

**BINDURA UNIVERSITY OF SCIENCE EDUCATION**

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**TERRORISM A THREAT TO TOURISM. CASE STUDY OF KENYA**

**BY  
MHONDE MARGARET  
B1747664**

**SUPERVISOR: DR CHIPAIKE**

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**Student**

Name.....Signature.....Date.....

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House No 03 Gardenia Avenue  
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## **DEDICATION**

This dissertation is dedicated to my children Nenyasha, Theodore, Mufaro and my parents who encouraged me to achieve my academic dreams. To my kids, I say: “I have shown you the way”. I hope and trust that you shall surpass this for the sky is the limit.

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## **ABSTRACT**

*The research sought to assess the impact of terrorism on the tourism industry in Kenya. The terrorists attacks have increased over past years with adverse effects on tourism industry. Terrorists attacks include the 1975 Nairobi bombing, 1980 Norfolk Hotel attack and also 2015 Garissa University attack. The objectives of the study includes assessing impacts of terrorism on tourism, investigating the reasons why terrorists target tourists centers and examining different strategies used by Kenya to counter terrorism. Constructivism theory was used stating the collective efforts against terrorism. The study adopted a qualitative research methodology and used a population of 32 respondents. Interviews and questionnaires were used to gather information as well as secondary documentary sources. .Expert purposive sampling was used because it sought to identify people whom because of their experiences have special insights into the research question. The study also found out that terrorism in Kenya reduced the number of tourists visiting the country and some hotels and restaurants closed leading to loss of jobs to many people .Terrorists target tourists because of their tourism style which may demonstrate conspicuous consumption .Strategies used to counter terrorism in Kenya include Usalama Watch ,Nyumba Kumi and also partnering with other countries. The study recommends that Kenya should engage in diplomacy with countries that send a large number of tourists and also to invest more on security and security arms equipping them with modern weapons.*

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## LIST OF ABBREVIATIONS AND ACRONYMS

AMISOM	:	African Union Mission in Somalia
ATPU	:	Anti Terrorism Police Unit.
CT	:	Counter Terrorism
CNN	:	Cable News Network
HOA	:	Horn Of Africa
NGO	:	Non Governmental Organisation
UNWTO	:	United Nations World Trade Organisation
IR	:	International Relations
NSE	:	Nairobi Securities Exchange
FDI	:	Foreign Direct Investment
GoK	:	Government of Kenya
GDP	:	Gross Domestic Product
KDF	:	Kenyan Defense Forces
ISS	:	Institute for Security Studies
WTTC	:	World Travel and Tourism Council
CVE	:	Counter Violent Extremism
PREACT	:	Partnership for Regional East Africa Counterterrorism
SADC	:	Southern African Development Community
IGAD	:	Intergovernmental Authority on Development
ICPAT	:	Inter Capacity Building Program against Terrorism
UN	:	United Nations
UNGCT	:	United Nations Global Counter Terrorism
USAID	:	United States Agency for International Development

# CHAPTER 1

## INTRODUCTION

### 1.0 BACKGROUND OF THE STUDY

Terrorism in Kenya commenced with the 1975 Nairobi raids, in which two bomb blasts occurred in a nightclub and a tourism and travel agency office. Kimunguyi (2011) contends that, following were the 1980 Norfolk Hotel raid in Kenya. As result of these attacks, in 1998, it was the unforgettable and noteworthy terror incursion in the Horn of Africa, destructing American consulates in Nairobi, Kenya, and Tanzania. Consequently, in this incursion, more than 200 people were assassinated and over 4,000 suffered chronic injuries as captured in The United States Institute of Peace ( 2004). Kimunguyi (2011) furthermore cites that in July 2010, there were terror raids on football watching Spots in Kampala and in December of the same year also, the raiding of a Kampala-destined bus in Nairobi. In the recorded history of terror campaigns in the Horn of Africa, the East African nation of Kenya has been the principal and soft target with the current terror campaign being the April 2015 Garissa University attack as highlighted by Faridun (2011).

In support of the aforementioned information and arguments, the World Bank (2010) highlights that, Kenya has been on the radar of Alshabab the main terror group causing shivers in the horn of Africa. This has been stimulated by a plethora of reasons like its geographic, political, regional and socio-cultural aspects. Kenya's lively and glowing coastal beach is amongst some of the reasons why it is always on the map of terrorist as its tourism industry poses danger to the indigenous Islamic culture. Cannon (2016) postulates that, historical marginalization of the nation's ethnical Muslim minority, Kenya's geographical nearness to Somalia where Al-Shabaab is based and the Middle East, unstable neighbours Sudan and Somalia, spongy and permeable borders between Kenya and Somalia and Kenya's strong historical links with the West and Israel ; all these render Kenya as easy prey to terrorists. In concurrence with the latter, several terror campaigns in Kenya have been unleashed against Western targets in the nation.

Towards the end of the year 2011, Kenya underwent a series of terror attacks as reports capture. It all began with the Monday, 24 October 2011 undersized terror raid on a blue-collar beer saloon called Mwaura's in Mfangano Street in Nairobi as cited in Jason Strazius, Tom Odula, Associated Press, (2011). The launched grenade claimed the life of one individual while more than 20 people were seriously wounded. The Kenyan police in their report stated that the arsenal used was a Russian-manufactured F1 grenade. Later on the same day, a second explosion occurred, when a grenade was launched into a bus terminal from a travelling vehicle.

As a consequence of terrorism, numerous challenges have been noted in Kenya. Kuto and Groves (2004) are of the view that, terrorism in Kenya has impacted negatively on the image of the nation's tourism industry. Hotels were almost folding and thousands of Kenyans lost employment. Gitu (2003) argues that, tourism has been the bedrock and lifeblood of Kenya and an outstanding propeller of Kenya's economy. In other words he is simply saying, it is the mother's milk to Kenya's economy. As Sonmez, Apostolopoulos, and Tarlow, 1999; Lepp and Gibson, (2003) all note that, terrorists have much to benefit by targeting tourists. Terrorists have realized the political importance of intercontinental tourism and have on several occasions disseminated this though tragically. Sonmez, Apostolopoulos, and Tarlow, (1999) concur that, terrorism that aims at tourism can be catastrophic and the subsequent events can degenerate in a grave tourism predicament.

According to Kuto and Groves (2004), Kenya mainly depended on foreign visitors in the previous years. In 1997 politically influenced tribal conflicts between the native communities in the coastal area painted a gloomy picture on the hospitality industry. Coastal areas are at an advantage being toured by several foreign visitors that visit the nation because of the tourist attraction sites and the attractive beaches. Kwena (2003) overtly states that, essentially all the international tourists, even those that were in remote cities that were enormously safe, were evacuated, and charter companies folded or some scaled down their operations as because of the ethnic group anarchy and pandemonium. Furthermore, as a result of episodes of terrorism, like the barraging of the United States embassy in Nairobi, the capital city of Kenya; the blasting of Paradise beach hotel in Mombasa, a key city; and a close deadly rocket propelled grenade raid on an airliner, the tourism industry succumbed to a detrimental sucker punch.

## **1.1 Statement of the problem**

Tourism is a great contributor in the fiscal of the country in Kenya. Many tourists come in the country to see many attraction centres in the country. However, following various activities tracing back to 1975 when first terrorist activities were recorded in the country, so many negative effects have been noted in the country. Terrorism has had effects which are politically, socially and economically related. Economically, closure of hotels and tourist attraction areas resulted in loss of jobs by citizens, loss of revenue by the government and reduce foreign direct investment. According to the Kenyan Bureau of Statistics (2014) ,in 2013 and 2014 at least 40,000 workers in the hotel and hospitality industry lost their jobs, after more than 40 hotels at the Coast were closed. Chauhan and Khanna (2009) are of the view that, terrorism often causes cancellations and withdrawals by potential visitors to certain destinations. This leads to negative effects on tourist arrivals which in return affect the overall economy as the tourism industry generates substantial economic benefits such as foreign exchange earnings, tax revenues and employment for workers in the industry (Faridun, 2011).

## **1.3 Aim of the Study**

The aim of the study is to assess the impact of terrorism on tourism in Kenya.

## **1.4 Objectives**

- To assess the impact of terrorism on tourism in Kenya.
- To investigate why terrorists target tourist centers in Kenya.
- To examine different strategies used by Kenya to counter terrorism.

## **1.5 Research questions**

- What are the effects of terrorism on tourism?
- Why does terrorists target tourist centers in Kenya?
- What are the strategies used by Kenya to counter terrorism?

## **1.6 Assumptions**

- Terrorism is affecting tourists.
- Terrorism has a negative impact on the Foreign Direct Investments.

- The strategies implemented by Kenya in trying to curb Terrorism are not working.
- Terrorists attack tourists to achieve ideological objectives.

### **1.7 Significance of the study**

The study is important to Kenya Government as it brings into light some of the ideas through recommendations on how to address the effects of Terrorism in the country. The Ministries of home Affairs, Tourism and Foreign Affairs of Kenya if not the whole world in general will also benefit a lot through the arguments raised by various scholars cited in the study in relation to Terrorism and Tourism. The Academics will also appreciate the research as they will learn more on how other academics view and analyse effects of Terrorism on Tourism. Since the world is now globalised, some academics will also get noble ideas in the research to expand and even write journals in the area. NGOs and other Civil Society Organisations will benefit quietly a lot through the research. Since from an Idealistic point of view, there should be cooperation among NGOs and other stakeholders, cooperation will increase between Governments and NGOs in trying to curb terrorism. Various Government think tanks will again benefit as they are the pillars of their respective countries through the study.

### **1.8 Delimitations**

Cases of Terrorism in Kenya are so high, they cause a lot of economic effects in the country. The study focused on the effects of terrorism in tourism industry. This means that other areas which are affected by terrorism were not give special attention. As in the case, terrorism affect the political circles of the country, the relations with other country, national budget of a country and even educating other countries on how to overcome the effects of terrorism. The study has to look at the time when terrorism started, it activities vis-a-visa its implications in Tourism industry. Again, terrorism is not only affecting the tourism industry of Kenya but also of other countries like Nigeria, Somalia and other terrorism related countries.

### **1.9 Limitations**

It was difficult to visit Kenya and its tourism industry. This had adverse implications on the empirical depth of the research. Again, it was also difficult to conduct face to face interviews with the survivors of terrorism in the case of Kenya. To overcome these limitations, the

researcher had to rely on secondary sources like books, journals, internet and other resources which were available and relevant in the study. Accordingly, the researcher also relied on respondents from interviews and questionnaires to people who were knowledgeable about the area under study.

### **1.10 Definitions of terms**

#### **Terrorism**

Terrorism as the use of threat of action to influence the government or intimidate the public or a section of the public for the purposes of advancing religious, political or ideological cause (The United Kingdom in its Terrorism Act of 2000).

#### **Tourism**

Tourism is a collection of activities, services and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and the hospitality services provided for individuals or groups traveling away from home.( UNWTO, 2008)

#### **Hospitality Industry**

Hospitality Industry refers to the companies that cater to the cordial and generous reception or disposition towards guest such as hotels, resorts, restaurants, attractions and special events (Baker & Coulter 2007).

### **1.11 Chapter Outline**

This Chapter looked the origins of Terrorism in Kenya and how the tourism in the country has been affected as a result of terrorism activities. The chapter also looked at the aim of the study where it outlined the purpose of the research being supported by research objectives which guide the research. The statement of the problem was also highlighted in the Chapter; this is important in the study since it shed light on why the researcher was prompted to carry out the research in the area. In the following chapter I will, eventually and briefly, address both these issues, but the bulk of my argument will be addressed to expand on the impacts of terrorism in tourism Industry in Kenya.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter contextualises the effects of terrorism on tourism in Kenya. It provides the relative and background information that assists the reader to appreciate the problem under investigation and the theoretical framework within which the study is guided. This chapter is also going to examine the effects of terrorism in tourism industry in Kenya and the various strategies that Kenya is putting into practice as a way of countering terrorism. These standpoints are going to establish the base through which the research is going to be conducted. Literature from various researchers and schools of thought is also going to be provided.

#### **2.1 Theoretical Framework**

The study is going to be guided by constructivism, which is perceived by many scholars as an International Relation theory (IR). Gatuiku (2016) asserts that the constructivism theory is concerned with the role of collective human consciousness, which is the role of ideas in IR. Constructivism theory seeks to understand international activity in terms of collaboration of actors and imperceptible ideational organizations (group norms in particular). This can be described to be a result of idealism, which affirms the combined efforts against terrorism. Subsequently, Schild (2011) views the term constructivism to portray the socially constructed characters in IR. Alexander Wendt (1992) later augmented the theory and challenged realists and neo-liberals commitment to material power. He further affirmed that primarily shared ideas rather than material forces govern structures of human relations and that the identities and welfares of purposive actors are constructed by these collective ideas rather than given by nature.

Schild (2011) claims that constructivist theories help to ascertain how identities and interests can transform overtime. It further underlines the essence of appreciating culture, identity, religion and ideas through IR theories. The challenge of traditional IR theories in prognosis of the post-cold-war craved a spot for the advent of constructivism in order to fill such a disparity.

Consequently, because of the above claims, one can conclude that that constructivism can be identified as the social theory of International Politics. Alexander Wendt (1987) authenticates

the claim and states that, identities express who or what actors are and how they have developed or have changed, although interests refer to what actors want and interactions show the identities. Schild (2011) declares that terrorism is an explanation of events and their apparent causes (one person's terrorist is another's freedom fighter.) He further views counter terrorism as a social construct, which gives insight into policies for such. According to Wendt (1999), terrorism can be considered as a war, crime, or an uncivilized iniquity. These attributes contribute to the execution of certain counter terrorism policies such as immigration policies, military reactions and judicial measures. Responses such as negotiations and induced socio-economic changes that can alter the motivations for terrorism can be excluded under such conditions. Wendt (1999) argues that terrorists activities were seen as similar as war against the West because presses out that acts of terror by terrorists were perceived as war against the West because of their martial reaction to terrorism. Constructivism principles such as norms, identities and ideas were used by terrorists.

Wendt (1998) argues that the failure of rationalists to understand constructivists orientation of terrorism led to state-centric policies on War on Terror. Constructivists believe that states will act differently to friends and their shared understanding and collective knowledge of self and the other will shape enemies based on their threat acuities and their behaviors. Constructivism is also a cultural theory explained by different cultures of lawlessness such as Hobbesian, Lockean and Kantian. The cultural aspects may help to explain the approach in fighting terrorism. Wendt (1998) notes that constructivism views terrorism as a social problem that cannot exist independently of the ideas of the people involved in it. He further affirms that the value added by constructivism to war on terror includes the creation of diverse notions, the understanding of self and others which help to understand states' responses to terrorism, revealing the ever changing concepts, ideas and identities.

### **2.3 An overview of Tourism vis-à-vis Terrorism**

The vacation and Leisure industry susceptibility to terror campaign which can also be termed as terrorism is a subject of profound concern as a result of the pervasiveness of the threat of terror campaign and projections of its escalations. In the words of Henderson, (2004) it is clear that, numerous systems of lack of security and timidity remain unfavorable to tourism like armed combat as well as intramural struggle; unsteady regimes dampen inward bound tour. Pizam & Mansfeld (1996) aver that terrorism is a damaging exhibition of volatility and

may result in reduction in incoming tourists and holidaymakers, occasionally spreading for a lengthy time. According to Sonmez (1998), the peril that comes with terror campaign instability has a habit of unnerving holidaymakers in a harsh and stern manner compared to any geological, innate or man-made initiated calamity. Seabra et al. (2007) also declare that the dread of terror campaign might be there sprouting from elements like previous encounters with terrorist raids, clash, nearness, soiled visitor destination impression and previous contact with mass media information.

## **2.4 The impacts of terrorism in Kenya**

### **2.4.1 Tarnishes destination's appealing image**

Many schools of thought review that Kenya has had several security incidences most of which are related to terrorism targeting tourists and security agents. Otiso (2009) insist that whenever such incidences occur a further disaster would have been associated with the manner in which media reports these incidences and result in a decline in visitors and subsequent tourism related income. Pizam (1999) claims that tourists avoid destinations which are alleged to have high risks. Security incidences in any destination are associated therefore with negative effects. Miller (2002) note that employment and downsizing are associated with security incidences if not well managed. Likewise, Hui, (2003) observed that insecurity caused by terrorists wield psychological bearings of spreading terror and extortion amongst tourist.

Baker (2014) contends that the terror and extortion has also been the case in Kenya where relentless terrorism blemishes the holiday resort's appealing impression. This also even endangers its entire tourism business. Baker (2014) declares that the tourism industry agonizes specifically in the event of persistent terrorist assaults affecting traveler views and once terror campaign institutes particularly focus on the vacation and leisure business. Sonmez, et al. (1999) notes that as pleasure travelers, most tourists are risky reluctant and seek destinations that provide maximum personal gains at the lowest personal hazards. Some findings in reaction to tourism anxieties suggest that the impact differs with the information management and the recovery scheme taken by those affected directly or indirectly. Accordingly, Morris (2017) thus cites, Kenya, formerly famed for its sandy beaches and expedition outings, experienced reduction of a quarter of its holidaymakers from January to May 2015 – 284,313 down from 381,278 in 2014 as captured in the country's Tourism Board statistics viewed by Reuters. This trails a decline of 4.3 per cent in the previous year, 2014.

## **2.4 Tourists behaviour and risk**

Tourist's observations of danger contribute a fundamental part in tourists verdict and resolution making. Commonly terror campaign is discerned as exhibiting a danger not merely to the visited nation but to the tourists as well. Sonmez(1998) argues that terrorism is considered to affect individual's decision making process about travelling; tourists for instance are least likely to visit a destination in the midst of a terrorist attack. Moreover, terrorism alters the behavior of tourists whenever they visit risky destinations. Terrorism affects tourist activities and behavior more so international tourism. In making decisions as to whether to visit a place or not, safety becomes a key factor for tourists. In the planning of visiting a destination considered risky, tourists experience fear of harmful consequences which easily leads them to annul their travel plans or alter their destination. According to Seabra et al., (2014), several researches in the terrorism domain settle on the standpoint that terrorist activity in a specific holiday resort multiplies the intensity of discerned danger and therefore creates pitfalls on tourism pressure and further reflects a decline in visitation patterns. Sonmez (1998), contends thus, the risk linked with terror campaign or political anarchy dissuades quite a number of holidaymakers compared to any geological and innate or man-made catastrophe

## **2.4 Cash flow and Profitability**

Many scholars ascertain that terror prevalence in Kenya disturbed company's cash flow and profitability. Muthoka (2014), maintain that the cost-effectiveness of the business that partially depend on tourism were adversely affected by terrorism incidences as from 2000 up to date. Muthoka (2014) further clarified that these incidences made these businesses bankrupt and henceforth negatively affected the quality of life of the entire host community. Sonmez (1998) notes that the pinching expenses incurred in bankrolling the safety for both the independent players and community run divisions increase the expenditure in service provision to tourists, which in turn results in the disturbed area taking a dip in lucrativity. According to Kabii (2018), instability of the tourism industry affects destination image and force investors to pull out which in turn affect the economy of such a destination. Kabii (2014) records that Kenya witnessed the shutting down of about 20 hotels along the coast as by May 2014 and more than 7,500 employees had lost their jobs from 2012 to July 2014.

## 2.4. Drops in numbers of tourists

Morris (2015) hints that, lethal terrorist raids in the East African nation of Kenya for the previous two years have resulted in a twenty-five percent decline in holidaymakers figures, which is a huge blow to Kenya's tourism industry. Arguably, both attacks in particular aimed at Israeli tourist prospects in Kenya. Baker (2004) echo the above sentiments and stresses that, while several natural and human-caused calamity can considerably have influence on the inbound of visitors, the risk that comes with terrorism tends to frighten prospective tourists in a serious way. According to Kuto and Groves (2004), in the year 2002, assassins suspected to be connected to Al Qaeda through a grave raid set ablaze the Paradise Hotel in Kenya located in Kikambala on the North Coast of the country. The terrorist bomb left a trail of destruction on the Israeli hotel. Sixteen people succumbed to death in that terrorist raid, together with three suicide bombers.

Concurrently, dual rocket-driven missiles were triggered at an Israeli aircraft at the Moi International Airport in Mombasa. Both missiles narrowly missed the aircraft. Agutu (2003) hints that these raids precipitated alarm and worries in the tourism sector, with the hospitality sector succumbing to a chronic drawback and hitch as a result of the decline in the number of incoming tourists.

Kuto and Groves (2004) concur that following the above mentioned acts of terrorism, and as a result of impending terror signals cropping up from intelligence, Western administrations, with the United States at the forefront, Britain plus a plethora of European states, warned their citizenry against treading on Kenyan soil in 2003. The Kenya Tourism Federation expressed that the holdup of British Airways regular and charter aircrafts plying the Nairobi route, together with travel cautions, shut and hindered access to 90% of Kenya's ultramarine fair. According to Baker (2014), Kenya was replaced by substitute tourists areas or places that are discerned as innocuous for travelers and holidaymakers because it has developed unsafe reputation due to terrorism activities. Gitu (2003) establishes that the Kenya was dropping an approximate sum of over 1 billion Kenya shillings (\$128 million) within each week ending. In accumulation to the income deficit, at risk were over 500,000 explicit employment opportunities and a further 2.5 million veiled employment opportunities. Seddighi *et al.* (2001) and Stafford *et al.* (2002) thus concur, the impacts of terrorist raids in Kenya triggered political unrest, which culminated in the fall or desertion of travellers' influxes in selected tourist sites in Kenya.

Sonmez (1998) postulates that terrorism has a significant impact on tourist behavior. Baker (2014) is of the view that terror attacks in Kenya during 2000 resulted in successive unfavourable travel warnings distributed by Kenya's tourism fairs which collapsed the economy. Baker (2014) further avers that between 2000 and 2015, linkages concerning terror campaigns and the vacation and leisure industry have emerged as a principal aspect that needs devotion. This is because it has lessened customers and companies and countries at a much wider spectrum, ruining future prospects and has compelled the Kenya administration and the independent institutions to direct their efforts in safekeeping and safety issues. Henderson (2008) further supports the above sentiments by stressing on the view that, terrorist deeds guides travelers and holidaymakers to regularly question themselves how comfortable and protected are they in embarking in certain expeditions. The aforementioned deeds can dissuade prospective tourists from touring holiday resorts, for seasons culminating into several years if the possibility of a terrorist undertaking happening is elevated as a result of risk intensities. Consequently, Chauhan and Khanna (2009), state that terror campaigns result in cancellations and withdrawals by potential visitors to certain destinations. Faridun (2011) concludes that this leads to negative impacts on tourist entrances in nations with determined terrorist episodes that in turn might affect the entire economic structure and status as the hospitality industry is the major cash cow which brings significant financial profits like international exchange incomes, tax returns and job creation in the industry.

#### **2.4 Effects on Nairobi Securities Exchange (NSE)**

Wesley and Lumumba (2013) conducted a study on the impact of terror campaigns on the (NSE) and discovered that terrorist expeditions drastically dropped stock returns at the market on the day of terrorist attack. The authors found significant short-term negative stock incomes around the terrorist event dates as substantiated by the decrease in the NSE 20 share index, anomalous earnings (AR) and the increasing irregular returns around the terrorist occasion periods. They went on to sum up that terror campaigns have undesirable impacts on Kenya's stock fair as it damagingly upsets trades dispensation in the fair domicile and obstructs procurement as well as marketing of safeties by inculcating fear as well as demolishing constructed amenities. Douglas (2013) cites that, The share catalogue declined notably by 51% from a massive 26.2million shares to 12,7 million shares, as listed in the Nairobi Stock Exchange.

Kinyanjui (2014) discovered that terrorism undertakings damagingly impacted FDI in Kenya by contributing a destructive outcome on assurance when he conducted a pragmatic study applying FDI as measured by Net Foreign Direct Investment in US\$ and terrorism as measured by the total sum of terrorist raids in Kenya in the course of the period 2010-2012. Indeed, the empirical results revealed that the incidence of terror campaigns peril paralleled to a drop in the net FDI of 14% of GDP. According to The Kenya National Bureau of Statistics (2015), about 70% of financiers discerned safety to have weakened in the last two years. This exonerates the deteriorating safety scenario in the year 2013 and 2014 even though security situation has improved since 2016.

## **2.4 Reallocation of Resources**

Terrorism has ushered in the rationalization of capitalization from growth-enrichment venture to expenditure devised to upsurge countrywide safety in the east African nation. As reviewed in The 2017/18 Budget Statement, the Kenyan Regime has of late, improved considerably on its expenditure on the security department to over US\$1.3 billion per annum likened to US\$0.6 billion to the health division. An examination of the 2017-2018 Budget Statement denotes that in spite of the provision of stimulated petition of the expenditure on security, the nation is redirecting expenses from beneficial capital spending, which are intended to stimulate development, extinguish poverty and maintain tourism progression to safety. This is evidenced by the improved disbursements on quality technology safety instruments like surveillance cameras, metal detectors and screening machines that were acquired with the intent of neutralizing the risk of terror campaigns as well as brutal radicalism.

An investigation conducted by the Institute of Diplomacy and International Studies at the University of Nairobi (2017) found out that terrorism had enormous impacts on the financial systems of nations succumbing to terror campaigns such as Kenya which have deteriorated greatly in its economic status as a result of nose-diving tourist statistics emanating from limitations by alien administrations. The Institute of Diplomacy and International Studies (2017) judged that hand grenade raids in Nairobi contributed about 60% of the nation's GDP that were realized in the year 2013 to 2014 and this largely impacted business on-goings in the capital city and Mombasa Port City. As such, this resulted in a virtual bankruptcy of the divisions that provided anchorage to tourism such as indigenous enterprises, agri-business

and quite a number of means of survival sustained by hospitality such as crafts, embroidery and souvenir enterprises. The reduction of tourist figures particularly in the coastal region, which is the principal fair for holidaymakers in the nation, resulted in gigantic hotel groups relieving employees of their duties. The Economic Survey 2015 and 2016 evaluates that tourist statistics tumbled from 1,710.8 thousand in 2012 to 1,519.6 thousand in 2013 and went on to 1,350.4 and 1,180.5 1000 in 2014 and 2015 respectively. This then transformed to a fall of tourist incomes of 11.9% from Ksh96 billion in the year 2012 to Ksh84.6 billion in 2015.

## **2.5 Reasons why terrorists target tourist centres in Kenya**

### **Social and economic gaps**

A number of scholars have concluded that terrorists and tourists are alienated. Aziz (1995) contend thus, visitors as well as terrorist in Kenya are separated not merely by linguistic and syntactical aspects but by societal and fiscal disparities as well. This is evidenced by inevitable friction experienced when native entrepreneurs facing adversity are coerced to exist side by side with financially sound intercontinental visitors relishing in superfluities. This validates Richter and Waugh (1983) supposition that touring techniques can be illustrative of sociopolitical ethics, class conduct and ideology of tourists and their countries. Therefore, visitors are targeted in Kenya by terrorists because of their travel style that may display noticeable spending. Unavoidably, bitterness levelled against tourism can shape into precarious forms of hatred. Richter and Waugh (1983) remark that, sustained ground for hostility occurring on aliens and natives might be the collision of social norms or beliefs. Wahab (1996) and Tarlow (2005) concur that terrorists target tourism since it is perceived as aliens and intruders signifying a form of post-imperialism or a threat to their culture, ethos and spiritual principles.

Terrorists focus on tourists to attain philosophical aims (Hall and O'Sullivan 1996), which can be elaborated in terms of colliding values, traditions, or socioeconomic ranks. Richter (1983) indicates that, visitors are on spot light due to their representative worth. In January 2019 DusitD2 hotel was attacked targeting tourists enjoying their luxuries. Absolute tourist conduct (i.e., eating of pork and alcohol imbibing, betting, Western outfit and ways of deportment) contrasting with Islamic societal norms has triggered terrorist raids in opposition

to visitors in Kenya. Wahab (1995) states that, when tourism signifies a danger to deep seated social beliefs, customs, value systems, and spiritual faiths, the craving to safeguard sacred faiths can regrettably be evident in terror campaigns.

Tourism industry is usually held liable for culture decadence in the country. Richter and Waugh's (1986) support the above assertion and maintain that the hospitality business is responsible for the destruction of native traditions. The claim is based on the acuity that travel growth that is far from making its citizenry realize profits is capable of inciting anarchy. Lea (1996) agrees by indicating that disappointment on the section of tourist brains to scheme, place and run their \_ projects in a manner that guarantees community appreciation will eventually result in community discord and possible chaos. The nexus concerning terrorism and travel exposes radicalism is not only the channel of information dissemination prompted by terrorists but it might be the message as well. Tourism is capable of stimulating political, socioeconomic, cultural or religious hostility as well as being used as a cost effective mechanism to send comprehensive information of sociopolitical antagonism. Sonmez (1998) argue that it is vivid that terrorists selects tourists deliberately as the representation, high status, and news worth of intercontinental tourists are too worthy not to utilize.

Attracting international interest is another reason why terrorists target tourist fascination centers. The Institute for Security Studies (ISS), an African oriented think-tank, circulated a research called *Radicalization in Kenya*, for which it cross-examined 95 Al-Shabaab warriors to disclose what influenced them to terror campaigns. In the study, it was reviewed that while extremist ministers contributed in enticing the youth to Al-Shabaab; it was far from being the crucial influential cause. The study somewhat showed that governmental, societal and financial tyranny were primary reason for joining the group. The study found that 99% of the fighters were convinced that the government only looked after and protected the interests of a few. Disproportionate development and uneven distribution of wealth were also quoted as reasons powering marginalization and conflict. Instead of pushing subgroups to the sidelines of the state agenda, they must be included in the political process through dialogue and political representation.

Kenya has numerous attraction centers; as a result, terrorists target it. According to Cannon (2007), terrorists attack Kenya since it is a tourist nucleus and supplies abundant and auspicious focus for trepidation. Its intercontinental discernibility coupled by reputation lead Al-Shabaab to craft premediated resolutions and attempts to attack it. Attacking targets in Kenya, especially in Nairobi or on the coast, warrants Al-Shabaab a state of worldwide reportage that a comparable raid in Ethiopia, for instance, would never grant it. Several worldwide media function liberally in the Kenyan nation. Numerous channels, like Al-jazeera and CNN station their Africa functions in the Kenyan capital of Nairobi. The broadcasting exposure accorded to ferocious raids here provides Al-Shabaab the “oxygen” it requires to persevere and, hypothetically, prosper. He further stresses that; Al-Shabaab’s presence in a way withered monopoly is in the Southern part of Somalia. The physical juxtaposition of Southern Somalia to targets in Kenya makes it simpler to scheme and unleash terror campaigns. Cannon (2007) notes that, the terror troop has further pounced on several other areas such as Mandera and Garissa in the northeastern part, plus Kenya’s tourist-occupied coastline. Contrary, conceivable areas like Addis Ababa, Djibouti or Kampala are located far away and technically arduous to get to. Kenya remains one of sub-Saharan Africa’s well prominent nations and the focal point of East Africa.

### **2.5.1 Importance of tourism in Kenya**

Sausmarez (2013) submits that Kenya is one of the world’s mainly admired tourist destinations, which has traditionally anchored its tourism and hospitality Industry on beach and expedition products notwithstanding numerous geological captivations, exceptional ancient supported by archaeological sites and traditional chattels appropriate for lofty miscellany of tourism artefacts. This is reinforced by Gachenge (2012) who maintains that the tourism sector is extremely indispensable in the Kenyan economic matrix and is placed among the top three external trade recipients together with the market gardening and tea industry. The World Travel & Tourism Council (WTTC, 2014) states that, the entire input of Travel & Tourism to Kenya’s GDP was KES 462.8 billion (12.1% of GDP) in 2013 and is projected to increase by 3.1% to KES 477.1 billion in 2014. It is anticipated to rise by 5.2% per annum to KES 791.4 billion in 2024 (11.8% of GDP).

In addition, as registered in the Republic of Kenya (2012) the hospitality sector represents almost 11% of the entire employees in the nation and is therefore the chief base of

employment for over 219,000 people. It is also a principal source of government revenue, that is, taxes, levies, license fees and entry charges, which finances significantly towards the tourism value chain and multiplier outcome. This has fostered local growth, stirred novel profitable and mechanized businesses, brought demand for indigenous manufactured goods and amenities, and supplied a market for agriculture produce. Therefore, Okello & Novelli (2014), Sindiga & Kanunah (1999) maintain that it has gained several related areas in the nation.

Tourism has a crucial role in fostering financial growth and enrichment of states where traveller expenses on lodgings, attractions, native transport, leisure and shopping symbolise significant gains for indigenous receivers (UNWTO, 2007). According to Seabra et al., (2007), the inter-reliance of global hospitality with several economic activities culminates in a increasing impact noticeable in workplaces, external trade and amplified wellbeing.

## **2.6 The strategies used by Kenya to counter terrorism.**

### **2.6 Launching the National Strategy**

As a policy of neutralizing terrorism, The Kenyan President set up the National Scheme to deter Violent Radicalism. Part of his speech reads:

*'I am highly elated to introduce the National Scheme to Counteract Aggressive Extremism . This is a vocalization of our nation's deterrent energies to choke and suppress terror campaigns and aggressive radicalism. Yet, as critical as the orthodox methods of security are in safeguarding citizenry and nations, they are inadequate to stand a combat not merely in the face of the malicious killing of blameless beings and property, but also against the sinister increase of a philosophical wickedness. In retaliation, my government has set up an extraordinary multi-intervention security action. Capital injection has been made in technological advancement, expertise, and coming up with new methodologies in thwarting terrorism. This has led to a high rise in operational speed, organisation and equipment targeted at sensing, dissuading and disturbing the operations of terrorists. We are adding prevention and counter extremism to those old-style security methodologies. This national CVE scheme will support all components of government, societies, civil society, the independent sector and foreign associates. (Kenyatta' speech, 2 November 2018.)*

One of the critical mission constructed built on this scheme is the disconnection and reintegration of luring back international terrorist fighters who entirely forswear the application of aggression and some loyalty to the dogma as well as philosophy of terrorist troops.

In the course of the 2015/2016 budget speech, the Treasury Secretary Mr. Henry Rotich articulated that security is posed to earn a 12% upsurge in its coffers to sum up to Ksh. 223.9 billion shillings of which Ksh. 112.5 billion would be the provision of the Army and assembling intelligence and Ksh. 122.4 billion would be allocated to the ministry of interior which controls the police. The nation's 2015/2016 budget was the largest yet and 10% of the \$21.5 billion budget would go to the purchasing and hiring of equipment and employees to increase Kenya's ability in handling security issues such as terrorism, human trafficking and fighting neighbors. This is being done as a way of dealing against terrorism in Kenya.

### **2.6.2 Partnering with other countries**

According to The US Department of State, Nation Reports on Terrorism (2014), in 2009, the US came up with the Partnership for Regional East Africa Counterterrorism (PRACT). It is a multi-year, multipronged project concocted to construct the competence as well as the collaboration of army, law execution, and civilian actors throughout the Horn of Africa to counter terrorism. The US Department of State, Country Reports on Terrorism (2014) cites that the PRACT exploits military, law execution and growth material to attain its planned aims, including: minimizing the operational aptitude of terrorist channels; reinforcing border protection; thwarting the sponsoring of terrorism; and lessening the influence of extremism and enrolment to aggressive radicalism. Dynamic PRACT affiliates include nations such as Burundi, Djibouti, Ethiopia, Kenya, Somalia, Tanzania, and Uganda.

In the year 2014, the US administration, through PRACT, persisted in constructing the capacity and buoyance of the HOA administrations to suppress the increase of, and eventually oppose the danger brought by AL-Qaeda, Al-Shabaab, and some terrorist groups. PRACT augments the Washington devoted energies, encompassing backing for AMISOM, to uphold permanency and supremacy in Somalia and the HOA. The US Department of State, Country Reports on Terrorism (2014) declares that the PRACT has harmonized combined session practices for Kenyan, Tanzanian, and Ugandan initial respondents and law execution specialists to back determinations to enable regional organization and collaboration,

safeguard shared borders, and retaliate to terrorist occurrences. In the same way, schooling for Kenyan and Ugandan prosecutors has backed determinations to enhance prosecutorial ability in arbitrating terrorism litigations.

### **2.6.3 Establishment of the National Counter Terrorism Centre in 2003**

The National Counter Terrorism Centre is an organization hub, which neutralizes the aggressive terrorist adventures plus the operation of the National approach on opposing aggressive radicalism. The center also supports the international missions on the war against terrorism like the presence of Kenya in Somalia. For that reason, the counter terrorism system in the country incorporates the armed forces and intelligence. Again, it includes the efforts of NSAs as noted in the de-radicalization energies of the GoK and NSAs such as UNDP, USAID and several organization like the Society Oriented Institutions.

### **2.6.4 Establishment of Kenya Police Strategic Plan (2003-2008)**

The establishment of Kenya Police Strategic Plan aims at catering for both internal development of the police force and upholding the welfare of the citizens. (GOK, Kenya National Strategy, Nairobi, Government Printers (2017) asserts that this was further motivated by the 2013-2017 strategic plans that are still in progress. All these are designed at imparting principles onto how the police organ conduct their procedures. The Kenya Police Service Strategic Plans (2004; 2008) conclude that this has been supported by the public awareness campaigns that have allowed building good relationship and understanding with the community.

### **2.6.5 Intelligence Services**

The intelligence facilities in Kenya were introduced following the embassy raids that happened in the year 1998 via the National Security Intelligence Service. However, the organization with time obtained acknowledgement plus credit globally and was included in the Antiterrorism Assistance Program in the US (National Security Intelligence Service, 2006). This body targets a not merely uncovering as well as probing any probable menaces before they happen but also advising the security agents on the possible threats. Pashley and Cools (2017) agree that, the organization was found out to safeguard the gains of all general either political or economical and guaranteeing that the security employees have sufficient clearance needed. The brainpower facility, however, took part in the negotiation as well as

combat in the course of history. As for Pashley and Cools (...), the organ is authorized to supply the regulatory philosophies on how inquiries are conducted in operations and procedures of its efficiency.

### **2.6.6 Risk Reduction Strategies**

According to Mogire and Agade (2011), risk reduction strategies are processes that involve identifying, evaluating and extenuating of risks of a disaster. Its major purpose is on limiting socio-economic exposure and methodology to handle ecological matters and extra human made threats. The danger control schemes target eradicating the major menace elements from terrorism. As put forward by Murty(...), there are four principal danger elements that are detonations, arsons, armed raids, biological and atomic raids and many more like computer-generated terrorism, and illegal observation. The elements stand as a prospective source of detriment if not well managed or sensed. The impacts of these danger aspects has been realized in Kenya in the course of many events like the 1998 U.S Embassy bomb raids that remains etched in the memories of many since a large number of people lost their lives in the event.

### **2.6.7 Kenya as a member of regional organization**

Kenya is an affiliate of the IGAD that is a regional federation just like SADC. The IGAD has Capacity Building Program against terrorism (ICPAT). Inter-Governmental Authority on Development (2016) reports that the ICPAT was introduced in 2006 and it aims on building the capacities of member state by: working to promote greater inter-agency coordination on CT within individual IGAD member states; strengthening border control; and providing training and sharing information. Accordingly, in late 2007, the ICPAT initiated IGAD ministerial-level meetings on counterterrorism. The first meeting held in September, the same year, in Kampala, affirms its call on member States to implement a comprehensive administration, authoritarian and legal approach in countering terror. The Inter-Governmental Authority on Development (2016) cites that this coordinated effort paved way for the establishment of Inter-ministerial counterterrorism mechanisms in member States aimed at upholding the rule of law concerning human rights during counterterrorism; coordinated exchange of intelligence, information and expertise. The Kampala conference also urged

member States to not only adopt but also implement the UN Global counterterrorism strategy among other international instruments against terror.

### **2.6.8 The United Nations and Counterterrorism in the HOA**

Kenya is also a member of international organization like the United Nations that have many programs, which has much to do with countering terrorism. In 2006, the General Assembly of the UN (UNGA) in unison adopted the Global strategy to counter terror (UNGC-T Strategy) calling on an all-inclusive approach in counteracting terror. Rosand, Millar, and Ipe, (2007) contend that this stressed the need to fortify the role and commitments of State and non-State actors, and regional and sub-regional entities in the battle against terror. Those efforts culminated to the institution of the Counter-Terrorism Implementation Task Force of the UN (UNCT Task Force). The UNGC-T Strategy presented an all-agreeing framework by member States and gave significant exceptional panoramas on developing the HOA regional and UN cooperation against terror. The UN counterterror action plan is heavily dependent on four main pillars which include: addressing favorable conditions that spread terror; consolidating capacity building to prevent and stop terror acts; and lastly, establishment and implementation of counterterror frameworks that respect the dictates of law and civic rights. The plan strengthens what numerous HOA terrorism experts have for a lengthy periods kept their faith in, which is that an operational CT strategy must merge protective methods that deal with actual and apparent complaints as well as the fundamental to political and socio-economic issues.

### **2.6.9 Usalama Watch**

The Kenyan government conducted an operation known as *Usalama* Watch in 2014 after several terror related crimes in Nairobi's Eastleigh and the Kenyan Coast. Mogire (2011) remarks that the Usalama Watch operation was superficially intended to flush out foreigners connected to terrorism in targeted locations. The operation was characterized by indiscriminate arrests and confinements in brutal and atrocious conditions that included police molests, coercion, harassment and ill- treatment of thousands of individuals. It resulted in illegal and illegitimate ejection of the Somali community. Hundreds of these people were incarcerated in the Kasarani Sports Stadium in Nairobi. The round-up operation produced almost 4000 arrests.

### **2.6.10 Operation Linda Nchi**

In 2011, the GoK started an operation called “Operation Linda Nchi” meaning ‘Operation Protect the Nation.’ This operation started when Alshabab came after the Al-Shabaab were accused for kidnappings of tourists from the coastal area of Lamu as well as aid workers from refugee camps in North Eastern Kenya (Mogire 2011). The operation sought to force Alshabab to relocate from Southern Somalia and to weaken their activities. The KDF was leading the operation because Alshabab’s presence in the Southern part was a threat to the Kenyan Kenya tourism industry.

### **2.6.11 Nyumba Kumi Initiative and Community Policing**

In the month of October 2013, the Kenyan administration commenced the ‘Nyumba Kumi’ which is a program designed to urge Kenyans to have knowledge of their neighbors up to the 10th house (Mogire 2011). This was done so that everyone in the village could be aware of their neighbours and easily identify strangers who could be involved in terrorists activities. Whenever strangers are identified law enforcement agencies could be informed. The initiative wanted to bunch the country into 10 household units under the headship of a community leader.

### **2.6.12 Anti Terrorism Police Unit**

The ATPU was set up in 2003 as an expert Kenya Police component to handle matters of terror campaign. (Chau, 2003) asserts that the ATPU was founded with a team of 450 officers and it comprised of executives from all defense outfits. According to Redress & Reprieve (2009), the creation of ATPU was in harmony with the 1988 Police Act that authorizes the police commissioner who is appointed by the president to craft expert sections to counter particular offenses. This organization operates under the watchful eye of the presidential office. The organization holds the responsibilities of deterring and snuffing out terrorist sponsoring. Chau (2007) insists that the section is made up of intelligence individuals handling numerous elements of financial forensics needed to trail the incomes directed towards terrorist exercises. Adan (2005) affirms that the enlargement of ATPU workplaces in several regions of the nation has made it possible for the detention of terror campaign suspects and disturbance of strategic terrorist raids.

## **2.7 Chapter Summary**

This chapter looked at the reasons why terrorists target tourist attraction centers, effects of terrorism in Kenyan tourism industry and strategies that the government of Kenya is crafting in trying to mitigate and minimize terrorist activities in the country. Constructivism as a theory of international relations has been used as it sheds more light on the motives why terrorist do such terror acts. This was supported by the concept of risk. According to the concept, tourists do their movements after taking into consideration the risking factor. The increase of tourist in a country is based on the concept of threat and terror. The following chapter is going to focus on research methodology, research design and sample population and techniques.

## CHAPTER 3

### RESEARCH DESIGN AND METHODOLOGY

#### 3.0 Introduction

This research employed a case study methodology as research design; a qualitative research approach. The qualitative data collection tools employed for this study were secondary (documentary review) and primary sources (key informant interviews and questionnaires) respectively; highlighting on their strengths and limitations. The selected target population who responded to key informant interviews and questionnaires were mostly respondents from the Ministry of Tourism and Hospitality, diplomatic staff, journalists and political analysts who are knowledgeable about threats of terrorism on tourism industries in Kenya. Expert purposive and snowball sampling techniques were used for this study. Data presentation was in the form thematic and content analysis; tables and pie charts to provide statistics of the number of respondents.

#### 3.1 Research design

This study adopted a case study methodology as an approach capable of examining simple or complex phenomenon with analysis on threats in Kenya vis-à-vis threats posed by terrorism particularly on tourism industry. In a case study, “how” and “what” are questions used when asking questions. As in the case of terrorism threats on tourism industry in Kenya the “what” questions were asked in the research. For instance, what are the strategies used by Kenya to counter terrorism? Yin (2009) also stresses that, the “why” questions are at times used when asking questions. As in this case, the “why” question was asked. This aimed to effectively give reasons as to why terrorists attack tourist’s centers in Kenya?

In concurrence with the above sentiments, Gray (2007) stresses that, case study is more of explaining how and why things happen, allowing the investigation of contextual realities and the disparities between what was targeted and what actually took place. As such, in the case of Kenya, the research looked at issues surrounding the effects of terrorism on tourism. Accordingly, Yin (2009) emphasizes that a case study inquiry takes a holistic, in-depth and comprehensive analysis of real life events, processes and phenomenon. This means the main

focus of a case study is on current events, activities or processes as they taking place in Kenya in relation to threats of terrorism on tourism.

### **3.2 Research Methodology**

This research employed qualitative research methodology because it concerned with subjective assessment of attitudes, opinions and behaviour. As in this case, the researcher used qualitative research in order to hear the opinions and the attitudes of respondents on the threats posed by terrorism on tourism industry in Kenya. As argued by Degu and Yigzaw (2006) research methodology is a scheme of survey and enquiry, which moves from the basic assumptions to research design, and data collection. The researcher evaluated, cross-examined and investigated the prevailing literature on textbooks,online-journals, and the present obtaining developments as they emerge on the internet articles, political magazines, international radio and television broadcastings; and gathered primary data in the field. The primary data was collected through questionnaires and key informant interviews were administered among the respondents who include diplomatic staff, international relations analysts, academics and journalists. These tools were used as they complement each other.

### **3.3 Population**

Population of interest were drawn from the Ministry of Tourism and Hospitality, diplomatic staff, journalists and political analysts because they were the very people who were conversant with threats of terrorism on tourism industries around the globe. The targeted population of interest was 32 respondents. However, 22 out of 30 respondents were used as the research subjects in this study. Of the 22 research subjects, 8 were interviewed face-to-face using an in-depth interview guide while 14 responded to the questionnaire. The 7 interviewed respondents comprised of the Ministry of Tourism and Hospitality officials (2), diplomatic staff (2), journalists (2) and political analysts (2). The 14 respondents to the questionnaire who managed to return the filled questionnaire were also from the above sections. Accordingly, Gray(2007) views population as any group of people or items that make the subject of study in a specific survey and are comparable in one or more ways.

### 3.3.1 DEMOGRAPHIC INFORMATION OF PARTICIPANTS

**Table 1: Interviews**

<b>Target group</b>	<b>Target respondents</b>	<b>Actual respondents</b>	<b>% of actual respondents</b>
Ministry of Tourism and Hospitality	4	2	50%
Journalists	3	2	67%
Political Analysts	4	2	50%
Diplomatic Staff	3	2	67%
<b>Total</b>	<b>14</b>	<b>8</b>	

**Table 2: Questionnaire Response**

<b>Target Group</b>	<b>Target respondents</b>	<b>Actual respondents</b>	<b>% of actual respondents</b>
Ministry of Tourism and Hospitality staff	5	4	80%
Diplomatic staff	3	2	67%
Journalists	5	4	80%
Political analysts	5	4	80%
<b>Total</b>	<b>18</b>	<b>14</b>	

### 3.4 SAMPLING METHODS

This research used the expert purposive and snowball sampling techniques. Sampling methods are broadly classified into non probability sampling and probability sampling. Alvi (2016) hold the view that, sampling is a method of selecting a group of subjects for a research in such a way that the individuals are representative of the bigger group from which they are selected. According to Alvi (2016), in probability sampling, each unit in the populace has a

recognised non-zero probability of being sampled. Gray (2007) stresses that, non-probability sampling involves the selection of sample components based on the personal decision of the researcher.

#### **3.4.1 EXPERT PURPOSIVE SAMPLING**

Purposive sampling was used to select respondents from the Ministry of Tourism and Hospitality, diplomatic staff, journalists, political analysts who were knowledgeable about threats of terrorism on tourism industries in Kenya. Gray, (2007) highlighted that purposive sampling is applied when one wants to acquire and establish the opinions or appraisal of people with a high proficiency about the study area. It allows the researcher to identify people with knowledgeable experience about the research question. The advantage of this method is that it allows the researcher to select the informants with high knowledge about the impacts of terrorism on the tourism industry in Kenya. However, this method has its weaknesses as highlighted by (Kitamaya and Cohen ,2010) that anyone can concede to be an expert and their views might be incorrect. Despite these shortcomings, purposive sampling remains the most suitable for qualitative research.

#### **3.4.2 SNOWBALL SAMPLING**

The researcher used snowball sampling technique or chain referral approach which provides referral of participants from one participant to the other and was very ideal for conducting Key Informant Interviews. Heckathorn (2015) notes that, “snowball sampling” encompasses contacting a member of the target population being studied and asking them if they recognize anyone else with the required vital characteristics. The selected individuals were interviewed and asked to further locate sample members. Snowball sampling has the advantage of clearly communicating about the researcher's intentions as noted by Gray (2007). Snowball sampling helps in divulging a network of contacts that could be examined. However, Gray (2007) acknowledges that the main problem of the technique is that it only samples those within the connected network of respondents which can be a source of bias.

### **3.5 DATA COLLECTION METHODS**

In an attempt to answer the research questions mentioned above, this study utilized key informant interviews and questionnaires to collect primary data. Secondary data collection

was conducted through a detailed documentary review on the threats of terrorism on tourism in Kenya. McCraig (2010) and Rouse (2016) share the same views that data collection refers to the systematic collecting of sentiments and assessments required to retort a research problem of interest, in a systematic form that permits one to answer stated research questions, test hypotheses, and assess results.

### **3.6 DOCUMENTARY REVIEW**

The researcher reviewed secondary documentary sources like books and academic journals, particularly on the threats of terrorism on tourism in Kenya to complement primary data gathered from key informant interviews, questionnaires and information gathered from these sources punctuates the larger part of the research findings and interpretation of data. Gray (2007) indicates that, documentary review entails the critical appreciation and evaluation of reports on findings of various authors on an area of particular interest.

### **3.7 INTERVIEWS**

The researcher carried out key informant interviews, whereby the interviewer had face to face direct contact with respondents in order to collect activities of terrorists, their impacts on tourism industry and the strategies used by Kenya to counter terrorism. Key informant interviews were seen as the appropriate data collection method to gain insights into the perceptions of the targeted respondents who were largely international relations analysts, Ministry of Tourism and Hospitality, diplomatic staff and journalists, all well versed with the threats of terrorism on tourism in Kenya. Schostak, (2006) postulates that, an interview is an extendable dialogue between partners that aims at having an 'in-depth information' about a certain subject, and through which a phenomenon could be construed in terms of the connotations interviewees bring to it. With face to face interviews, the questioner can probe for clarifications of responses. In addition, non verbal communication is more clearly recognized and understood. However, DeFranzo, (2014) notes that, they require a staff of people to conduct the interviews, which means they include personnel costs.

### **3.8 QUESTIONNAIRES**

Uniform questionnaires comprising both closed and open ended questions were distributed to the respondents to answer at their free time and were collected after being completed at an agreed date. The data gathered was then grouped according to the research objectives or research themes. These research objectives/themes were further broken down into sub-topics

in which relevant gathered primary and secondary data would be fitted in for analysis. As such, Sansoni (2011) highlighted that, a questionnaire is a data collection tool made up of a series of questions and other prompts so as to gather information from respondents.

### **3.9 DATA PRESENTATION AND ANALYSIS.**

Researcher used thematic analysis to present and analyze data gathered and obtained from key informant interviews through a system of coding or indexing of data with similar characteristics and then analysed on case-by-case basis. The research made use of content analysis to analyze and present information from secondary sources like books, internet journals, reports and other sources. Also, used tables and pie charts to provide statistics of the number of respondents, present, analyze and discuss the information acquired from the field through questionnaires. According to Yin (2009), data analysis entails the examination and reevaluation of evidence to address the initial propositions of a research study. Nowell, e.t.a.l (2017) refers thematic analysis as an appropriate qualitative method that can be used when working in research teams and evaluating large qualitative data sets.

### **3.10 VALIDITY AND RELIABILITY**

To ensure reliability and validity of results, the research used a sample of 32 respondents signifying the total population, this was sufficient to permit the outcomes to be generalized across the entire public sector. Extreme caution was applied in ensuring appropriate wording of the interview. Open ended questions were used to produce more meaningful results. Also to ensure validity of the data collected, the researcher banked on on the supervisor to check research instruments before they were used. Validity is the capability of a measurement instrument to ensure and quantify what is supposed to be quantified. McCraig (2010) assert that, validity is mainly concerned with the reliability and truthfulness of the conclusions that are produced from a piece of research.

Reliability is the level and enormity to which a specified process such as a measure bears constant observation of similar facts from one tune to another as noted by Palys(1997). The researcher created questions that covered the substance of each objective. Questions were pretested in an attempt to unfold vague, incongruous items that were not relevant to the resolve of the research. Direct, simple and straightforward questions were posed to the respondents to avoid obscurity and lack of clarity. Closely linked and related questions

consecutively followed each other. The target was to ensure well synchronized and coordinated answers. Reliability of the research instruments for this research was attained because the documentary reviews conducted yield consistent results related to those acquired from central informant interview and questionnaires respondents.

### **3.11 ETHICAL CONSIDERATIONS**

The researcher sought informed consent from the target participants who participated in the key informant interviews and questionnaires. This was specifically achieved through prior interview debriefs that were carried out with the intended respondents as well as a written formal letter from BUSE requesting the target organisation and individuals to assist the researcher in carrying out her research. Confidentiality and anonymity of respondents who participated in this research was ensured, through largely not disclosing the identities of the international relations analysts, the Ministry of Tourism and Hospitality, diplomatic staff, journalists and political analysts who participated in responding to the key informant interviews and questionnaires.

The use of aggressive, prejudiced, or other undesirable language was avoided in the formulation of the interview questions guide and questionnaires. The researcher guarded against the pitfalls of academic fraud and plagiarism through acknowledging the works of other scholars who have conducted research on the threats caused by terrorism on tourism in Kenya. This was achieved through proper referencing and citing their names throughout the course of this research study particularly in relation to the written textbooks, online-journals, internet articles, documentaries, magazines and the electronic media.

The researcher also maintained the highest levels of objectivity in discussing findings through presentation of direct quotations of responses from the selected key informant respondents and questionnaires. This study used multiple data collection sources such as documentary analysis and key informant interviews to confirm authenticity and accuracy of the research findings. This research was done with transparent as objectives and purpose of this research were well articulated before the commencement of each interview. Honesty was uphold in the conduct of this research as the researcher committed to use all the collected information for academic purposes only.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

#### 4.0. INTRODUCTION

This chapter presents, discusses and analyzes the data obtained through various instruments as discussed in the previous chapter. The findings are drawn from the objectives of this dissertation. From the findings, the researcher noted that; global risks, decrease of the number tourists visiting Kenya, tarnishing of destination' image, inter alia are some of the effects of terrorism in the tourism industry. Accordingly, the reasons why terrorism targets tourism industry vary from economic to political factors. The main purpose of this chapter is to review the results that were obtained. This research was done using interviews, documentary review and questionnaires. The research questions were answered during the process of data gathering and hence a detailed analysis of the findings is discussed in detail in this chapter.

#### 4.1 Demographic information of participants

Information was collected from targeted Zimbabwean Political analysts, Kenyan diplomatic staff members, Zimbabwean members of diplomatic service, Zimbabwean Journalists. Questionnaires were distributed to targeted officials whom the researcher was not able to meet due to several reasons. Some questionnaires were also sent to targeted Government Ministry like the Ministry of Tourism and hospitality in Zimbabwe and the Kenyan embassy which is in Harare to cut travelling costs. **Table 1** illustrates the interviews target population and responses.

**Table 1: interview response**

Target group	Target responses	Actual responses	Response %
Kenyan Ministry of Tourism and Hospitality	4	2	50%
Zimbabwean Journalists	3	2	67%
Zimbabwean Political Analysts	5	4	80%
Kenyan Diplomatic staff members and the Zimbabwean members of the diplomatic service	4	3	75%

The **table 1** above shows interviews that were conducted, and the total number of respondents conducted. Questionnaires were then distributed to make up for the targeted participants who could not be reached for interviews. **Table 2** illustrates the distribution of questionnaires and the response rate.

**Table 2 Response to questionnaires**

<b>Target population</b>	<b>Number of questionnaires distributed</b>	<b>Questionnaire returned</b>	<b>Response rate%</b>
The Kenya Ministry of Tourism & Hospitality	5	4	80%
Zimbabwean Journalists	3	2	67%
Zimbabwean Political analysts	5	4	80%
Kenyan Diplomatic staff members and the Zimbabwean members of the diplomatic service	5	4	80%

**Table 2** above shows responses to questionnaires that were distributed on the terrorism as a threat on tourism industry in Kenya. The table also indicates the number of questionnaires that were distributed and the number of questionnaires which were returned.

#### **4.1 Findings as per objective.**

##### **4.1.1 Effects of terrorism in the tourism industry**

Most tourism related companies and firms in Kenya have been affected by terrorism activities. Among the areas badly affected are sales volume, increase in marketing budget, increase of security companies and the brand name of the destination has been affected. A respondent from the Ministry of Tourism in Kenya interviewed online said that;

Terrorism has caused so many challenges in Kenya’ political, economic and social life. When I look at the impact of terrorism in the tourism industry, I feel very bad about it. Terrorism has tarnished the image of tourism Industry in the country. This is because nobody wants to visit a country which threatens his/her life. Due to high terrorist activities recorded in the

country, many tourists are no longer interested in visiting the country. Those who visit, they are no longer staying as they used to do. Remember, the more days the tourist stay in the country, the more money the industry get. This is because in Tourism Industry, every activity needs money, to sleep, to eat, to drink and even to move around are activities which needs money.

She further went on to say that;

Looking at the social side, many families have disintegrated because breadwinner who lose their jobs as a result of terrorism activities end up leaving the country in search of jobs in other countries. Occasionally, some people go in search of jobs, and they never come back due to fear of their lives and high alarming rates of unemployment that are very common in Kenya. Other job-losers as a result of terrorist activities opt to take their families and leave the country.

According to a Zimbabwean political analyst interviewed ;

If we look at the number of tourists visiting Kenya today, you will be shocked. Since 2000 up to 2015 there was a drastic decrease of tourists' number in the country. If you compare its tourism industry with other Horn of African countries, you will agree with me on that matter. Tourism is one of the industries in Kenya which brings a lot of revenue and taxes in the country because of tourists coming in the country. So, the decrease of tourists does not affect tourism industry only but other sectors of the economic which work shoulder on shoulder with tourism industry. Remember, for tourism industry to function properly it needs other industries like Agriculture and even Arts and culture industry. Agriculture supply agricultural products and the ministry of Arts and culture are important for entertainment purposes.

A Zimbabwean journalist had this to say:

Terrorism activities in Kenya has negative implications in the tourism industry and the whole country in general. If you look at the number of security company that were operating before and after the terrorist activities, you will be surprised. Many companies have increased their security at their premises as a way of maintaining vigilance and alertness. This means that,

reallocation of resources has increased focusing more on the security of the organisations. Other sectors in the organisations which used to be given the same priorities as with security departments are now of less priority due to terrorist activities. As a fact of matter, the Government itself because of terrorist activities which are continuously happening in the country has also increased its personnel in the security sectors like intelligence, military and even its policing forces. This has implications on the national budget of the country because the budget must also increase to cater for these changes happening in Government departments.

It is quite interesting to note that the view of a Zimbabwean Journalist is also buttressed by Kenyan 2017/18 Budget Statement. The 2017/18 Budget Statement of Kenya indicates that, the Kenyan Administration has in the modern years attempted to wipe away terrorism by notably multiplying the expenditure of the security division surpassing US\$1.3 billion within a year compared to US\$0.6 billion to the health department. This is discerned in the ballooning expenditures on high technological security advancement inclusive of surveillance cameras, metal sensors and screening technologies that were purchased to curtail the danger posed by terrorism and aggressive radicalism.

Baker (2014) in Chapter Two stresses that, in the case of Kenya, incessant terrorism has been detrimental to Kenya's progressive tourism appeal and even threatens the whole tourism industry as nobody wants to risk his/her life by visiting the country though it has many tourist attraction centres like archaeological sites. This sentiment is also in concurrence with a member from the Ministry of Tourism and Hospitality in Kenya and a Zimbabwean Journalist. The duo interviewees agree that terrorist activities have negative effects which are economically related.

Building on the above insights, Kenya has quite a number of prehistoric places such as Kariandusi, Olorgesalie, Hyrax Hill, Koobi Lake Turkana also called the Jade Sea is a place of paramount significance when it comes human culture. It can be advanced that, Kenya is gifted with the wealthiest pre-historic fossil tradition dating over 100 Million years ago, spanning into the dinosaur age. As elaborated in the preceding Chapters, the National Museums of Kenya contains the planet's enormous collection of human pre-history, the most stretching and complete record spanning over 27 Million years. These are some of the motivations why tourists are enticed and lured to tour the area, but as a result of terrorism

activities they are opting to other countries which have national museums like Zimbabwe which have no records of terrorism. Equally indicative of this is the fact that the Kenya despite being rich in prehistoric sites which attracts many tourists across the globe has received bad tourism destination image due to terrorism activities which are very common and unpredictable. From the findings of the researcher, although the Government of Kenya and other private companies have increases security personnel in their organisations, terrorism activities are still happening which shows that security sector needs a lot of improvements. The worrying fact is that the increase of security personnel is not addressing the root causes of why terrorists are targeting tourism industry.

The view raised by a Zimbabwean Political analyst on the decrease of tourists in Kenya are also the same with the findings of Morris (2015). According to Morris (2015) the number of tourists plummeted by 25 percent between 2013 and 2015 and this was due to lethal terrorist raids which the country was undergoing. Morris (2015) further contends that; fatal terrorist raids in the East African Nation in the previous couple of years has contributed to a noteworthy decline in the statistics of tourists touring Kenya henceforth damaging the nation's tourism business. This view has been further elaborated by Baker (2014) who from his standpoint on the effects of terror campaigns articulates that, while a band of geological and human-oriented disaster can notably have an impact on the travel of tourists, the risk that escorts terrorism tends to scare prospective tourists more severely. From the observations made by the researcher, tourists tour places which do not pose risks to their lives. Touring Kenya which is exposed to terrorist exercises becomes challenging to several tourists who relish the prospects of touring the nation. Nevertheless, from the researches conducted by Baker (2014) and Morris (2015), any significant assessment on terrorism is missing which is vital. The duo scholars did not explain why even when there are terrorist activities happening in the country, tourists still visit the Kenya. Again, the duo scholars and even the Zimbabwean Political analyst interviewed concur when it comes to the decrease of number of tourists visiting Kenya. What is missing in their findings is the solutions which should be taken to address the challenges of decreasing tourist in Kenya.

Zimbabwean member of the diplomatic service interviewed said that, the impacts of terrorism in the tourism sector in Kenya are further triggered by the association of Alshabab which a terrorist band running in Kenya in connection with other tourist groups like Al Qaeda. The institution has association and cemented links with Al-Qaeda, and with a ballooning influence of authority in neighboring states and Islamic nations. Al Qaeda is an

intercontinental terrorist set up which is linked to many tourist clusters and these include; the Egyptian Islamic Jihad, Al Qaeda in the Islamic Maghreb (Algeria) and also the Al Qaeda in the Arabian Peninsula. Zimbabwean member of the diplomatic service further stresses that; I have the conviction that some of the schemes deployed by AlShabab in raiding the tourism industry in Kenya are instructs from other terrorist clusters which it is linked to. If you scrutinize the deployment of suicide bombers and initiation of grave attacks by Al Qaeda in IRAQ and also by the Al Qaeda in the Islamic Maghreb (AQIM), these are some of the schemes applied by Al Shabab associates in the Kenyan tourism business. The views raised by a Zimbabwean diplomatic staff are very valid because strategies which are used in Kenya by terrorist groups are very similar with those used by other terrorist groups like Al Qaeda which implies that; there is an aspect of information sharing which is happening among these terrorist groups. An important point left by a member of the diplomatic service is the issue of media attention. This is a common cause in almost all terrorist groups. Media is used to show the impacts of their terror attacks. Some terrorist groups like Al Qaeda, Boko Haram and even Al Shabab use media to share all their terror activities.

From the questionnaires that were distributed by the researcher on the implications of terrorism on tourism in Kenya, many respondents agreed on effects of terrorism in tourism industry in Kenya. The researcher found out that, their arguments were derived from the number of tourists visiting the country after terrorist activities. This argument is supported by Roehl and Fesenmaier (1992) who in their works categorized tourists into three groups grounded on their discernment of risk: risk neutral; functional risk and; place risk. This influences tourists in numerous modes. The three classes tabled by Roehl and Fesenmaier (1992) have in a solitary manner or the other influenced the travel of visitors. Baker (2014) is in concurrence with the duo researchers as he states that; protracted terrorist raids influence tourist's discernments when terrorist institutions particularly focus on the vacation and leisure industry. It can be suggested that; terrorism activities impact negatively because it leads to some tourism related companies operating in Kenya to relocate to other countries which are free from terrorism threats. Again, terror incidences in Kenya do have negative implications on company's cash flow and profitability as tourists are each day decrease in numbers due to terrorism cases happening in the country. This is leading to companies especially those that are heavily affected by terrorism activities to retrench their workers leading to high employment in the country.

According to a Zimbabwean Journalist interviewed, the effects of terrorism should not be confined to the tourism industry only. Remember, economy is a system which operates as a result of functional economic sectors in the country. Kenya is a big brother in the Eastern part of Africa, just like South Africa in Southern Africa and Nigeria in Western Africa. The trio countries in their regions have better economies as compared to their regional member countries. The effects of terrorism are not only based on the tourism industry only but in the whole country. Tarnishing of the image of tourism industry has implications in the microeconomy and even macroeconomy of the country. Unemployment, poor standards of living and tarnishing the image of the country are some of the challenges which result from terrorist attacks. Building on the above insights; when the country is the hub of economy, many investors want to invest in that country for economic reasons. In Kenya, tourism industry is the backbone of the country's economy which means that, the failure of the industry to function well will result in less revenue and less taxes being collected as a result of terrorism will crumble the country to its knees. This is the very scenario currently happening in Kenya. In south Africa as a case to point, many investors flood the country for investment purposes. This is because the country has no record of terrorism which impacts negatively in different economic sectors of the country. Basing on the above statement, it becomes necessary to claim that when a country has active terrorism attacks, few investors come. This hinders meaningfully developments in the country as has been the case in Kenya, Somalia, Iraq and Nigeria.

#### **4.2 Reasons why terrorist target tourist centres in Kenya**

Data obtained from different participants indicate that terrorist targets tourism attraction centres for varying and various reasons. Reasons suggested range from economy to political reasons. Some of the reasons are as a result of frustrations from the Government.

According to a respondent from the Zimbabwean diplomatic service interviewed, *the major challenge why terrorist target tourist attraction centers are on the gap which is between tourists and terrorists. In Kenya, many young people are not gainfully employed, and this affect their standard of living. When they see tourists coming in their country, they feel being like second class citizens in their own country. This is because the life style which tourists do is very classic. As you know, most tourists come as far as Britain, USA and Germany, so when they come, they are too flash to the locals.* The responses coming from a Zimbabwean member of diplomatic service are in line with the arguments raised by scholars such as

Ritcher and Waugh (1983), The institute for security Studies and Cannon (2007). Ritcher and Waugh (1983) thus concur, tourists always fall prey to terrorists in Kenya as a result of their tourism flairs which may illustrate eye-catching consumption. This complements the argument raised by a Zimbabwean member of diplomatic service vis-à-vis tourist styles in the receiving country.

Another Zimbabwean political analyst went on to stress that, *the major challenge why terrorist target tourist attraction centers are on the economic gap which is between tourists and terrorists. This gap is seen through the spending done by tourists when they come in Kenya. Many locals cannot afford to do such spending due to the economic hiccups in the country. Many Kenyans who are in the country are not gainfully employed which implies that they are living below poverty datum line.* From the findings the researcher gathered, poverty and unemployment are the most serious problems that are affecting many Kenyans and as a result of this, they do terror attacks as a way of showing their anger to their authority and International community as well. This implies that, when they see tourists visiting their country feel inferior to the tourists as they cannot compare their living standards with those of the tourists. It can be suggested that, targeting tourist is a sign of hating which in most cases is not based on a bona fide reasoning.

Zimbabwean Political analyst interviewed had this to say: *The reasons why terrorist targets tourism industry is not merely as a result of economic factors as it is perceived by others. Terrorist targets tourism industry because Kenya and Somalia share pours borders. This is explained in terms of failed or failing states which result from weak Governments as in the case of Somalia. Somalia is regarded as a failed state due to its weak Government. If you look at the borders of Somalia and Kenya, you will agree with me that the two countries share pours borders. Pours borders lead free passage of terrorist groups and weapons from the respective countries.* In the researcher's findings, there is ample evidence that; incredibly violent, politically uncontrollable and economically stagnant, the instability leads to the breeding of terrorist group as in the case of Al Shabab in Somalia. Somalia has a bad economy which cannot attracts investors in the country. This implies that even if terrorists do their terror attacks in Somalia, it won't have attraction as in Kenya which an economic hub in the region.

A staff member from Ministry of Tourism and Hospitality in Kenya interviewed online said that, *economic situation in Kenya cause terrorist to target tourist attraction centres. This is because when they do their terror acts in these areas, it triggers a lot of attention in the international community. This makes the international community to be wanting to know reasons as to why they do such attacks to their own citizens. At the same time, they seek for sympathizers of their concerns. As you know, some of the terror attacks are said to be planned in Somalia by their fellow terrorist group members. These are not affected with economic stagnation which result from their terror attacks.* The arguments raised by a member from the Ministry of Tourism and Hospital in Kenya are genuine because Al Shabaab, which is a terrorist group operating in Kenya has its roots in Somalia. This shows that since some of the group members come from a neighboring country, they are not benefiting from the revenue and taxes collected by the Kenya authority from Tourism Industry. To them, negative impacts of their terror attacks does not affect their living standards.

From the findings of Gachenge (2012) and WTTC (2014) tourism contribute a lot in the country through its taxes and revenue collections. The studies of the two strongly believed that, tourism industry is immensely significant to the Kenyan economic matrix and is amongst the top three international exchange earners together with the market gardening, tea sectors and to the GDP of the nation. As stated by WTTC (2014), the whole contribution of Travel and Tourism to Kenya's GDP was KES 462.8 billion (12.1% of GDP) in 2013 and is projected to increase by 3.1% to KES 477.1 billion in 2014. It is anticipated to increase by 5.2% per year to KES 791.4 billion in 2024 (11.8% of GDP). Basing on the results of Gachenge (2012) and WTTC (2014) it is vivid that; terrorists are more concerned with tourism industry as they realize that it is the biggest cash cow in terms of income so the moment it is put at bay, the economy will tumble with alarming consequences.

According to the research by the Institute for Security Studies, as reviewed in Chapter two, 99 per cent of the terrorists are convinced that the Kenya Government is elitist like Government which means that; it only looks after and protected the interests of a few in the benefits it gets from tourism industry. A member from the Ministry of Tourism and Hospitality in Zimbabwe further stressed that; *the fact that Kenya has an alarming rate of unemployment rate further shows that the citizens are not directly benefiting from tourism industry.* The researcher observed that; the uneven development and unequal distribution of

wealth are some of reasons which are fueling disenfranchisement and conflict in the country. This is expressed in terms of political and economic marginalization of the ordinary people in the country. Only those who are well connected to those who have the political muscles are the ones who benefit through security companies and mostly in the Tourism Industry. It is a common cause in any country that when people are economically marginalized, they use “*all option on the table*” to make their grievances addressed by those in authority. As in the case of Kenya, citizens use terror attacks to make their concerns heard.

A member of the Kenyan diplomatic staff member based in Harare said, *as you know in Kenya, media operate freely. There are many forms of media such as radio, newspapers, magazine and internet. A point to remember is that, in Kenya, they exist some form of private media ownership. This is responsible for broadcasting information which in most cases is against the doings of the Government. Kenya encompasses the independently-run dailies inclusive of the Nation Group of Newspapers and the Standard.* The researcher found out that; terrorists take advantage of media laws which allows media to operate freely without any hinderance they face in disseminating information.

A member of the Kenyan diplomatic staff based in Harare went on to emphasize that; *these autonomously-run dailies are liberated in their editorial policy and have a sound fiscal foundation constructed for a long time in the pre-independence Era and post- independence Era.* Mr. Maramba, a Zimbabwean journalist interviewed had contradicting views with those of Mr. Robson, a member of the Kenyan diplomatic staff member based in Harare said, as for him, media is not free as per what the diplomatic staff member said. From his perspective, *they (media) are, nevertheless, exempted from governmental dictates which appear in the form of political representations to the owners and threats to take legal action.* Basing on Mr. Robson, a member of the Kenyan diplomatic staff member based in Harare’ sentiments, terrorists take advantage of media laws which are flexible to gain global attention of their cause. It is indisputable that the way in which the media represent terrorists, influences the tourists’ perception on Kenya as a visiting country.

The researcher found out that; most tourists visiting Kenya are from United Kingdom, Germany, United States of America, enter alia. According to Kenya tourist statistics (2015), as from 2001 to 2015, United Kingdom was topping the charts in terms of visitors with 203,290 trailed by United States 119,615 as Italy and Germany sat on third and fourth

position at 96,360 and 68,737. India occupied the fifth position with 58,986 tourists. This brings the argument by S.P Huntington on the clash of civilization. Terrorist attack occurring in Kenya are cultural and religious based. Samuel Huntington's 'Clash of Civilizations' thesis poses a strong case that these values are indeed a significant factor. Al shabaab is a terrorist group which is involved in terrorists' activities in Kenya, its activities are religiously oriented. As such, Huntington further contends that future conflicts will be primarily between Confucian civilizations (Asia) versus the West, and Islam versus the West. As of interest, this is an Islamic group which has its religious dogmas which are against western culture. So, the attack on the tourist is a way of trying to stop the movement of the Western tourists in the country.

According to a Zimbabwean political analyst interviewed, *the reasons are so many as to why terrorists target tourism centres in Kenya. Since tourism is quiet a sensitive industry, it means that when terror attacks are done this could prevent tourism inflow in the area. Again, many people visit these areas for various reasons like business and even social reasons which implies that; if anything, bad happens to the tourists, the media plays a dual part since the terrorists use the media to disseminate information to its audience whilst the public rely on media messages in the wake of crises.* It has been discovered by the researcher that; terrorists are not only highly elated to be on Television and occupying the front page of newspapers, but the "sensation of legitimization that such media attention rewards for them in the eyes of their like-minded admirers and backers". This goes extra mile as terrorists do not only seek attention from the TV only, but also on other media platforms like twitter, Facebook and even YouTube. Captivatingly, media also boost its audience of broadcasting up to date news and coverage via these social podiums.

#### **4.4 Strategies used by Kenya to curb terrorism**

From the information gathered from interviews, questionnaires and documentary review, it was noted that terrorism is a great threat to people and the Kenyan Government. The impacts of terrorism can stretch beyond national borders. According a Mr. Chikuni, member of diplomatic service in Zimbabwe interviewed, *in the international system, no country can survive in isolation. It must depend on the others to survive. In Kenya, after terrorist activities were recorded, so many strategies have been considered as a way of mitigating the impacts of terrorism. For example, the Kenyan Government is partnering itself with other*

*countries. Through such a strategy, many exchange programs are done as a way of ensuring capability and ability of the security sector.* The researcher found out that; Terrorism in Kenya is a complex and complicated issue which requires a broad and continued approach for a solution. This is because Al Shabab which is a terrorism group of record in Kenya which has its branches in the neighboring countries like Somalia so to ensure that the group is totally paralyzed military joint ventures are done among countries in the region. Accordingly, terror acts have not only been recorded in Kenya, but in the neighboring countries like Somalia, Tanzania, Sudan among others. This suggest that; for countries to address the problem of terrorism which has gained roots in the region, collaboration is needed.

According to Tafara\*, a Zimbabwean Journalist interviewed, *after recording terrorist attacks, the Kenyan Government increased its intelligence operations through partnering with other security sector organisations in the country like military. This organization is responsible for gathering sensitive information about the country. The main essence of this organization is to gather information on the likely threats the Government might face. Be it within the country or outside the country. These are official spies of the country. It functions in foreign land to obtain intelligence applying all possible means, specifically from aggressive states. This organization serve the national interest and it also goes beyond the narrow reach of politician.* The sentiments of the Journalist interviewed are in concurrence with the findings of Pashley and Cools (2017) who agree that, intelligence was crafted to safeguard the interest of all kinds ranging from political to comical and guaranteeing that the defense employees have suffered clearance needed. The intelligence service, however, took part in the diplomacy and warfare throughout history.

The researcher found out that; the Government of Kenya in 2013 divided counter Terrorism roles between the three principal branches of the National Police Service: the Kenya Police comprising of the civil police, the Anti-Terrorism Police Unit and the paramilitary General Services Unit; the Directorate of Criminal Investigation and the Administration Police; and the non-police agencies such as the National Intelligence Service and the Kenya Defence Forces. This implies that, the essence dividing the responsibilities among the security sector was to lessen burden of one security sector department and at the same time was to ensure effectiveness and efficiency of the organization in dealing with terrorism.

The researcher also found out that the strategies used by the Kenyan Government are not only limited to the creation of intelligence organization and partnering with other countries in the region only. This standpoint is further buttressed by The US Department of State, Country Reports on Terrorism (2014), in 2009, which cite that, the US created the Partnership for Regional East Africa Counterterrorism (PREACT). Therefore, it is a multi-year, multipronged project shaped to construct the capacity and collaboration of military, law application, and civilian players across the Horn of Africa to barricade terrorism. A Zimbabwean political analyst interviewed stressed that; *Americans got a lesson from the 11/9 terrorism attack. Had it not been such historical event, America would not have been involved in the establishment of the so called PREACT.* From the research, the researcher gathered that the establishment of PREACT is beyond any reasonable doubt important as it tries to get rid of terrorist's activities in the region. This is achieved through military cooperation among member states. PREACT is a cooperation of member states which tries to ensure maximum protection of the borders of its member states.

Mr. Robson, a Kenyan member of diplomatic staff member based in Harare pointed out that: *On countering Terrorism various strategies are used the Kenyan Government. Kenya is a member of African Union and even IGAD. By being a member of these organization, Kenya is benefiting because of several advantages that these organisations have: they have the technical know-how and proficiency of indigenous aspects that make them healthily positioned to craft schemes that give heed to cultural and other societal aspects.* The researcher also realized that; they are also able to upsurge the mentality of native ownership of world-wide plans; and creating interest and sustaining impetus that is noteworthy enough to dissuade terror.

According to a Zimbabwean political analyst interviewed, *Kenya gains through the easing and dissemination of specialized knowledge and information exchange among the multi-governmental and non-governmental units in Horn of Africa. Furthermore, there is the exchanging of good national customs and lessons obtained from national enactment among the nations in the HOA.* This point buttresses the works of Rosand et al (2007). Rosand et al (2007) note that; it is through regional grouping that country feel secured as one way or the other it will be help either through technology, finance and even political support. It is evident from the foregoing that national security is the major reason behind the joining of regional groupings. From the findings of the researcher, national interests are critical in every

state and as a result states join regional groupings in their respective regions to safeguard their national interest. From a realist perspective, every country has an obligation to protecting its people from internal and external threats. States achieve this by joining regional organizations of their choice. This is because states are the main actors in the international system which are fighting for survival.

A Kenyan diplomatic member based in Harare interviewed had this to say: *Terrorist thrive because of porous borders which leads to money laundering in the country. To them, terrorism is a business. The Kenyan Government has taken considerable steps in trying to handle money laundering in the country. Kenya is an affiliate of the Eastern and Southern Africa Anti-Money Laundering Group, a Financial Action Task Force-style regional body. Kenya has made strides in applying its anti-money laundering which is attempting to do away of financing terrorism administration.* From the findings gathered by the researcher, terrorism activities are smoothly achieved when the organization is financially stable. The point raised by the Mr. Robson, a Kenyan diplomatic member based in Harare is critical. The respondent's view is quite interesting because for all terrorist activities are achieved as a result of money. It is a common cause that terrorist groups are involved in lucrative business such as drug trafficking, controlling of oil reserves and at times involved in hostages of public figures where they claim huge sums of money for the release of them.

The researcher also found out that; the Central Bank of Kenya has created consciousness on the need for its citizenry to apply the legal financial divisions in their dealings and savings so as to guarantee an efficient and translucent controlling financial organization in Kenya. Although the above argument could be valid, the root causes of terrorism remain unaddressed meaning to say terror attacks will not end as a result of Kenya being a member of anti-money laundering or because the country has come up with policy of ensuring that citizens use legal ways of transactions and savings.

## **Conclusion**

The chapter presented, examined and deliberated on the research outcomes. The data was prevalently illustrated through discussion and assessment. Central issues cropping up from the research outcomes are on the effects of terrorism in tourism business. Decrease of terrorists, reallocation of resources, cancellation and withdrawal of companies in Kenya were some of the discussed points on the effects of terrorism. Accordingly, reasons as to why terrorists target tourists have also been discussed. Economic gaps between terrorists and tourists, free operation of media and selection on the beneficiary are some of the emerged reasons noted in the research. Again, various strategies to encounter terrorism have been noted in the research. These strategies are very important in curbing of terrorism. Though they are not 100 per cent effective but they are important. The proceeding Chapter is going to conclude and recommend, basing on the findings of the research.

## CHAPTER 5

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 introductions

This chapter provides a synopsis of the entire research work. It also suggests conclusions and suppositions from the numerous outcomes of the research project and supplies recommendations to the Kenyan Government, regional and intercontinental bodies such as IGAD, UN and other players with interest in the domain of international relations.

#### 5.2 Summary of the Research

The major aim of the study was to assess the impact of terrorism on tourism in Kenya. The major focus of the research was on the effects of terrorist in tourism industry in Kenya. From the findings it was noted that tourism grieves in particular when continued terrorist attacks affect tourist perceptions and when terrorist organizations specifically target the travel and tourism industry, as a result of terrorist activities, the image of the destination is tarnished as no body want to visit risking areas. The research sought to investigate why terrorists target tourist centers in Kenya. Economic gap between tourists and terrorism, clash of civilization are some of the reasons which were noted. Lastly, the research sought to find different strategies which are being put in place by the Kenyan Government to address the problem of terrorism.

In Chapter 1 ,the research focused on the background of terrorism as a threat on tourism. The study sought to explore the impacts of terrorism on tourism. Terrorism in Kenya started with the 1975 Nairobi bombing, where two bombs blasts in a nightclub. Norfolk Hotel in 1980 was attacked ,following bombing of American consulates in Nairobi as well as the Garrissa University attack in 2015. The research objectives were to assess the impacts of terrorism on tourism , investigate why terrorists target tourist centers and the strategies used by Kenya to counter terrorism.

The theory of constructivism was used in Chapter 2. Constructivism theory seeks to understand international activity in terms of collaboration of actors and imperceptible

ideational organizations. It helps to understand that terrorists are motivated by different reasons, thus helping to understand why terrorist target tourists centres in Kenya.

Chapter three looked at the research methodology as well as the research design. Case study was used allowing the investigation of contextual realities. This helped the researcher to assess the impacts of terrorism on tourism and investigate why terrorists target tourists centers. The chapter also looked at population and sampling where expert purposive was used, data collection and processing, data analysis and interpretation and research ethics. The sampling frame used for this research consists of international relations analysts, academics, journalists and diplomatic staff who were well conversant with the terrorist activities happening in Kenya.

### **5.3 Conclusion**

The information gathered from this literature review can be designed to fit Kenya so as to revive, rehabilitate, regenerate and revamp Kenya's frail tourism industry. This information may also allow Kenya to have improved resort rate to potential impending raids, significantly lowering the extent of destruction that could in other way be conducted if terrorism plans are not in place. Terrorism in Kenya demonstrates a well-knitted pattern of recurring raids. A prerequisite to controlling terrorism and regional political dilemmas is to embrace the eternalness and longevity of the former and the latter. The reasons why terrorism target tourists are many in number and come in different packages, some of them are religious influenced and shaped. In Kenya, there is media carrying out its activities with much latitude and autonomy which denotes that terrorist conduct their activities to draw international notice on their cause. This means that, unless terrorism is perceived as a fiasco by the tourism sector in Kenya, not enough effort and resources will be directed to its management. The declaration of terrorism as a fiasco is a significant stride that the Kenyan administration should put on its agenda.

Below are recommendations from the research which in a way might assist to remedy some of the problems in Kenya as a result of terrorists.

#### **5.4 Recommendations**

- To minimize terrorism in Kenya, the Government should make the terrorists diffident in their capability to conduct attacks by proactively addressing and beefing up border defense and reinstating national security devices.
- Before bankrolling the staffing and schooling of more security and military human resource, Kenya must resolutely deal with the extreme graft.
- The overall deficiency of training and professionalism in the security division must also be dealt with forthwith. Intimate consideration should be provided to the welfare and quality of security staff and apparatus at connections extending from shopping malls to private homes, government infrastructure and borders.
- The Kenyan Tourism Board should persist partnering with law implementation captains. As a result of terrorist attacks, the Kenyan government trebled its energies to provide law enforcement officers to safeguard the hospitality industry. Nevertheless, the regime could possibly beef up security by training the law enforcement executives how to associate with tourists and to acquaint them with the inimitability of the tourism industry.
- Once more, the Kenyan Tourism Board should incessantly encourage indigenous tourism. Since the abrupt decline in international tourist from 2002, KTB has inspired hotels to transfigure and target indigenous tourism and give packages at discounted rates that will entice and lure this target market. Just like the Israeli scenario, native tourism will have an optimistic effect on the base line of Kenyan hotels at such periods..

#### **5.5 Area to be further studied**

- Challenges faced by Kenyan Government in trying to handle terrorists attack
- The role of regional bodies in countering terrorism. The case of IGAD
- Why terrorist target tourist resort areas.

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## APPENDICES

### APPENDIX 1: INTRODUCTORY LETTER

#### TO WHOM IT MAY CONCERN

My name is B17747664 a Masters' in International Relations (MSc. I.R) student from the Bindura University of Science Education (BUSE) carrying out an academic research study titled, '*Terrorism a threat on tourism.A case study of Kenya*'.May you please assist me in responding to this Key Informant Interview Guide and Questionnaire which requires you to offer your views and recommendations on terrorism terrorising Kenyan tourism industry. Confidentiality shall be upheld and information provided shall be used solely for the purposes of this research.

Yours Faithfully

.....

## **APPENDIX 2: INTERVIEW GUIDE ON THE TOPIC: TERRORISM A THREAT ON TOURISM. A CASE STUDY OF KENYA**

- 1.How does terrorism in Kenya affect the cash flow and profit of companies in the tourism industry.
- 2.How does terrorism tarnishes the destination's positive image .
- 3.Do you think drops in the number of tourists in Kenya is due to terrorism.
- 4.How does terrorism activities affect FDI and stock returns at the Nairobi Securities Exchange.
- 5.In your view does terrorists attack tourist to achieve ideological objectives.
- 6.Do you think terrorists attack tourists to get international attention.
- 7.How effective were the strategies used by Kenyan government to counter terrorism.
- 8.In your view,does the Usalama Watch managed to curb terrorism in Kenya.

### APPENDIX 3: QUESTIONNAIRE

I would like to thank you for giving your attention to this questionnaire. Going through this questionnaire may you take some minutes. It is about terrorism vis-a vis tourism in Kenya.

#### PART A

Please respond by placing a tick in the appropriate box of your choice.

1. Please indicate your gender?

(a) Male  (b) Female

2. Please indicate your age group?

(a) 18-30+ Years  (b) 31-40+ Years  (c) 41-50+ Years

3. How long have you been with your organization?

(a) 0-5 Years  (b) 6-10 Years  (c) 11-20 Years

4. Do you agree that terrorism in Kenya affected tourism Industry?

(a) Agree { } (b) Strongly agree { } (c) Disagree { } (d) strongly disagree { }

5. Terrorism in Kenya is causing a decrease in the number of tourists visiting the country .Do you agree with this statement?

(a) Agree { } (b) Strongly agree { } (c) Disagree { } (d) strongly disagree { }

6. Does terrorist target tourist centers?(a) Yes { } (b) No { }

Explain your answer.....

6. Terrorist target tourists centers in order to get international attention. Do you agree with this statement?

(a)Agree { } (b)Strongly agree { } (c)Disagree { } (d)strongly disagree { }

7.What are the strategies used by the Kenyan gorvenment in trying to counter terrorism in Kenya?.....  
.....  
.....  
.....

7.Do you think the strategies used by Kenyan gorvenment succesful in countering terrorism?

Yes{ } No{ }

Explain your answer.....