports facility attributes contribution on sports tourism exports in Nakuru Municipality. This implied that only 15% of the total tourism exports in Nakuru Municipality can be explained by the sports facility attributes mentioned above. The model fits score also reported an insignificant relationship between sports facility attributes and sports tourism exports in Nakuru Municipality. Specific predictor variable scores were as indicated in Table 24.

Table 24: Categorical Regression Coefficients for Sports Facility Attributes on Sports Tourism Exports in Nakuru Municipality.

	Beta	Std. Error	Df	F.	Sig
Types	.200	.588	1	.115	.738
Quality	.542	.621	2	.762	.481
Numbers	-.237	.312	2	.580	.570
Accessibility	.448	.239	2	3.520	.051*
Capacity	-.912	.564	4	2.620	.069

Dependent Variable: Sports Tourism Exports

Results indicate that sports tourism exports in Nakuru are positively influenced by the accessibility of sports facilities. It was indicated that a number of sports persons from Nakuru municipality have found their way out to play in other countries. The highly accessible sports facilities in Nakuru municipality attract guest teams which scouts' players from the local teams to play in the international levels. Sports officials have equally been used to officiate international matches played in Nakuru as well as other places around the globe. These results agree with Njoroge et al., (2017) results which

also reported that sports events in destinations promote a lot of sports exports that in turn result to development of sports destinations.

CHAPTER FIVE
CONCLUSION AND RECOMMENDATIONS

5.1 Conclusions

5.1.1 Sports Facility Attributes Contributions on Sports Tourism Demand

The results for perceived contribution of sports facility attributes on sports tourism demand revealed that sports facility attributes are paramount to attract sports tourists. A number of questions were asked and the responses were coded and analyzed. Section B of the questionnaires tested on the sports facility attributes contributions to sports tourism demand in Nakuru Municipality. The results for sports facility attributes contribution on sports tourist numbers were that quality of the sports facilities and the capacity of sports facilities were significant with p-values 0.00** and 0.00** respectively. Sports facility quality and capacity were significant in attracting the sports tourists to Nakuru Municipality.

The sports tourists who visit Nakuru as a sports destination refer to sports facility quality and the capacity of these sports facilities when making travel decisions. Types, accessibility and number of sports facilities do not influence the number of sports facilities that visit Nakuru as a sports destination. The researcher also established that different sports facility indicators influence the travel decisions of the many sports tourists who travel to Nakuru Municipality. The sports facility quality indicators highlighted in the responses included; ideal size of sports facilities, sports facility space to allow for sports fans and competitors to park their vehicles and animals, available amenities within and around the sports facilities which support tourists stays and cleanliness of sports facilities.

Suitable amenities that support tourist stays emerged significant in influencing tourist choice of Nakuru sports facilities. The sports facilities in Nakuru Municipality therefore have suitable amenities that support tourist stays. For instance, WIFI within Afraha stadium has promoted sports fans influx to sports facilities in Nakuru Municipality.

5.1.2 Sports Facility Attributes Contribution on Social Benefits

The results for sports facility attributes contribution on social benefits in Nakuru Municipality indicated that sports facility attributes contribute a lot of social benefits in

Nakuru Municipality. Among the social benefits results in Nakuru Municipality include, social cohesion among members, higher levels of living standards, reduction of crime rates per person among others. Social cohesion in Nakuru Municipality has increased due to sports facility attributes that promote good relations among people. Ideal sports facility capacity, high standards of sports facility quality, varied types of sports facilities and sufficient numbers of sports facilities emerged significant factors that contribute higher benefits as indicated with their respective p-values; 0.01*, 0.00**, 0.00** and 0.01* respectively. The above attributes directly influence social cohesion in Nakuru Municipality. The capacity of sports facilities provide sufficient places for many sports tourists and the local communities to sit and interact during sports events. As a result, cohesion between the local and the visiting sports tourists increase. In addition, the high standards of the sports facilities influence the decisions of the sports tourists from other regions who consequently interact with the local communities aggravating cohesion among members. Variety of sports facilities also compliments the other factors where different lovers of different sports visit Nakuru promoting more interaction which increases social cohesion.

Sports facility attributes also contribute to poverty reduction in Nakuru Municipality. The labour needs in these sports facilities create employment opportunities for the locals thus reducing the levels of poverty. Types and quality of facilities in Nakuru Municipality reduce poverty levels by 41-60% while the number of facilities reduces poverty levels with 21-40% margin. The sports facilities in Nakuru Municipality are still quite insufficient in number to result a higher percentage of poverty reduction. The more the number of facilities, the more the number of casual and permanent job opportunities created and the higher the percentage of poverty reduction in Nakuru Municipality.

5.1.3 Sports Facility Attributes Contribution on Economic Benefits

Sports facilities in Nakuru Municipality contribute economic benefits such as job creation, sports tourism exports, revenue generation and personal income for the local communities. The results for sports facility attributes on nature of jobs indicated that sufficient number of sports facilities result increased number of jobs, casual, temporary or permanent. The p-value of 0.01* indicated that the number of sports facilities

influences the nature of jobs created in Nakuru Municipality. Sports facilities availability in large numbers increase the number of people absorbed in these facilities as sports facilities managers, sports facility administrators, sports facility casual laborer or match commissioners. Sports facility attributes emerged insignificant in resulting tangible revenue as well as personal income in Nakuru Municipality. The respondents indicated that the sports facility attributes are insufficient to induce the revenue generation as well as personal income in Nakuru. Sports facilities in other areas contribute increased revenue through entrance fees charged on the fans of sports as well as the team registration for use of the field of play. Sufficient sports facility attributes that make sports facilities renowned create demand for such facilities and consequently drive sports related revenue to this destination.

5.2 Recommendations

i. Nakuru Municipality is at development stage of butler's destination area life cycle characterized by increasing influx of sports tourists as a result of growing fame of sports facilities. Based on the results in this study tourism stakeholders should therefore focus on increasing sports facilities development attributes. Increasing the attractiveness of sports facilities will likely increase sports tourism activities which will in turn diversify the forms of economic activities in the Municipality.
ii. Nakuru Municipality is a favourable tourism destination due to its proximity to other towns. The town is also served with a good network of roads which makes it more accessible. Developing sports tourism could be a good way of enhancing the positioning of the Municipality in the global market thus increase personal income and revenue to the county. Sports tourism policy that prioritizes development of sports facilities is likely to create more opportunities for the youth and women.

5.3 Suggestion for Further Research

This study was limited to Nakuru Municipality which cautions against generalization to other regions with more sports facility attributes or less. The researcher recommends that subsequent researches build on the information in this research to investigate sports tourism performance in other areas in different stages of tourism area life cycle.

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APPENDICES

Appendix I: Questionnaire for the Ministry of Tourism Officers

I am a master's student in Tourism Management, undertaking an academic survey on the *perceived contribution of sports facility attributes on sports tourist's demand, socio-cultural and economic benefits in Nakuru Municipality*. The results from this study will be used by the County governments in developing sports friendly destinations that are beneficial to the local communities. The results will also help the researcher in developing a research project that is fundamental to the academic requirements for the award of a master degree in Tourism Management in Chuka University. Confidentiality of responses will be maintained at all costs. Kindly feel free to give your responses.

SECTION A: General Information (Tick where appropriate)

A1. Please indicate your gender

a) Male [ ] b) Female [ ]

A2. Kindly indicate your age

a) 16- 25 years [ ] b) 26- 35 years [ ]

c) 36-45 years [ ] d) Above 46 years [ ]

A3. Kindly indicate the level of education you attained

a) Primary [ ] b) Secondary [ ]

c) College [ ] d) University [ ]

A4. Kindly indicate your income range

a) Ksh. 1-10000 [ ] b) Ksh.10001- 20000 [ ]

c) Ksh. 20001-30000 [ ] d) Above Ksh. 30000 [ ]

SECTION B: (Sports Facility Attributes contribution on Sports Tourists Demand in Nakuru Municipality.)

B 1. Does Nakuru town have sports facilities?

i) Yes ☐

ii) No ☐

B 2. If yes, in (B1) above what types of facilities?

i)	Athletics field	☐	viii)	Golf Courses	☐
ii)	Arenas	☐	ix)	Skating rinks	☐
iii)	Stadiums	☐	x)	Ski resorts	☐
iv)	In-house Facilities	☐	xi)	Cycling Tracks	☐
v)	Swimming pools	☐	xii)	Shooting rang	☐
vi)	Recreational areas	☐	xiii)	Horse Racing tra	☐
vii)	Sports halls	☐	xiv)	Tennis Courts	☐

B 3. Does sports facilities attributes influence the number of sports tourists visiting Nakuru Municipality?

i) Yes ☐

ii) No ☐

B 4. What are the likely attributes of sports facilities in Nakuru Municipality that influence the number of sports tourists?

Sports facility attributes	Most likely (5)	Likely (4)	Unlikely (3)	Less likely (2)	Least likely (1)
Capacity					
Quality					
Types					
Accessibility					
Numbers					

B 5. If yes, indicate the extent to which the attributes in (B3) above influence sports tourist numbers and indicate the approximate number of tourists received in Nakuru Municipality per month as a result of sports events

Number of sports Tourists	Tick (√)
Below 20	
ii) 21-40	
iii) 41-60	
iv) 61-80	
v) Above 80	

B 6. Please indicate whether sports facilities attributes in Nakuru Municipality are sufficient to induce sports tourists' expenditure?

i. Yes ☐

ii. No ☐

B 7. Which of the following factors are likely to account for the sports tourist demand during the sports events?

Demand Attributes	More Likely (5)	Likely (4)	Not sure (3)	Less Likely (2)	Least Likely (1)
i) Bed Nights					
ii) Province of origin					
iii) Gender					
iv) Event attractiveness					
v) Marital status					

B 8. How much do the tourists spend monthly during sports events? Tick where appropriate

Tourist Expenditure	**Tick (√)**
Below Kshs. 5000	
ii) 5001- 10000	
iii) 10001- 15000	
iv) 15001- 20000	
v) Above 20000	

B 9. Please indicate your perceived level of sport facility quality from the following indicators

Facility Quality Aspects	Excellent (5)	Very Good (4)	Good (3)	Poor (2)	Very Poor (1)
i) Cleanliness					
ii) Size (seating capacity)					
iii) Space					
iv) Amenities					
v) Accessibility					

B 10. Do sports facilities attributes influence the number of events hosted at Nakuru Municipality?

i)Yes ☐

ii) No ☐

B 11. What aspects of sports facility quality likely attract repeated events hosted in Nakuru Municipality?

Sports Facility Quality aspects	Very Likely (5)	Likely (4)	Unlikely (3)	Less likely (2)	Least Likely (1)
Size					
Space					
Amenities					
Cleanliness					

B 12. Please indicate the number of events attracted per year as a result of sports facility attributes in Nakuru Municipality by ticking one of the following

Number of sports events	Tick (√)
Below 5	
ii) 6-10	
iii) 11-15	
iv) 16-20	
v) Above 20	

B 13. Kindly indicate the type of tourists attracted in Nakuru Municipality as a result of sufficient sports facility attributes

Type tourist	Most Likely (5)	Likely (4)	Not sure (3)	Less Likely (2)	Least Likely (1)
Sports fans					
ii) Sports competitors					
iii) Other tourists					

B 14. Please indicate the hotel occupancy rates resulted during sport events in Nakuru Municipality.

Hotel Occupancy Rates	Tick (√)
10-20%	
ii) 21-40%	
iii) 41-60%	
iv) 61-80%	
v) 80- 100%	

B 15. Sports facilities attributes in Nakuru have attracted a lot of sports tourists. Indicate the extent to which the sports tourist types are attracted. Rate on a scale of 1-5 the most attracted group of tourists (1- Least attracted, 2- Not Attracted, 3- Not Sure, 4- Attracted, 5- Most attracted)

Number of sports events	Most Attracted (5)	Attracted (4)	Not sure (3)	Not Attracted (2)	Least Attracted (1)
Sports tourists					
ii) Other tourists who come find themselves watching sports					
iii) Tourists interested in sports facilities					

Appendix II: Questionnaire for the Local Community

I am a master's student in Tourism Management, undertaking an academic survey on the *perceived contribution of sports facility attributes on sports tourist's demand, socio-cultural and economic benefits in Nakuru Municipality*. The results from this study will be used by the County governments in developing sports friendly destinations that are beneficial to the local communities. The results will also help the researcher in developing a research project that is fundamental to the academic requirements for the award of a master degree in Tourism Management in Chuka University. Confidentiality of responses will be maintained at all costs. Kindly feel free to give your responses.

SECTION A: General Information (Tick where appropriate)

A1. Please indicate your gender

b) Male [ ] b) Female [ ]

A2. Kindly indicate your age

b) 16- 25 years [ ] b) 26- 35 years [ ]

c) 36-45 years [ ] d) Above 46 years [ ]

A3. Kindly indicate the level of education you attained

b) Primary [ ] b) Secondary [ ]

c) College [ ] d) University [ ]

A4. Kindly indicate your income range

b) Ksh. 1-10000 [ ] b) Ksh.10001- 20000 [ ]

c) Ksh. 20001-30000 [ ] d) Above Ksh. 30000 [ ]

SECTION C: (Sports Facility Attributes Contribution on Sports Tourism Social benefits in Nakuru Municipality.)

C 1. Where are the sports facilities located?

i) Within Nakuru town ☐

ii) Near Nakuru town ☐

iii) Near communities ☐

iv) Far from Nakuru Town ☐

v) Not Far ☐

C 2. Do the sports facility attributes influence the social cohesion of communities in Nakuru municipality?

i) Yes ☐

☐

ii) No

C 3. If yes, what is the extent of contribution by each of the sports facility attributes in the table below rate on a scale of 1-5 (1- Least Likely, 2- Less Likely, 3- Unlikely, 4- Likely, 5- Most Likely)

Sports facility attributes	Most likely (5)	Likely (4)	Unlikely (3)	Less likely (2)	Least likely (1)
Capacity					
Quality					
Types					
Accessibility					
Numbers					

C4. Does the sports facility attributes in C3 above contribute to Lowe, Moderate or High level of cohesion in Nakuru Municipality? (Rate on a scale of 1-5)

Level of community cohesion	Strongly Agree (5)	Agree (4)	Unsure (3)	Disagree (2)	Strongly Disagree (1)
Low					
ii) Moderate					
iii) High					

C5. Does sports facility attributes in Nakuru Municipality contribute to poverty reduction for the people in Nakuru Municipality?

Yes [ ]

No [ ]

C6. If Yes in C5 above, kindly indicate the extent to which the sports facility attributes contribute to poverty reduction in Nakuru Municipality (rate on a scale of 1-5)

Sports facility attributes	Very Much (5)	Much (4)	Unlikely (3)	Less (2)	Least (1)
Capacity					
Quality					
Types					
Accessibility					
Numbers					

C7. Kindly indicate the level of poverty reduction by percentage resulted by sports facility attributes mentioned above (indicate percentage reduction for each attribute below)

Sports facility attributes	Below 20%	21-40%	41-60%	61-80%	Above 80%
Capacity					
Quality					
Types					
Accessibility					
Numbers					

C 8. Does sports facility attributes contribute to per capita crime reduction in Nakuru Municipality?

i) Yes [ ]

ii) No [ ]

C9. If yes, from C8 above kindly indicate the extent to which sports facility attributes contribute to crime reduction in Nakuru Municipality on a scale of 1-5.

Sports facility attributes	Very Much (5)	Much (4)	Unlikely (3)	Less (2)	Least (1)
Capacity					
Quality					
Types					
Accessibility					
Numbers					

C10. Indicate the number of crimes witnessed per person in a year with the current sports facility attributes in place within Nakuru Municipality

Sports facility attributes	Below 5	6-10	11-15	16-20	Above 20
Capacity					
Quality					
Types					
Accessibility					
Numbers					

C11. Does sports facility attributes influence the living standards of the people in Nakuru Municipality?

i) Yes [ ]

ii) No [ ]

C12. If yes, from C11 above, to what extent does the sports facilities attributes the living standards in Nakuru Municipality? (Rate on a scale of 1-5)

Sports facility attributes	Very Much (5)	Much (4)	Unlikely (3)	Less (2)	Least (1)
Capacity					
Quality					
Types					
Accessibility					
Numbers					

C13. Does the sports facilities in C12 above result low, moderate or high standards of living? Indicate in the table below as appropriate on a scale of 1-5.

Community living standards as impacted by sports tourism	Very Much (5)	Much (4)	Unsure (3)	Less (2)	Least (1)
Low					
ii) Moderate					
iii) High					

C14. Does the sports facility attributes influence the local communities' decision to attend matches?

i) Yes [ ]

ii) No [ ]

C15. If yes in c14 above what sports facility attributes influence the local community decision to attend matches in Nakuru Municipality? (Rate on a scale of 1-5)

Sports facility attributes	Very Much (5)	Much (4)	Unlikely (3)	Less (2)	Least (1)
Capacity					
Quality					
Types					
Accessibility					
Numbers					

C16. What is the approximate number of local community members that attend matches in the sports facilities due to favourable attributes of facilities within Nakuru Municipality?

Sports facility attributes	Below 50	51-100	101-150	151-200	Above 200
Capacity					
Quality					
Types					
Accessibility					

Numbers					

C17. Does sports facility attributes result any employment opportunities for the local communities?

i) Yes [ ]

ii) No [ ]

C18. If yes in C17 above, to what extent does the sports facilities attributes contribute to employment rates? (Rate on a scale of 1-5)

Sports facility attributes	Very Much (5)	Much (4)	Unlikely (3)	Less (2)	Least (1)
Capacity					
Quality					
Types					
Accessibility					
Numbers					

C19. Kindly indicate the percentage increase in rates of employment as a result of favourable sports facility attributes in Nakuru Municipality

Sports facility attributes	Below 20%	21-40%	41-60%	61-80%	Above 80%
Capacity					
Quality					
Types					
Accessibility					
Numbers					

Appendix III: Questionnaire for Sports Tourism Developers

I am a master's student in Tourism Management, undertaking an academic survey on the *perceived contribution of sports facility attributes on sports tourist's demand, socio-cultural and economic benefits in Nakuru Municipality*. The results from this study will be used by the County governments in developing sports friendly destinations that are beneficial to the local communities. The results will also help the researcher in developing a research project that is fundamental to the academic requirements for the award of a master degree in Tourism Management in Chuka University. Confidentiality of responses will be maintained at all costs. Kindly feel free to give your responses.

SECTION A: General Information (Tick where appropriate)

A1. Please indicate your gender

c) Male [ ] b) Female [ ]

A2. Kindly indicate your age

c) 16- 25 years [ ] b) 26- 35 years [ ]

c) 36-45 years [ ] d) Above 46 years [ ]

A3. Kindly indicate the level of education you attained

c) Primary [ ] b) Secondary [ ]

c) College [ ] d) University [ ]

A4. Kindly indicate your income range

c) Ksh. 1-10000 [ ] b) Ksh.10001- 20000 [ ]

c) Ksh. 20001-30000 [ ] d) Above Ksh. 30000 [ ]

SECTION D: (Sports Facility Attributes Contribution on Sports Tourism Economic Benefits in Nakuru Municipality)

D 1. Do the sports facility attributes influence economic benefits in Nakuru Municipality?

i) Yes ☐

iii) No ☐

D 2. If yes in D1 above, please indicate the evident contributions of sport facility attributes on the following jobs within Nakuru Municipality (Rate on a scale of 1-5)

Nature of jobs	Most evident (5)	Much Evident (4)	Not Evident (3)	Less Evident (4)	Least Evident (1)
Permanent					
Casual					
Temporary					

D 3. Rate the contribution of sports facility attributes on monthly job growth in Nakuru Municipality.

Sports facility attributes	1-50	51-100	101-150	151-200	201-250
Capacity					
Quality					
Types					
Accessibility					
Numbers					

D 5. Does sports facility attributes contribute to revenue generation in Nakuru Municipality?

i) Yes [ ]

ii) No [ ]

D6. Which of the following is the applicable way through which sports facility attributes generate revenue in Nakuru Municipality?

Revenue generation method	Most applicable (5)	Applicable (4)	Not sure (3)	Less applicable (2)	Least applicable (1)
Sports facility entrance					
Hotel rooms bookings					
Clubbing during the night					
sports fans pay money at entertainment centres					

D 6. Kindly indicate revenue margin contributed as a result of favourable sport facility attributes in Nakuru Municipality.

Sports facility attributes	1001-10000	10001-20000	20001-30000	30001-40000	Above 40000
Capacity					
Quality					
Types					
Accessibility					
Numbers					

D 7. Does sports facility attributes in Nakuru Municipality contribute personal income for the local community members?

i) Yes [ ]

ii) No [ ]

D8. If yes in D7 above, which ways among the following does sports facility attributes in Nakuru Municipality foster personal income generation?

Personal income	Most applicable (5)	Applicable (4)	Not sure (3)	Less applicable (2)	Least applicable (1)
Tourists purchase items in the curio shops					
Locals are hired as officials during the matches					
Local community are consulted for accommodation provision					
Local communities sell sports wears during the sports events					

D 8. Sports facility attributes are likely to increase personal income. Kindly indicate the margin with which the sports events are likely to increase personal income

Sports facility attributes	Below Kshs. 5000	Ksh. 5001-10000	Ksh. 10001-15000	Ksh. 150001-20000	Above Ksh. 20000
Capacity					
Quality					

Types					
Accessibility					
Numbers					

D 9. Does sports facility attributes contribute to sports tourism exports in Nakuru Municipality?

i) Yes [ ]

ii) No [ ]

D10. If yes in D9 above kindly indicate the ways applicable through which sports facility attributes in Nakuru Municipality contribute to sports tourism exports monthly

Amount of Revenue received per month	Most applicable (5)	Applicable (4)	Not sure (3)	Less Applicable (2)	Least applicable (1)
Sports athletes get a chance to play in other countries					
Local sportswear companies in Nakuru sell their products to other regions					
Sports officials are hired to officiate international matches					
Sports facilities are hired for use during the international matches					

D11. Sports tourism is associated with a lot of tourism exports. Quantify the rate of sports tourism contribution on sports tourism exports in Nakuru Municipality

Sports facility attributes	Ksh. 1001-10000	Ksh. 10001-20000	Ksh. 20001-30000	Ksh. 30001-40000	Above Ksh. 40000
Capacity					
Quality					
Types					
Accessibility					
Numbers					

D 11. Does sports facility attributes increase the number of firms per sector in Nakuru Municipality?

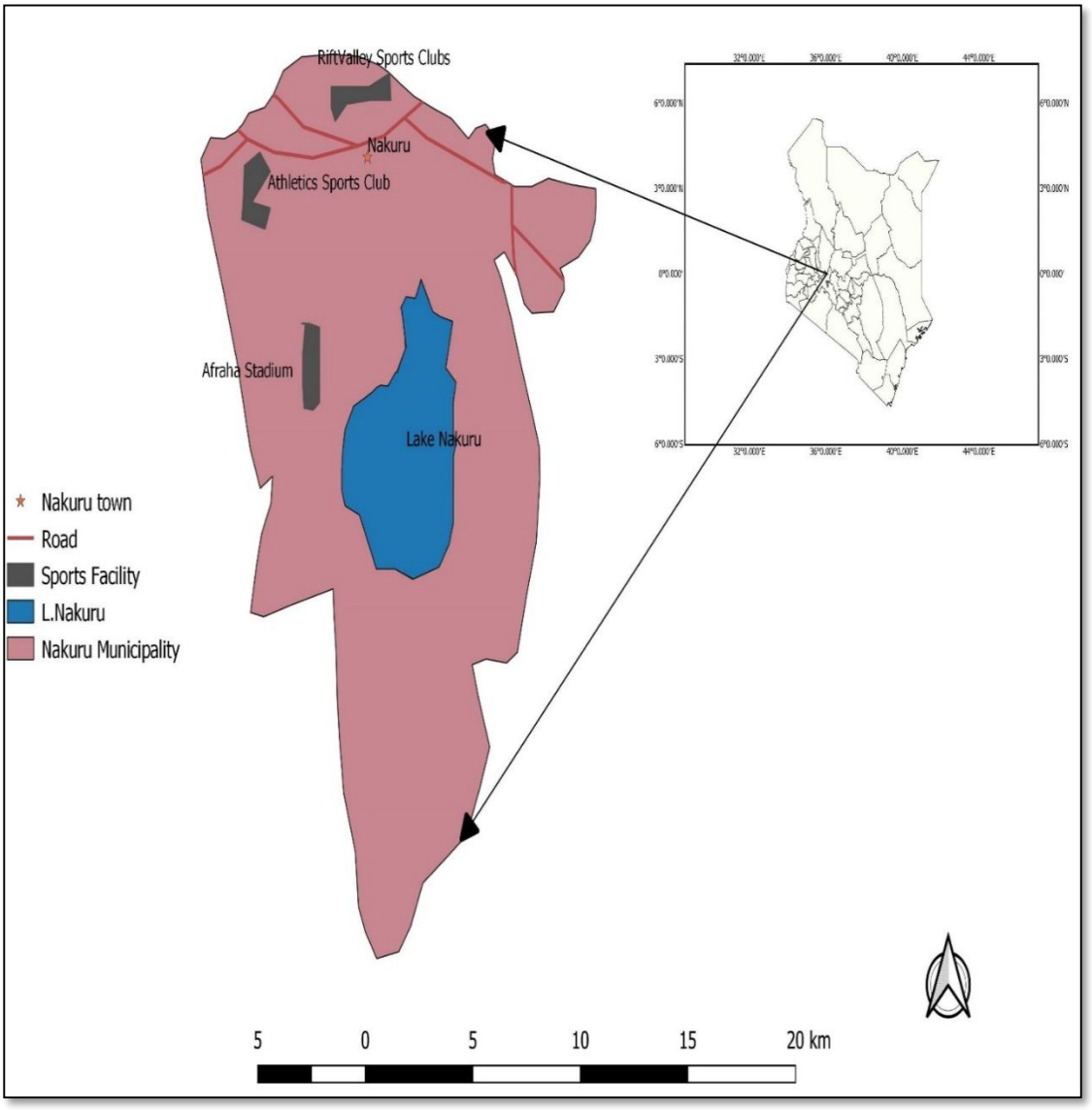
i) Yes [ ]

ii) No [ ]

D12. Kindly indicate the number of firms that emerge as a result sports facility attributes in Nakuru Municipality.

Sports facility attributes	Below 5	6-10	11-15	16-20	Above 20
Capacity					
Quality					
Types					
Accessibility					
Numbers					

Appendix IV: Map of Nakuru Municipality showing sports Facilities



Appendix V: Introductory Letter

I am John Silvanoes Odera a Masters student in Chuka University currently undertaking a research in "*Perceived contributions of sports facility attributes on Tourism demand and social-economic benefits*" Kindly feel free to contribute to the success of this research

Yours Faithful

John S Odera

Appendix VI: Ethics Review Letter

CHUKA UNIVERSITY

Knowledge is Wealth *(Sapientia divitia est)* Akili ni Mali

CHUKA UNIVERSITY INSTITUTIONAL ETHICS REVIEW COMMITTEE

Telephone: 020-2310512/18
Direct Line: 0772894438
Email: info@chuka.ac.ke,
P. O. Box 109-60400, Chuka
Website: www.chuka.ac.ke

REF: CUIERC/ NACOSTI/004 **13TH JUNE 2019**

TO: JOHN SILVANOES ODERA

Dear Sir/madam

RE: PERCEIVED CONTRIBUTION OF SPORTS FACILITIES' ATTRIBUTES ON SPORT TOURIST DEMAND AND SOCIO- ECONOMIC BENEFITS IN NAKURU MUNICIPALITY

This is to inform you that ***Chuka University IERC*** has reviewed and approved your above research proposal. Your application approval number is ***NACOSTI/NBC/AC-0812*** .The approval period is ***1st April, 2019 – 31st March, 2020.***

This approval is subject to compliance with the following requirements;

i. Only approved documents including (informed consents, study instruments, MTA) will be used
ii. All changes including (amendments, deviations, and violations) are submitted for review and approval by ***Chuka University IERC.***
iii. Death and life threatening problems and serious adverse events or unexpected adverse events whether related or unrelated to the study must be reported to ***Chuka University IERC*** within 72 hours of notification
iv. Any changes, anticipated or otherwise that may increase the risks or affected safety or welfare of study participants and others or affect the integrity of the research must be reported to ***Chuka University IERC*** within 72 hours
v. Clearance for export of biological specimens must be obtained from relevant institutions.
vi. Submission of a request for renewal of approval at least 60 days prior to expiry of the approval period. Attach a comprehensive progress report to support the renewal.
vii. Submission of an executive summary report within 90 days upon completion of the study to ***Chuka University IERC.***

Prior to commencing your study, you will be expected to obtain a research license from National Commission for Science, Technology and Innovation (NACOSTI) https://oris.nacosti.go.ke and also obtain other clearances needed.

Yours sincerely

PROF. ADIEL MAGANA
CHAIRMAN CHUKA UNIVERSITY IERC

Appendix VII: NACOSTI License

REPUBLIC OF KENYA

NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Ref No: 258012

Date of Issue: 16/September/2019

RESEARCH LICENSE

This is to Certify that Mr., JOHN ODERA of Chuka University, has been licensed to conduct research in Nakuru on the topic: PERCEIVED CONTRIBUTION OF SPORTS FACILITIES ATTRIBUTES ON SPORTS TOURISM DEMAND AND SOCIAL ECONOMIC BENEFITS IN NAKURU MUNICIPALITY for the period ending : 16/September/2020.

License No: NACOSTI/P/19/320

258012

Applicant Identification Number

Director General
NATIONAL COMMISSION FOR SCIENCE,TECHNOLOGY & INNOVATION

Verification QR Code

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