

UNIVERSITY OF NAIROBI

INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES

**ROLE OF SPORTS DIPLOMACY IN ADVANCING NATIONAL INTERESTS IN
AFRICA: A CASE STUDY OF KENYA**

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DECLARATION

Hereby declare this project my original assignment and was submitted to any other learning institution.

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Signature _____ Date _____

This project is officially submitted and approved by me as the head supervisor of the Univesrity.

Ambassador Maria Nzomo

Professor

Signature _____ Date _____

Signature.....

Date.....

DEDICATION

Dedicated goes out to my father Lawrence Bukhala Ashiono, my mother Paulina Mukara and my spouse Evelyn for being the power behind my educational achievement.

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ABBREVIATIONS

AU	- African Union
BCE	- Before Common Era
BRICS	- Brazil Russia India China
UN	- United Nations
UNESCO	- United Nations
US	- United States
FIFA	- International Federation of Association Football
IAAF	- International Association of Athletics Federations
IOC	- International Olympics Committee
INGO	- International Non-Governmental Organisation
NPS	- National Police Service
NYS	- National Youth Service
NGO	- Non Governmental Organisation
CECAFA	- Council for Eastern and Central Africa Football Associations
GOK	- Government of Kenya
KDF	- Kenya Defense Forces
KPS	- Kenya Prisons Services
KPA	- Kenya Ports Authority
KPC	- Kenya Pipeline Corporation
KANU	- Kenya African National Union
NBA	- National Boxing Association
WBA	- World Boxing Association

ABSTRACT

This research examines sports which appears that Sports diplomacy has not been well reported as a apparatus or delicate control hypothesis methodology. This study aims at showing that Sports diplomacy has great potential and can be incorporated in foreign documents. This study was guided by the fundamental objectives that Sports strategy incorporates a incredible potential in progressing Africa's national intrigued results. Sports diplomacy as a instrument or methodology in accomplishing national interface. Essentially, members within the sporting community will require special tasks when it comes to their part, before negating the state in working strategies to upstage sports for national development. Sports were found to be an activity that enjoys a wider scope than traditional diplomacy and has a wider audience and coverage by the media. Sports activities are used to convey social political and economic without raising eyebrow unlike traditional diplomatic methods. Competitions in sport are won or lost by states without necessarily resorting to violence, hence sport is uniting and can contribute to confidence building measures and bring adversaries together. The theoretical framework used in the study and data presentation used in the were found to be applicable as the research questions, objective and hypothesis of the research were found to relevant and applicable. Hence, the soft power theory by Joseph Nye runs through the study and showed how African states including Kenya can use Sports diplomacy as a strategy to advance national interests outcome. Regrettably, Sports diplomacy is not used in Kenya as a tool in advancing Kenya's interest abroad. In conclusion, Sports diplomacy is an important field of interest which should be taken seriously by academicians and state policy makers, given that when combined with culture, it can boost the field of diplomacy in the 21st century in various ways in advancing national interests in Africa. It is recommended that Sports diplomacy be embedded in foreign policy documents and further research be conducted in the field of Sports diplomacy to explore more potential and seamless use by states.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

A close review concerning academic literature much is composed on sports as an enabler in outside arrangement, politicization of wearing occasions and legislative issues of sports. Be that as it may, the affiliation and connect of national interface and worldwide sports was until as of late to a great extent unexplored in worldwide relations with the special case of many scenes.¹ In Cold War era security was perceived as being related closely to the threat of violence, and hence the military was considered the most central when it came to matters security. This made a lot of sense then, in the times of predominant State conflicts. It is now crucial to note that many African states have been involved in a lot of disputes, which is considered ongoing regional crises in the sub-Saharan Africa.²

It is acknowledged that within the world, wear is generally one of the foremost exceedingly respected exercises that infer recreation and amusement is portrayed as an curiously wonder. Sport is regularly considered as a common dialect that's caught on by everybody universally and in fact it can tie together diverse clusters of individuals and communities.³ Developing states have utilized wearing exercises and sports as inferred representation of their quality in engendering national interface for about one century.⁴

National Interface of states was proliferated through football because it was a exceedingly challenged space amid the battle for national freedom in South Africa.⁵ Sports fans enthusiastically and without a doubt take after the execution of their groups in an approach that are perceived to enhance national development. There is now a great

¹ Maylon, Hanold, *World Sports: A Reference Handbook* (Santa Barbara, CA: ABC-Clio, 2012), p. 31.

² Hans N. Tuch. and Wilson P. Dizard, *Inventing Public Diplomacy: The Story of the US Information Agency* (Boulder CO and London: Lynne Rienner, 2004), pp. 91-96.

³ Dunning, Eric and Malcolm, Dominic. *Sport: Critical Concepts in Sociology*. London: Routledge, (2003), p. 67.

⁴ Ibid, (2003), p. 6.

⁵ Maylon, Hanold, *World Sports: A Reference Handbook* (Santa Barbara, CA: ABC-Clio, 2012), p. 31.

appreciation for sports persons and their commitment to the diversion and the pride which frequently cuts over the boundaries and social partition as illustrated by the prevalent yield of Kenyan competitors. However in show disdain toward of these, the perspective of Sports discretion isn't explicitly enunciated within the Kenyan remote approach record.⁶ This has ranges within the twenty first expanding on significance of sports diplomacy that can be utilized as viable apparatus through which states for progressing their outside arrangement and national interests.

1.2 Problem Statement

According to Maylon, diplomacy encourages mutual interaction with the chief aim of ensuring peace and cohesion, amongst states, individuals, and organizations. Diplomacy can also be thought of as the general arts and practice of conducting negotiations amongst representative of a state.⁷ Thus sports diplomacy can be considered to be one of those diplomatic tools that can be utilized by Africa states to advance their own national interest.

Furthermore, this study argues that few scholars have articulated and been keen on sport as one of the ways by which Africa can use to enhance their interest. Additionally, Kenya is not using athletics as a powerful tool for advancing its foreign policy interest in order to upstage its own development interest, and as a result the big question that lingers is just hoe Kenya as a state can actively use sports to advance its national aspirations. It is because of this that the study aims to analyze the possible viability of sports diplomacy as a tool for advancing national interest.

⁶ Maylon, Hanold, *World Sports: A Reference Handbook* (Santa Barbara, CA: ABC-Clio, 2012), p. 31.

⁷ Moyo, S. and Tevera, D. 'Regional Environmental Security in Southern Africa', in David Tevera and Sam Moyo (eds.), *Environmental Security in Southern Africa*, Harare, SAPES Books, (2000), p. 89.

1.3 Research Questions

- i.** What is the role of sports diplomacy in advancing national interest outcomes in Africa?
- ii.** What are main strategies and challenges of sports diplomacy in advancing national interest in Kenya?
- iii.** To what extent has sport been effective in advancing Kenya's national interest?

1.4 Objectives of the Study

This study research is aims to establish the role of sport diplomacy in advancing national interest in Africa using Kenya's case. The specific objectives of this study include;

- i.** To establish the role of sport diplomacy in advancing national interest in Africa.
- ii.** To determine the main strategies plus challenges of sports diplomacy in advancing national interest in Kenya?
- iii.** To investigate the extent of effective of sports in advancing Kenya's national interest?

1.5 Justification of the Study

1.5.1 Academic Justification

This research reviewed sports diplomacy, and observes exceptionally that few studies have sort to review and clearly appreciate the nexus of sports diplomacy on national interest in the African continent.⁸ Therefore sports diplomacy is considered to have an impact on a given state's national interest outcomes and this requires deep understanding of the concepts. Hence the study aims point out that scholarly reference point for researchers on the subject matter that include modern scholastic information which can help in hypothesis building for activity.

⁸ Leonard, M. *Diplomacy by other means*. Foreign Policy, (2002), pp. 48 – 56.

1.5.2 Policy Justification

This research intends to empower policy makers when it comes to appreciating the use of sports diplomacy to advance a states own national interest that should ideally lead to greater national development. In the case of Kenya, this study will add new knowledge to policy makers, when it comes to matters of sport and national development through various models such as the Sustainable Development Goals and the Vision 2030.

1.6 Literature Review

The definition sport is still not universally agreed upon. In 1948, the United Nations together others states announced the advancement of health and fitness by encouraging sports, rest, exercise and relaxation, as a way to increase life expectancy.⁹ The institutionalization of aptitudes and ability shapes portion of the definition of wear, this moreover incorporates the perspectives of individual advancement, group improvement, community and society advancement.¹⁰

It is vital to note that there are different sorts of sports that have overwhelmed the world, they change from sports, swimming, tennis, badminton and engine dashing among others.¹¹ Sporting is indeed considered as more of shape of treatment, as numerous a times it has ingraining a part of individual teaches on the people seeking after it in numerous diverse ways. Sports fans see at sports as a enormous wander, not as it were for competition within

⁹ UNESCO, International Charter of Physical Education and Sport, adopted by the General Conference on 21 November 1978, online UNESCO.

¹⁰ David C. Watt, *Sports Management and Administration*, 2nd ed. (New York: Routledge, 2003), p. 6, <http://www.questiaschool.com/read/107488518/sports-management-and-administration>.

¹¹ Roger Levermore and Adrian Budd, *Sport and International Relations: An Emerging Relationship* (New York: Routledge, 2004), p. 36, <http://www.questiaschool.com/read/107530159/sport-and-international-relations-an-emerging-relationship>

the wearing field. This incorporates media mammoths, transnational sports organizations, and worldwide groups of onlookers.¹²

Sport is an inclusive dialect which is shared by all the individuals around the world and it is easily understood by many people in terms of worldwide recreations, gatherings and relaxation. Globally sports occasions give a theoretical opportunity for states to demonstrate their ability and prowess, through sports persons who demonstrate unordinary achievements, and therefore make the respective states be perceived in very positive light.¹³

In the context of Africa in bringing almost a major alter within the state's social financial and political structure. This activity by a few nations stayed adversely on the self-centered national interface for South Africa.¹⁴ Sports successful in South Africa, at that point and presently, and it has encouraged within the fast advancement of the state in Africa.

Maguire argues that Sport diplomacy usually entails the use of sports to influence diplomatic exercises and activities social, diplomatic, economic and political activities, ob behalf of various states, individuals and groups.¹⁵ Sports diplomacy can thus be used to enhance the national development of a given state. Sports discretion moreover implies and incorporates wearing occasions as portion of political discussion which boosts the picture of the nation.

Sports diplomacy is important in utilizing sports which is considered to be a common bond amongst people of various colours, race, geography or even religion.¹⁶ Sports can be used to change perceptions and opinions amongst states, in China, after Beijing Olympics of 2008, many felt that the state was becoming more open, and as a society it had a lot to offer

¹² Roger Levermore and Adrian Budd, *Sport and International Relations: An Emerging Relationship* (New York: Routledge, 2004), p. 36, <http://www.questiaschool.com/read/107530159/sport-and-international-relations-an-emerging-relationship>

¹³ Darnell, S., *Sport for Development and Peace: A critical sociology*, Bloomsbury books, London, (2012).

¹⁴ Cornell, Stephen and Douglas Hartmann. "*Ethnicity and Race: Making Identities in a Changing World.*" (1998), p.3.

¹⁵ Maguire, Joseph. *Global Sport: Identities, Societies, Civilizations*. Cambridge: Polity Press, (1999), pp. 102 - 105.

¹⁶ Maguire, Joseph. *Global Sport: Identities, Societies, Civilizations*. Cambridge: Polity Press, (1999), p. 99.

the outside World.¹⁷ Sports is also used to erode cultural barriers, and bring people together as one, as in the case of the 1966 Football World competition when officers from either sides of the colonial wars in Mozambique, Guinea and Angola successfully battled it out in the football pitch.

This study notes that in the literature review examined, in much as Kenya is often considered to be a major champion in matters of athletics, very few scholars have highlighted the importance of sports, such as athletics in the enhancement of national development agendas. In addition this study argues that sports as sports diplomacy has often been appreciated and a lot more written about it in the global context and from the view point of developed states, with very little giving the perspective of developing countries. Finally in as much as scholars talk about using sports as a form of diplomatic tool, very few have actually clearly demonstrated the mechanism of sports diplomacy as a tool for national development.

1.7 Theoretical Framework

1.7.1 Soft Power Theory

This research applied Soft Power as a theory in addressing its objective. Soft Power theory was first presented by Joseph Nye in the nineties at the conclusion of the Cold War.¹⁸ This theory is mainly concerned with the ability of the state to persuade, attract and promote cooperation using persuasion, as opposed to force.

This theory is applicable since sport is used as a tool for persuasion by a state, to make itself appear favorable to others, so as to attract mutual and productive relationships. It should be appreciated that for instance negotiators and worldwide sports individuals are both an elite class who go overseas for their nations, speaking to a domestic gathering of

¹⁷ Vasconcelos, A et al, *Em Jogo*. (Coimbra : Centro de Artes Visuais, 2004).

¹⁸ Mark Phythian, *Intelligence theory and theories of international relations: shared worlds or separate worlds?* In *Intelligence Theory: Key questions and debates*. Studies in Intelligence, (London: Routledge, 2009), p.63.

people and exhibiting high value plus capacity amongst various states.¹⁹ Sports personalities when they appear in a stadium are often seen as ambassadors for various states, and when they win medals, they may seem to persuade other nations of the good side of a given state, and in the process the state may be viewed more positively.

In the context of Kenya, sports diplomacy can be utilized as a tool to attract other States to the country and in the process enhance the flow of foreign direct investments and trade, which will go a long way to upstage national interest. Sports diplomacy can thus offer a state a positive avenue to tell their story in such a way that will attract a lot of positive attention that can be applied to accelerate national development. Kenyan can thus use sports to transcend through all the barriers to bring people, states, and organizations, multinationals and even cooperation together. In addition participation in sports help to cultivate other positive virtues amongst citizens of a given state, and these can be greatly applied for greater development of national aspirations.

1.8 Hypotheses of the Study

- i.** Sports diplomacy serves no role in enhancing national interest in Africa. .
- ii.** Sports diplomacy has had tremendous challenges in its quest to enhance national interest in Kenya.
- iii.** In the Kenyan context, sport is thought to have been ineffective in forwarding national interests.

¹⁹ Rofe, J. *Sport and diplomacy: sport and Manchester United as cultural diplomacy*. Paper delivered at The University of Edinburgh, (2015).

1.9 Research Methodology

The research investigative technique clarifies the method of reasoning behind choosing a specific investigate strategy or method.²⁰ Utilizing quantitative and subjective investigate approaches that ponder to built up issues included in progressing national intrigued results in Kenya and Africa as a continent.

This research applied a study design known as exploratory design in order to address the role of sports diplomacy as a tool for promoting national development outcomes. The exploratory study design is important as it helps to determine the best approach to a specific study in a way that can give real time results, which can be taken as the true position of a situation on the ground.

The necessary data for this study was harvested through the use of a structured questionnaire when it came to primary data and in the case of secondary data the research applied various sources, ranging from books, articles, newspapers, journals and other academic periodicals. This study was thus able to ha rest crucial data that was used to answer the study topic under investigation especially from the domestic, national, and finally international level. The data was essential to allow the research to be able to answer crucial research problem questions when it came to matters sports and national development.

Ultimate comes about found were in the long run displayed with the help of story, recurrence tables and histogram shapes. The analyst guaranteed that some time recently the survey is managed, assent was looked for and given by the members. Privacy was kept up particularly when managing with surveys and the individual subtle elements of the witnesses.

²⁰ Littlejohn, Stephen W. *Theories of Human Communication. Seventh Edition.* Albuquerque, New Mexico. Wadsworth, (2002), p. 88.

1.10 Outline of the Study

Chapter 1: Introduction to the study

Chapter 2: The role of Sports diplomacy in advancing national interest outcomes in
Africa

Chapter 3: The key strategies and challenges of Sports diplomacy in advancing national
interests in Kenya

Chapter 4: The impact of Sports Diplomacy in advancing Kenya's national interests

Chapter 5: Data presentation and analysis

Chapter 6: Conclusions and Recommendations

CHAPTER TWO: ROLE OF SPORTS DIPLOMACY IN ADVANCING NATIONAL INTEREST OUTCOMES IN AFRICA

2.1 Relationship of Sports, Diplomacy and National Interests

Etymologically speaking, the word sport originated within a French word known as *desport*, which generally denotes a form of relaxation and leisure activity.²¹ Since the old Greek period, sport has been seen as an instrument of discretion.²²

In the Greek time sports persons were used to advocate for social, economic and political issues affecting the states as a result of their recognition combined by the fact that many were held in high esteem due to their extra-ordinary achievements. Additionally athletics were viewed as a mirror to their societies as most spoke on behalf of their respective communities and most of the times they were seen as role models of an ideal citizen.²³ In modern times, the same trends still hold true, as sports personalities are still adored by the communities, homes and states that they come from, and they are still taken as the official spokes persons on the issues facing the society and a given point in time. A good example is seen in the United States, where for a long time baseball stars had a strong influence on public policy and public opinion on issues.²⁴

Developing countries have persistently utilized sport to showcase the positive aspects of the continent, in the wake of challenges and frustrations facing the African continent, in an effort to erode negative publicity of the region. A perfect example was witnessed in the Republic of South Africa in 2010 World cup tournament, where the world got to see a good side of the continent that was able to reinforce a renewed picture of the continent.²⁵

²¹ Jackson, Steven J. and Haigh, Stephen. *Between and Beyond Politics: Sport and foreign policy in a globalizing world*, Sport in Society, (2008), p. 351.

²² Sport for Development and Peace: Towards Achieving the Millennium Development Goals, UN Inter-Agency Task Force on Sport for Development and Peace (2003), p. 2.

²³ Watt, David. *Sports Management and Administration*, 2nd ed. New York: Routledge, (2003), p. 4.

²⁴ Stefan Szymanski, *Playbooks and Checkbooks: An Introduction to the Economics of Modern Sports* (Princeton, NJ: Princeton University Press, 2009), p. 157.

²⁵ *Ibid*, (2009), p. 160.

It is acknowledged that sport can be a very good strategy by which states can be able to show case their achievements and accomplishments. This can be best expressed in the Olympic Games when athletes shine. These wins help to shine positive light on the accomplishments of the given states, and especially what the state could be able to offer, thus through soft power sports diplomacy is able to trigger dialogue and show case culture of a given people in positive light.²⁶ Sports diplomacy exposes different person to various cultures and in the process helps to advance national interests of various states.

The Olympic was restored 1896 by Sir Pierre de Coubertin in order to advance tranquil existence amongst states. Competitors coming from about 14 states participated in the Olympics held in Greece.²⁷ When it came to 1936, Adolf Hitler tricked numerous worldwide sports attendance and various spectators.²⁸ In the early nineties, sports were utilized as a way to ease the tensions between United States and China.²⁹ The arrangement was implied to boost the national interface for the World together States and trusted that China would actually participate in sports competitions, as a way of opening up their country to the rest of the World.

It is noted that the Republic of South Africa initially refused to participant in sports, they boycotted and were removed from the open tennis champion, as a way to show protest for the apartheid system. In 1973, Arthur Ashe got to be the primary dark proficient to play within the South African championships; however the battle against apartheid proceeded.³⁰ After a long time of boycotts, challenges, and budgetary sanctions; apartheid at long final wrapped up inside the early nineties. It is clear that while advancement requires all these

²⁶ Sport for Development and Peace: Towards Achieving the Millennium Development Goals, UN Inter-Agency Task Force on Sport for Development and Peace (2003), p. 2.

²⁷ Defrance, Jacques and Chamot, Marc. *The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War*, Sport in Society, 11 (2008), pp. 395-413.

²⁸ Fischer, Norman. *Competitive Sport's Imitation of War: Imaging the Completeness of Virtue*, Journal of the Philosophy of Sport, (2002), p. 16.

²⁹ Redeker, Robert. *Sport as an opiate of international relations: The myth and illusion of sport as a tool of foreign diplomacy*, Sport in Society, 11 (2008), pp. 495-496.

³⁰ Ibid, (2011).

points of headway, wear is played in nations all over the world in show disdain toward oppression and the mistreatment of people.³¹

The Beijing's 2008 recreations were utilized by China to cultivate an picture and national interface as a rising state and a advanced financial powerhouse. In spite of the challenges at the time, China put-up the foremost costly Recreations in history, in spite of the challenges at the time, its picture rose from quality to quality since the 2008 Games.³² By developing sport and other areas of interest, Brazil as one of the members of BRICS is likely to emerge as a sporting powerhouse within the Americas territory.

2.2 Sports Ideology

Sports diplomacy has become a buzz word, and there is a worldwide interest as to how Sports can be used as a tool to enhance national interest, through the idea of worldwide society in the midst of universal political agitation and peace; sports on its portion is additionally involved in bringing members within the universal turmoil together whereas advancing tranquility and peace.³³

Globally, states are well mindful of their reach, control group of onlookers of the masses and well-wishers who have long been drawn toward don and wearing celebrations. Houlihan proposes that negotiators favor to form political articulations inside wear setting since it is moderately less genuine than around the world 'real' issues, which are seemingly much more troublesome to address. In this regard, state utilizes don as a delicate control discretionary apparatus from spreading negative messages against any state.³⁴ Conversely, a state can chose upon specifically blending of don and legislative issues as a conciliatory

³¹ Chernunshenko, D. (2011). Promoting Sport through Sport: An Industry Professional looks back and forward and issues a challenge.

³² Defrance, Jacques and Chamot, Jean Marc. (2008). The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War, *Sport in Society*, 11 (4), pp. 395-413.

³³ Ibid.

³⁴ Gilbert, K. (2006) The Wrong-Way Around, In Wolff, E., et. al. (2006), (Eds.) *Sport and Human Rights - ICSSPE Bulletin*. Edition 43 pp. 57-59.

methodology as was the Chinese activity in engendering her social financial and political interface in facilitating of the 2008 Olympic Games.

Sport as a soft tool of diplomacy operates in a purely non-political environment where nature in most cases takes its course. Non-state on-screen characters, Universal Legislative Organizations and sportspeople act more as celebrity negotiators by utilizing their athlete's prowess to bring-out the worldwide consideration on territorial concerns that include violence, conflicts, human rights abuses, oppression, among others, and this helps motivate different states to seek out various forms of solutions and peaceful interventions.³⁵

Diplomacy through sports and wearing exercises are precise combinations and superbly with one another.³⁶ Heads of state and other powerful prominent personalities also appear at great sports occasions to gain prominence from the limelight of sports. They are known to utilize sports as apparatuses for proliferating their philosophy and assembly their individual interface for financial and political objectives.³⁷

It is said that during sports events, various stakeholders get intimately involved, and in the fans got into the sporting mood through national songs of devotion, national groups, mass appears of patriotism and imagery certainly increase the sense of patriotism, patriotism and reshaping of national character. The competitions and competitions draw in a few sentiments which increase pressure and as such wear once more negates discretion, which serves to play down grinding.³⁸ Sports are an engaging instrument that nations regularly utilize for discretionary purposes.³⁹

³⁵ Chernunshenko, D. (2011). Promoting Sport through Sport: An Industry Professional looks back and forward and issues a challenge.

³⁶ Smith, A.C.T. & H. Westerbeek (2007). *Sport as a vehicle for deploying corporate social responsibility*, *Journal of Corporate Citizenship* Vol. 25 Spring 2007 pp. 43-54.

³⁷ Defrance, Jacques and Chamot, Jean Marc. (2008). The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War, *Sport in Society*, 11 (4), 395-413.

³⁸ Smith, A.C.T. & H. Westerbeek (2007). *Sport as a vehicle for deploying corporate social responsibility*, *Journal of Corporate Citizenship* Vol. 25 Spring 2007 pp. 43-54.

³⁹ Case, A. (2005) 'Playgrounds for Peace', *Parks*.

Utilization of sports diplomacy as a delicate arrangement instrument begins in neighborhood strategy to begin with connection Zanzibar and Tanganyika. It is in these sports tournaments that national unity is promoted which in the process encourages greater development.⁴⁰ It was these social trades that included at first sports groups from each club and in the long run these trades created regular sporting competitions amongst states.⁴¹ One thing to keep in mind is that destitute frameworks may increment levels of terrorizing and savagery amid wearing exercises and especially association centres in towns and little towns where they commonly need inward border dividers which make it simple for onlookers.⁴²

2.3 Connecting Sports Diplomacy and National Interest

The symbolic nature of sports has given Africa as a continent a chance to stand out in matters of football and athletics. This has greatly helped the continent to regain back its image, especially when the flags from various states in Africa are hosted as a sign of achievement in the sporting competitions.⁴³ Sports diplomacy is thus encouraged as a universal language that helps to bring people together into a common table, and into common values and culture.

In the context of Africa, as is seen in the African Cup of Nations, the value of teamwork, fair play, positive competition, unity and other virtues, greatly help to bring people together, and in the process promotes trust and bond amongst states.⁴⁴ Sporting scenarios within states by virtue of their conciliatory nature required the craftsmanship of discretion to move and receive and test on unused elective delicate control instruments for

⁴⁰ Savery, J. & K. Gilbert (2011) *Sport and Sustainability*, Commonground Publishing, Illinois, USA.

⁴¹ Defrance, Jacques and Chamot, Jean Marc. (2008). The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War, *Sport in Society*, 11 (4), pp. 395-413.

⁴² Savery, J. & K. Gilbert (2011) *Sport and Sustainability*, Commonground Publishing, Illinois, USA.

⁴³ Defrance, Jacques and Chamot, Jean Marc. (2008). The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War, *Sport in Society*, 11 (4), pp. 395-413.

⁴⁴ Coalter, F. (2006). *A Monitoring and Evaluation Manual*, Sterling University and UK Sport). Evaluation the impact of development projects, a handbook for Practitioners.

progressing national interface through outside approach results.⁴⁵ Kenya has a lot of high level athletic pedigree and it has been recognized globally and this recognition extends all the way to the domestic level, where the state is viewed as a peace loving country.

This study argues that increasingly, conventional ambassadors seems to be edging close to embracing sports activities persons making use of sport exercises gathering for gathering soft power.⁴⁶ In criticism to conduct endeavors and sports organizations many stage reach out to other countries. Validate a exterminating tidal droop unnatural South and Southeast Asia in December 2004, the Great Participants Affinity bolstered endeavors by the Attached together Countries World Food Program to assist tidal wave casualties. In these pugnacious times, governments query unendingly imaginable machinery to countenance unruffled collaboration among the different countries and people groups of the world. Sports stage viscosity combine of these primary appurtenances in boosting national interface where conceivable.⁴⁷

Edifice a depose make may be a conceitedly abettor of outside arrangement. The attention between a physical, unknown name brand and a weaker, equivocal connect impacts impressively a State's offer for remote ventures and tourism.⁴⁸ Construction a charge name stamp may be a upper case partner in crime of outside arrangement. The acclaim between a hyperactive, skimpy identify and a weaker, enigmatical connect impacts impressively a avers in trouble with for withdrawn ventures state brand birth includes a hither wide-ranging and

⁴⁵ Defrance, Jacques and Chamot, Jean Marc. (2008). The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War, *Sport in Society*, 11 (4), pp. 395-413.

⁴⁶ DeVoss, DA 2002, "Ping-Pong Diplomacy: Blending statecraft and sport, table tennis matches between American and Chinese athletes set the stage for Nixon's breakthrough with the People's Republic", *Smithsonian Magazine*.

⁴⁷ Defrance, Jacques and Chamot, Jean Marc. (2008). The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War, *Sport in Society*, 11 (4), pp. 395-413.

⁴⁸ Ndlovu, SM 2010, "Sports as cultural diplomacy: the 2010 FIFA World Cup in South Africa's foreign policy", *Soccer and Society*, vol. 11, issue 1-2, pp. 144-153.

encircling facilitated get ahead and is auxiliary on commitments of agents of a some social and proficient segments, not the slightest of which film, music, wear, and tourism.

2.4 Setbacks of Sports Diplomacy

On the off chance that long-standing time of Sports diplomacy is certain, at that point proclaiming don as a delicate and soft nostrum is excess, since it isn't genuine as a few of the sports exercises are questionable. The political understanding of wear and donning exercises appears very distinctive from the standard.⁴⁹

This research argues that sports diplomacy will maximize people-to-people connection, development, trade, cultural exchange, investments, education, and in the process this leads to greater connection amongst citizens of a given nation.⁵⁰ The history that involves the use of sports diplomacy, dictates that sports does plays and active role in helping cement relationships amongst states, and this in the process help to encourage trade, among other mutual exchanges.⁵¹ The redirection of the center toward sports discretion in investigate on universal relations is an sign of, to begin with, the expanded pertinence of open strategy within the advanced globalized world and, moment, the significance connected to sports as an elective instrument of outside arrangement pointed at contributing successfully towards national interests.⁵²

The competitive offering handle for facilitating the competition finals was a national intrigued boosting activity open as it were to African countries; South Africa developed to begin with Africa nation to have the diversions immediately it beat Morocco and the Republic of Egypt. This study recognizes that it was the dream of a typical finale for the

⁴⁹ Park, C-H 2001, *Sports Politics in the Modern Society*, Mensch und Buch Verlag, Berlin.

⁵⁰ Allison, L & Monnington, T 2002, "Sport, Prestige and International Relations", *Government and Opposition*, vol. 37, issue 1, January, pp. 106-134.

⁵¹ Defrance, Jacques and Chamot, Jean Marc. (2008). The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War, *Sport in Society*, 11 (4), pp. 395-413.

⁵² FIFA. (The 2010 FIFA), World Cup Regulations.

greatest wearing occasion Africa has ever seen, a key chapter in state and land mass history. It was also an important preface for an exceptional sporting opportunity that lifted the intrigued African continent.

2.5 Chapter Summary

This chapter argues that the issue of sport promoting a state's image, ideals, friendship, peaceful competitions, propagating national interests and enjoying a wide audience and good media coverage has been brought out. Also highlight is that sports were also used to increase citizens' loyalty, patriotism, break racial barriers, ease tension, send messages, enhance goodwill and shaping of a state's national character in a soft manner without resorting to violence. Sport is an aspect of modern life conducted effectively by volunteers with limited financial funding and therefore cannot be shunned away in articulating national interests.

This section acknowledges that sport in diplomacy has not been clarified thoroughly on how it relates with strategy by its advocates and couriers who ought to conduct more substantial talks about on the issue to stay it within the standard discretionary course of action. There's a threat in combining two effective educate such as wear and strategy is that the crossover regularly sums to a lesser alternative than its person components.

CHAPTER THREE: THE KEY STRATEGIES AND CHALLENGES OF SPORTS DIPLOMACY IN ADVANCING NATIONAL INTERESTS IN KENYA

3.1 Sports as a Tool

This research argues that in 2008 at the Beijing Olympics, Kenyan sports men were able to shine, by coming on top when it came to athletics, and especially in the long distance marathon, where for a long time Kenya has dominated this track. Immediately there was acknowledgment for its extraordinary civilization and quickly creating society, whereas at the same time its national interface was accomplished.

The scope of wear and wearing teach is expanding as the offer for financing to guarantee their programs run easily and successfully has been undaunted amid the 21st century. States are continuously for all intents and purposes at the pace of the open when it comes to advance in improvement of sports and donning exercises the moderate development in wear and the pertinence of effective non-state on-screen characters such as FIFA.⁵³

Sport and diplomacy is moving to a global level and many institutions are now starting to embrace it than ever before and promote the idea of universal society. Sports diplomacy is the epitome of diplomacy that is promotes greater communication between states with the aim of building a peaceful and cordial relationship, this diplomacy is at a low cost but with the highest returns with regards to the advancement of foreign policy.⁵⁴ In the African context, particularly in Kenya, sport has helped to achieve national peace as the country has become known in positive light because of its sports achievement.

Sport has the ability to enhance deeper and greater relations to advance national and international contacts and it is often endures states to global issues, through the ministry of foreign affairs that helps to push for greater good relations building among individual states to enhance sport power range, reputation and to boost people-to-people link.

⁵³ Park, C-H 2001, *Sports Politics in the Modern Society*, Mensch und Buch Verlag, Berlin.

⁵⁴ FIFA. (The 2010 FIFA), World Cup Regulations.

3.2 Sports as a Tool of Diplomacy

It ought to be noted that in about to appreciate the utilization of sports as a tool of diplomacy, it may be aforesaid that Sports also are a part of the strategy of the state, as a result of it's the honey of relations with different countries. Discretion usually involves the organization of settlements, organizations, or other assertions.⁵⁵

In April 1971, Nixon became the first President of the United States to visit Communist China in February 1972. He and Kissinger met Mao Zedong, Chairman of the Communist Party. Nixon and Zhou Enlai agreed to expand contacts between the United States and China. Diplomatic *ping pong* was able to bring these two countries closer together.⁵⁶ Moreover, sports are a critical political tool and competitors advance a state's picture and standards

This study notes that social policy finally led to the first Nineties once many years of boycott, protest and economic sanctions in South Africa. Sport diplomacy does not need investments in education, construction or nursing coaching, however rather sports to rally behind restricted resources to push for sports as a tool of diplomacy.⁵⁷ This study first understands, however, how sporting diplomacy is utilized as a tool to advance national interests.⁵⁸

Universal support for the Moscow boycott of Olympic recreation has changed in scale. Incredible Britain and Australia were the most grounded partners in calling for a boycott between the United States of America, despite the fact that both countries finished sending a boycott.⁵⁹

⁵⁵ Sport for Development and Peace: Towards Achieving the Millennium Development Goals, UN Inter-Agency Task Force on Sport for Development and Peace (2003), p. 2.

⁵⁶ Chernunshenko, D. (2011). Promoting Sport through Sport: An Industry Professional looks back and forward and issues a challenge.

⁵⁷ Ibid, (2011).

⁵⁸ Toohey, Kristine. (2008). Terrorism, sport and public policy in the risk society, *Sport in Society*, 11 (4), p. 429.

⁵⁹ Chernunshenko, D. (2011). Promoting Sport through Sport: An Industry Professional looks back and forward and issues a challenge.

In the modern world, culture, wearing exercises and discretion are now not specialty or backwater strategy educate but or maybe capable delicate control teach for engendering national interface. Sports diplomacy could be a major portion of modern cutting edge life which is driven by dynamic social media with a more prominent around the world acknowledgment and group of onlookers.⁶⁰

States are well aware of the soft power initiatives in sports as a tool for articulating foreign policy by the masses, the audience, reach and voluntary sorting activities displayed during sports competitions. Kenya as a state is using athletics to enhance its image within the region so as to change attitudes and break down stereotypes, sports helps to amplify a states diplomatic message to the World.⁶¹ Sports diplomacy is considered to be a generally positive phenomenon.

The activities that take place during sports events set the stage for greater amongst different states, this sties then lead to foreign policy diplomatic engagement. International sports events mimic a hypothetical theater for States to demonstrate their strengths, knowledge and expertise, with regards to their athletes' ability for influencing various ideology.⁶² This study intends to establish the use of sports for peace in Africa with reference to the case study of Kenya. The County government initiated sports events in post 2012 / 2013 elections, and it (the same county) has noted that sports helped majorly to further manage local conflicts. The effect of insecurity on a country's social, political and economy spheres can be devastating and encompassing. Sports have critically been utilized in different ways by governments and individual actors in fostering peace plus community security among societies.

⁶⁰ Defrance, Jacques and Chamot, Jean Marc. (2008). *The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War*, *Sport in Society*, 11 (4), pp. 395-413.

⁶¹ Gilbert, K. (2006) *The Wrong-Way Around*, In Wolff, E., et. al. (2006), (Eds.) *Sport and Human Rights - ICSSPE Bulletin*. Edition 43 pp. 57-59.

⁶² Darnell, Simon. *Sport for Development and Peace: A critical sociology*, Bloomsbury books, London, (2012), pp. 3-4.

Africa Unions mission to promote security, peace, stability, development and growth in the continent can be greatly enhanced through sports, as is realized in the example of Ivory Coast social harmony which was made possible through football.⁶³ Bishop reveals that sports in Africa are still an emerging trend.⁶⁴ This research illustrates the importance of sports, as seen amid the escalation of nuclear weapons in North Korea, South Korea town of Pyeongchang became the host of 2018 Winter Olympics. The North Korean Leader Kim Jong-un suggests that his Country may after all participate in the Winter Olympics, happening just across the border.

Sports diplomacy involves bureaucratic diplomat officials and diplomatic exchanges while other times powerful figures participate in tossing a chance.⁶⁵ Ozonnia found that the breakdown of national cohesion and erosion of social capital can be both causes and consequences of increasing levels of insecurity in a nation.⁶⁶ It is important to appreciate that developed nations have used sports as an illustration of their would possibilities and power for nearly one hundred years. Triumphs at Olympic Games, holding the title as quickest man, or victories over rivals on the soccer pitch were all used for information functions within the last century to strengthen a nation's.⁶⁷

Sports have also been part of the developed countries' diplomacy. It has become the practice of conducting relations with other nations. Diplomacy traditionally involves negotiating treaties, alliances, or other agreements. But sports are also an important diplomatic tool and athletes are important diplomats. They expand contacts between people from different countries, increase goodwill and communication, and ease tensions. Successful

⁶³ Adebajo Adekeye, Adedeji Adebayo, Landsberg Chris. *South Africa in Africa: The Post-apartheid Era*. Scottsville: University of Kwa-Zulu Natal Press, (2009), pp. 213-235.

⁶⁴ United Nations Development Programme. *UNDP Support to the Implementation of Sustainable Development Goals*, United Nations, (2016), p. 15.

⁶⁵ Defrance, Jacques and Chamot, Jean Marc. (2008). The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War, *Sport in Society*, 11 (4), pp. 395-413.

⁶⁶ Ozonnia, Ojielo. *A Shared Future: Approaches to National Cohesion and Integration*. Amani Papers, UNDP, Kenya. Volume I No 3, (2010), p. 88.

⁶⁷ Ibid (2010), p. 91.

athletes promote a country's image and ideals.⁶⁸ And at times, a boycott of a sporting event has been a high-profile yet peaceful way to oppose another country's actions.⁶⁹

This chapter argues Kenya can utilize sports to retain its place of strategic importance between the acting and target nations, and also within each nation individually. Relationships therefore make culture feel human, and therefore more credible and compelling than an isolated cultural experience. Sports diplomacy can offer a counter-narrative in which diverse people of Kenya and their traditions can co-exist, strengthening each other through mutual understanding, and building new traditions together.⁷⁰

This study argues that The key objective of Kenya's cultural pillar is to promote sports and art diplomacy by recognizing the role of Kenyan artist, athletes and other sportsmen and women. It is on this background that the study aims to establish enhancing foreign policy outcomes in Africa using Sports diplomacy in Kenya. In Kenya, sport thus makes a unique contribution to the pursuit of humanistic goals because the playing of a game is more important for its players than the game itself. Sport therefore contributes to a democratic culture by providing a context in which relationships of trust and recognition are built. An individual, in her submission of self to the common game, contributes to a public culture of trust.⁷¹

Sports can promote competition or aggressiveness but sport is also a powerful tool for uniting people, crossing boundaries, and developing tolerance, respect and social inclusion. Sport activities, if applied correctly, have proven to strengthen people's ability to shape their own future, become active citizens and commit themselves to building up their communities.

Sport activities can structurally change their behaviour by helping them to break the vicious

⁶⁸ Sport for Development and Peace: *Towards Achieving the Millennium Development Goals*, UN Inter-Agency Task Force on Sport for Development and Peace, (2003), p. 2.

⁶⁹ Kisiangani, Emmanuel. *Kenya's Regional Relations: Between Principle and Practice*. (Policy Briefing, 2014), p. 2.

⁷⁰ Ibid, (2006).

⁷¹ Draper, Catherine. *Impact of the Little Champs programme on Cognitive Function in Preschool Children in Alexandra Township, Johannesburg*, UCT/MRC Research Unit for Exercise Science and Sports Medicine, (2010), p. 88.

cycle of poverty, violence and inequality that often keeps them and their families on the margin of society.

In order to fully appreciate the role of sports in advancing peace in Kenya, it requires an examination of the recent history of sports in the country. For some time now, Kenyans have been participating in sports and to an extent, generally regarded it as a pastime activity. Most of the out-of-school sporting activities have, since independence in 1963, been run by local authorities and voluntary sporting 'clubs and organizations which have often facilitated the participation of a few of Kenya's sportsmen and women in some of the major international sports events such as the Olympic Games, All-Africa Games and Commonwealth Games.⁷² The few Kenyan athletes who excelled in major international competitions in the 1960s provided the impetus for increased interest and participation in sports. The few heroes became role models for a majority of Kenyans. Consequently, many Sports Clubs, Federations and Organizations to manage and administer various sports disciplines were formed and registered by the Government. The Government, for instance, created the Kenya National Sports Council in 1966 through an Act of Parliament, and later, a full-fledged Department of Sports in the Government in 1989 to oversee sports matters in the country. Over the years, there have been tremendous developments of sports in Kenya.⁷³

⁷² Hazlewood, Arthur. *The Economy of Kenya. The Kenyatta Era* (New York: Oxford University Press, 1979), p. 1.

⁷³ Ndlovu, Samue. *Sports as cultural diplomacy: the 2010 FIFA World Cup in South Africa's foreign policy*. Soccer and Society 11, (2010), pp. 144–153.

3.3 Sports Diplomacy and National Interest Issues

This study acknowledges that former United Nations Secretary General Koffi Annan has observed that football is the most popular sport in Africa. He adds that sport broadly is a universal language and at its best, it can bring people together, no matter what their origin, background, religious beliefs or economic status.⁷⁴ Arnold propounds that most countries in Africa have tried to professionalize the football game and have League Boards that oversee the Premier League and the lower divisions.⁷⁵ He adds that football projects in Africa are aimed at a multitude of objectives including promoting unity and peace, women's rights and HIV/AIDS campaigns, among others. The football game is, in particular, seen as the ideal way to advance the United Nations Sustainable Development Goals.⁷⁶ Sports diplomacy expedited by ancient diplomacy and uses sports individuals and sporting events to tell, interact and make a favourable image among foreign organizations and public entities, to reshape their perceptions in a very means that's additional contributory to the causation state's policy goals and national interests.

In terms of economic empowerment, there is no doubt that sport has contributed immensely towards economic development of Kenya. The fact that sport is one of the biggest economic industries in the country is not a subject of debate. Like other commodities, sport has been a commodity that is produced, marketed and sold to the public. In general, sports in Kenya are a household activity that cuts across the spectrum of the population.⁷⁷ Opportunities are available for those who wish to participate in sports. The government, local authorities, institutions of learning, private institutions and firms have developed facilities for various sports activities.

⁷⁴ Annan, Koffi. *Universal language of sport brings people together, teaches teamwork, tolerance, Secretary General says at launch of International Year*. UN Press Release SG/SM/9579, (2004).

⁷⁵Arnold pannenberg football in africa: Observations about political, financial, Cultural and religious influences, ncdo publication series sport & development / December 010/7 <http://www.bibalex.org/search4dev/files/378212/217069.pdf>.

⁷⁶ Ndlovu, S.M., (2010). 'Sports as cultural diplomacy: the 2010 FIFA World Cup in South Africa's foreign policy'. *Soccer and Society* 11, (2010), pp. 144–153.

⁷⁷ UN system-wide web platform. *Sport for Development and Peace*. The UN system in Action, (2012), p. 89.

The sports products have therefore, been an important element in creation of employment opportunities for local people and trade between Kenya and other countries. Many job seekers eventually secure employment opportunities in the sport goods manufacturing firms and others end up as salesmen in the many sport shops in various urban centers of the country.⁷⁸ Sports houses, such as, Nairobi Sports House and Olympic Sports Centre, they are prominent outlets employing a number of people. Kenya, being a developing country requires the necessary infrastructure to accelerate her development process. Sport has effectively catalyzed the development of a number of infrastructures in the various comers of the country.⁷⁹ Roads, telephone lines power lines, hotels, health centers, police posts, shops and water supply facilities have been developed to serve the stadia and people living within the environs.

West African inhabitants shared swimming techniques within their generations, and this explains the development of elite swimmers within this part of the region, who have actually won models in major international competitions.⁸⁰ The South African sport system ought to embody the varsity system (physical education and college sports), recreation departments, competitive sport, sport facilities and training organization.⁸¹ All parts of the sport community must be integrated and aligned. This study notes that in all components of sports activities, the community should be integrated and aligned. With numerous partners across thus huge a rustic and with totally different demographic compositions, system integration and alignment square measure major challenges. Sports is global phenomenon that is understood by all states which participate and compete for internal and external

⁷⁸ Ibid, (2012), p. 96.

⁷⁹ Ravizza, D.M. We played war, now we play peace: Findings from the field on sport and the reintegration of former child soldiers in Northern Uganda. *Sport and Peacebuilding Symposium*, United States Institute for Peace, Washington, DC, (2010).

⁸⁰ Burnett, Cora. *Sport-for-development approaches in the South African context: a case study analysis*. South African Journal for Research in Sport, Physical Education and Recreation. Vol. 32, issue. 1, (2010), pp. 29-42.

⁸¹ Draper, Catherine. *Impact of the Little Champs programme on Cognitive Function in Preschool Children in Alexandra Township, Johannesburg*, UCT/MRC Research Unit for Exercise Science and Sports Medicine, (2010), p. 88.

prestige and legitimacy. When sports events of an international nature occur, they offer an arena for countries to compete with each other to gain international prestige by means other than military and economic power. The liberal perspective is embodied through the use of sports as a form of soft power. Sports accentuate “international cooperation, implements international organizations for shaping state’s policy choices.

International sports institutions such as the International Olympic Committee (IOC), Fédération Internationale de Football Association (FIFA) and International Association of Athletics Federations (IAAF) enhance cooperation among states through sports. In these international sports organizations, States are the main actors and members. They are represented by federations within the states and not the government in a bid to try to minimize the influence of politics in sports. The IOC has a closer relationship with the United Nations (UN) and this is seen in the creation of the United Nations office on sport for development and peace. The most common explanation in the research on the motives behind participation of states in international sports is to achieve national unity, identity, pride, and nation building.⁸² This research found that sports can be combined with either, diplomacy; peace and security are central features of international politics.

This study notes that according to many participants Sports was not fully seen as a tool to promote peace in many parts of Kenya and hence its role in the advancement of peace cannot be fully appreciated at the moment. However, there are some instances that Kenya uses sports to promote peace and community security but not necessarily in a structured manner as it should.

⁸² Ravizza, D.M. We played war, now we play peace: Findings from the field on sport and the reintegration of former child soldiers in Northern Uganda. *Sport and Peacebuilding Symposium*, United States Institute for Peace, Washington, DC, (2010).

3.4 Limitations of Sports Diplomacy

Sport therefore contributes to a democratic culture by providing a context in which relationships of trust and recognition are built. An individual, in her submission of self to the common game, contributes to a public culture of trust. African states have over time been using sports to promote their ideas and to express their displeasure over issues. Despite their strategic use of sports in international relations studies have shown that they did not use it strategically as a diplomatic tool but it was purely coincidentally. For example, a number of African countries have showcased the potential of sports diplomacy by participating and doing well in big sporting events even if this was not clearly expressed as sports diplomacy at the time. None of the African states had sports diplomacy outlined in their foreign policy document and it is for this reason that sports diplomacy is under used if used at all by these states.

In order to fully appreciate the role of sports in advancing peace in Kenya, it requires an examination of the recent history of sports in the country. For some time now, Kenyans have been participating in sports and to an extent, generally regarded it as a pastime activity. Most of the out-of-school sporting activities have, since independence in 1963, been run by local authorities and voluntary sporting 'clubs and organizations which have often facilitated the participation of a few of Kenya's sportsmen and women in some of the major international sports events such as the Olympic Games, All-Africa Games and Commonwealth Games.⁸³

The study further notes that over the years, there have been tremendous developments of sports in Kenya. The popularity has stemmed from the understanding of the Government and the people of Kenya of the role of sports as a vehicle for national development and as an initiative for capturing national interests. Indeed, the contribution of sports towards social,

⁸³ Hazlewood, Arthur. *The Economy of Kenya. The Kenyatta Era* (New York: Oxford University Press, 1979), p. 1.

economic, cultural and political development of Kenya has been immense.⁸⁴ Unfortunately, there has been no published study highlighting this important role of sport in Kenya's development and the tangible contributions that sport has made towards the development of the State.⁸⁵

This study argues that there's no question that wear has contributed monstrously towards socio financial and political advancement of Kenya. The truth that don is one of the biggest economic businesses within the state isn't a subject of debate. Like other commodities, wear has been a product that's created, showcased and sold to the open for its esteem to the society. In common, sports in Kenya are a family action that cuts over the range of the populace.⁸⁶ There's no question that wear has contributed Openings are accessible for those who wish to take part in sports. The governments, neighborhood specialists, teach of learning, private educate and firms have created offices for different sports exercises.

The sports items have in this manner, been an critical component in creation of business openings for neighborhood individuals and exchange between Kenya and other states. Numerous work searchers in the long run secure business openings within the don merchandise fabricating firms and others end up as sales representatives within the numerous wear shops in different urban centers.⁸⁷

The Kenya Defense Forces, Kenya National Police, Kenya Prisons Authority, National Youth Service among other entities give immense recognition to sports talent and achievement, and hence, use it as one of the criteria for recruitment of officers into their file and ranks. Several government parastatals that are actively involved in sporting activities

⁸⁴ Sport for Development and Peace International Working Group. *Harnessing the Power of Sport for Development and Peace: Recommendations to Governments*. (2008).

⁸⁵ Ibid.

⁸⁶ UN system-wide web platform "Sport for Development and Peace – The UN system in Action" (2012).

⁸⁷ Darnell, S., *Sport for Development and Peace: A critical sociology*, Bloomsbury books, London, (2012).

have fairly well-established sports facilities and organization in which many people are employed as sports and recreational managers, coaches, and trainers.⁸⁸

3.5 Chapter Summary

The brings up the issue of sports being recognized by the United Nations and other international organizations as a right to leisure, rest and as a requirement for good standard of living among other positive attributes to life. Sport is a strategy which governments have supported the United Nations position by signing on to treaties and conventions. Although sport faces challenges, it is observed that it offers its best when it comes to international meetings and games. Sports are also part of spates' diplomacy in conducting relations with other nations. The used of sports a strategy in boycotting sports activities has been a serious issue and carries a weighty message internationally. However, the use of Sports diplomacy has limitations depending on the complex nature of the issues at hand.

Challenges that impact on sports negatively range from financial resources, lack of sports facilities and training, misuse of drugs, mismanagement of sports, unhealthy competition, cartels and monopolies in the sector. States have mistakenly interpreted the use of sports, yet in reality sport has an immense potential advancing national interest.

⁸⁸ Ravizza, D.M., and Matonak, E. *Peaceful play: Strategies for resolution to conflict in sport*. Manual: Salisbury, Maryland, (2011).

CHAPTER FOUR: IMPACT OF SPORTS DIPLOMACY IN ADVANCING KENYA'S NATIONAL INTERESTS

4.1 Effectiveness of Sports

Sport is described as a fascinating phenomenon and indisputably one of the world's most popular leisure activities, people from all walks of life play, watch, attend, listen to, talk about and experience sport at all levels of performance from amateur to professional.⁸⁹ Sports have the capacity to develop people's skills and faculties at an individual's level. In addition, sport has the power to communicate positive cultural awareness messages and attract audiences on key issues.⁹⁰ Kenya is Africa's sports powerhouse and a worldwide winner in sports. In spite of Kenya's excellent execution in games, there's a parcel of undiscovered potential by government in foundation Sports strategy. Sports discretion is able of complementing other conventional ways of progressing Kenya's national interface.

This section notes that adequacy of Sports discretion includes a discourse of Kenya's remote arrangement towards the world which is an request into Kenya's outside approach prepare, determinants, goals and results.⁹¹ As in other ponders of African outside approaches, in considering Kenya's remote approach, one would be looking for to shed light on performing artists, settings, and results.⁹²

This section argues like history of independent Kenya, the study of Kenya's foreign policy has been approached from a perspective views as a continuing and expanding continuum, reflecting institutions and ideas that trace their origins to the colonial period. It is argued in this category that African nationalism was merely concerned with eliminating the colonial barriers to its rise within the structure monopolistic exchange, 'rather than with

⁸⁹ Dunning, E. and Malcolm, D. *Sport: Critical Concepts in Sociology*. London: Routledge, (2003), p. 67.

⁹⁰ Ibid, (2003), p. 70.

⁹¹ Hazlewood Arthur. *The Economy of Kenya. The Kenyatta Era* (New York: Oxford University Press, 1979), p. 1.

⁹² Ibid.

changing the structure itself.⁹³ This school of thought accuses Kenya of developing without an African ideology which would have aligned Sports diplomacy with national interest.

In Eastern Africa, Kenya is considered an financial control house and it is the driving political and financial middle where most corporate branches are found. This empowers Kenya act as a territorial authority in progressing its remote approach and national first class interface. The conclusion come to is that Kenya could be a subordinate, neo-colonial state whose remote arrangement is essentially an expansion of the arrangements of the settler capitalist states and their multinational enterprises.⁹⁴

The Soft power theory approach in outside arrangement was apparent taking after the secessionist dangers to the recently free state of Kenya from the starting where Kenya's remote approach was molded by the have to be draw in more outside capital, keep up commercial joins with great neighborliness with neighboring states, guarantee the security of its borders and solidify the household control base.⁹⁵ This policy only entrenched dependence on 'foreign investment' which, in turn, called for the perpetuation of Kenya's dependence on the 'East African market'. Dependence on the East African market and foreign investment was to facilitate and maintain Kenya's regional dominance.⁹⁶ Kenya has been accepting a few monetary settlements gathering from sports exercises which have contributed emphatically to the state in different ways. Kenya's national interface with regard to defense is subordinate on a military course of action with the British and an union with Ethiopia which as delicate control approaches.

A sport is often described as a language that everyone in the world can understand and indeed sport can bring people together and unite groups and communities.⁹⁷ In addition,

⁹³ Darnell, S., *Sport for Development and Peace: A critical sociology*, Bloomsbury books, London, (2012).

⁹⁴ Makinda J, *Kenya foreign policy and international relations: Kenya and the world*, (Soft Kenya, 2002).

⁹⁵ Hazlewood, Arthur. *The Economy of Kenya. The Kenyatta Era* (New York: Oxford University Press, 1979), p. 1.

⁹⁶ Ibid, (1979), p. 1.

⁹⁷ Dunning, E. and Malcolm, D. *Sport: Critical Concepts in Sociology*. London: Routledge, (2003), p. 67.

sport has the power to attract large audiences, media coverage and can play a pivotal role in communicating positive cultural awareness messages on key issues and assist in driving social change.

Joseph Nye describes soft power as the ability to get what one want through attraction rather than coercion or payments. As such a state should seek to use sports to promote their cultural heritage, history and show their national prowess and economic success.⁹⁸ In hosting the 2008, Olympic in Beijing China, China, gained international recognition for its great civilization and rapidly developing society. Sporting institutions are gaining importance with an ever-increasing scope, power and appeal. Notable examples of sports and politics colliding can be seen at work in the Olympics boycotts of the 1970s and 1980s, the Football War between Honduras and El Salvador, and Ping Pong Diplomacy between the United States of America and China in the 1970s. However, first we must understand how sports diplomacy can be used to carry out the foreign policy of a State.⁹⁹

4.2 Sports, Foreign Policy and National Interest

This study notes as before the establishment of colonial (British) rule in Kenya in the middle of the 19th century, the indigenous people participated in a wide range of physical activities, which were part of their daily routine of life. The traditional society had numerous games, dances and initiation rituals couched in physical prowess. Rituals to mark the beginning of the planting, harvesting, hunting, rain or circumcision seasons were usually accompanied by dancing and singing.¹⁰⁰

⁹⁸ Chernunshenko, D. Promoting Sport through Sport: An Industry Professional looks back and forward and issues a challenge, (2011).

⁹⁹ Toohey, Kristine. (2008). Terrorism, sport and public policy in the risk society, *Sport in Society*, 11 (4), p. 429.

¹⁰⁰ Berridge, G. R.; James A. A Dictionary of Diplomacy. 2nd edition. (London: Palgrave Macmillan, 2003), p. 334.

It is noted that Kenyan athletes who exceeded expectations in major worldwide competitions have given the impulse for expanded intrigued and cooperation in sports. The few heroes got to be part models for a larger part of Kenyans, as they contributed to Kenya's popularity overseas and national interface. In spite of the fact that nearby sports continue, don has taken after capitalism in getting to be worldwide and communicates ever more clearly the competitive, exploitative relations of capitalist society.¹⁰¹

This section notes that the notoriety has stemmed from the understanding of the Government and the individuals of Kenya of the part of sports as a vehicle for articulating advancement and national interface. Various sports ladies and men have voyage overseas to speak to Kenya in different occasions. Undoubtedly, the commitment of sports towards social, financial, social and political improvement of Kenya has been colossal.¹⁰² Unfortunately, there has been no distributed consider highlighting this vital part of wear in Kenya's improvement and the unmistakable commitments that wear has made towards the advancement of the State.¹⁰³

This study notes there's no question that don has contributed colossally towards financial advancement of Kenya with reference to national interface. The reality that don is one of the biggest economic businesses within the nation that's for the most part attempted by volunteers, the matter isn't a subject of talk about. Like other commodities, don has been a product that's created, promoted and sold to the open. In common, sports in Kenya are a family movement that cuts over the range of the populace.¹⁰⁴ Opportunities in Kenya are available for those who wish to volunteer and participate in sports. Government Ministries,

¹⁰¹ Roger Levermore and Adrian Budd, *Sport and International Relations: An Emerging Relationship* (New York: Routledge, 2004), p. 31, <http://www.questiaschool.com/read/107530154/sport-and-international-relations-an-emerging-relationship>

¹⁰² Sport for Development and Peace International Working Group. *Harnessing the Power of Sport for Development and Peace: Recommendations to Governments*. (2008).

¹⁰³ Ibid.

¹⁰⁴ UN system-wide web platform "Sport for Development and Peace – The UN system in Action" (2012).

Departments, Agencies, Counties, institutions of learning, private institutions and firms have developed facilities for various sports activities.

The sports products have therefore, been an important element in creation of employment opportunities for local people and trade between Kenya and other foreign states. Many job seekers eventually secure employment opportunities in the sport goods manufacturing firms and others end up as salesmen in the many sport shops in various urban centers of the country.¹⁰⁵ Sports houses, such as, Nairobi Sports House and Olympic Sports Centre are prominent outlets employing a number of people. Kenya, being a developing country requires the necessary infrastructure to accelerate her development process.¹⁰⁶

Sports and Games tutors are employed in the Universities to coordinate sporting activities in the Universities. The Kenya Institute of Curriculum Development, which is responsible for the development of school curricular for schools and Teacher Training Colleges, has a panel of physical educators and sports personnel who develop physical education curricular.¹⁰⁷ The KDF, NPS, KPS and NYS among other government entities give immense recognition to sports talent and achievement, and hence, use it as one of the criteria for recruitment of officers into their ranks.¹⁰⁸

This study argues that the hoisting of Kenya's flag following victory at international sports tournaments is conceived as a soft power gesture with great symbol of sovereignty of the state. The impressive performance of Kenya's athletes have earned it a national character of its own kind and further recognition for the country through the election and appointment of some of the athletes, officials of national sports federations and organizations to key positions of the regional, continental and international sports federations and organizations,

¹⁰⁵ Ibid.

¹⁰⁶ Ravizza, D.M. We played war, now we play peace: Findings from the field on sport and the reintegration of former child soldiers in Northern Uganda. *Sport and Peacebuilding Symposium*, United States Institute for Peace, Washington, DC, (2010).

¹⁰⁷ Ibid.

¹⁰⁸ Ravizza, D.M., and Matonak, E. *Peaceful play: Strategies for resolution to conflict in sport*. Manual: Salisbury, Maryland, (2011).

including the International Olympic Committee.¹⁰⁹ In addition, the country is frequently accorded the most coveted international recognition and honour of hosting some of the major regional, continental and international sports competitions, arising from her athletes' successes, unwavering support and participation in similar competitions hosted in the other comers of the world.

Kenya's sportsmen and women destined for international sports assignments have often been described as the state's "good ambassadors". They "tell" the world about their country through their participation and performance in the international tournaments. They have contributed immensely in selling and providing publicity to the name of the country on the international scene.¹¹⁰ Sport policy is a primary organ that nations utilize in their attempt to meet their national interest goals; it provides guidelines and operational principles that governments and sport organizations can use in sports governance.

The effectiveness and impact of sports is to examine the extent to which the general and political trends were reflected in sports policy in Kenya, with specific focus on sport and public policy, sport professionalization; and the quest for new sport policy and legislation aimed at stemming out corruption in sporting activities. The sport and public policy section focuses on the evolution of sports from pre-colonial period to early 1990s, while sport professionalization discusses the emergence of commercialization of athletics.¹¹¹

4.3 Actors of Sports Diplomacy in Foreign Policy

The Kenyan government must continuously update legislation on sports for Kenya's potential and national interests to be realized. It is a commitment that the government has to make through the necessary legal and policy framework. This ought to provide an enabling

¹⁰⁹ Hazlewood Arthur. *The Economy of Kenya. The Kenyatta Era* (New York: Oxford University Press, 1979), p. 1.

¹¹⁰ Government of Kenya. *The Draft National Sports Policy*. Department of Sports, (2003).

¹¹¹ Ibid.

environment for locals and international parties willing to invest in sports within a legal framework. Bidding for events at the regional and international level will further boost the image of the country as a sporting nation.¹¹²

Kenya's "Look East/Look South" policy is not new, although this took a more proactive turn during President Uhuru Kenyatta's tenure of power, the policy harks back to the final decade of the Moi administration. In 1985, President Daniel Arap Moi made a trip to Beijing, returning home with new development assistance, including Chinese technical aid to build the Moi International Sports Complex in Nairobi's Kasarani area. The project was completed in 1987, just in time for Kenya to host the All-Africa Games, the sports complex was the biggest facility of its kind in Eastern Africa. Also included in the package of aid was a cultural element where some Kenyan were trained in gymnastics and acrobatic skills.¹¹³

The International Academy of Sports is set to come up at Moi International Sports Centre Kasarani where land has already been earmarked for development. This will be an institution for advanced training in all areas of sports. On Regional Sports Stadia, the government seeks to establish thirty regional stadia around the country to promote the development of sports within each of the regions as well as tap the immense talent of the youth.¹¹⁴ On the establishment of a Sports Lottery Fund, the fund will provide a tool for raising funds targeting sports development.¹¹⁵

International Centre for Arts and Culture will also be located at Moi International Sports Centre, Kasarani. It will house a National Hall of Fame to honour contributions and recognize the special talent of Kenyans from all walks of life in the areas of sports, film, music, culture, and other areas. Like history of independent Kenya, the study of Kenya's

¹¹² Farred, Grant (2004) Fiaca and Veron-ismo: race and silence in Argentine football, in *Leisure Studies*, London: Routledge.

¹¹³ Darnell, S., *Sport for Development and Peace: A critical sociology*, Bloomsbury books, London, (2012).

¹¹⁴ Brick, C. (2001b) Anti-consumption or 'new' consumption? Commodification, identity and 'new' football, in *Leisure: Culture, Consumption and Commodification*, J. Horne, (ed.), Eastbourne: *Leisure Studies Journal*, Berg, pp. 3-15.

¹¹⁵ Hazlewood Arthur. *The Economy of Kenya. The Kenyatta Era* (New York: Oxford University Press, 1979), p. 1.

foreign policy has been approached from three main perspectives. One perspective views it as a continuing and expanding continuum, reflecting institutions and ideas that trace their origins to the colonial period. It is argued in this genre that African nationalism was merely concerned with eliminating the colonial barriers to its rise within the structure monopolistic exchange, 'rather than with changing the structure itself.'¹¹⁶ This school of thought accuses Kenya of developing without an African ideology which is necessary while seeking to meet its domestic and international interests. Development in the sports arena is likely to boost Kenya's national interests through soft power theory approach.

4.4 Sports in advancing National Interest outcomes

Sports can be utilized by states to advance culture conjointly as an road to illustrate likenesses and bring social orders and individuals closer together, planning the way for possible open approach move at domestic and even abroad. This can be the most reason as to the expanded support of states in worldwide sports exercises since the competitors are imperative on-screen characters in Sports strategy. In this case, "states utilize sportsmen's impact to empower national solidarity and upgrade their outside glory; as don plays this part for a lion's share of incredible political powers and national interface.

Sport personalities state that, when sports occasions of an universal nature happen, they offer an field for states to compete with each other in a 'global wearing arms race' to pick up universal distinction by implies other than military and financial control. The generous viewpoint is encapsulated through the utilize of sports as a shape of delicate control activity.¹¹⁷ Sports complement worldwide participation, actualizes universal organization's

¹¹⁶ Brick, C. (2004) Misers, merchandise and Manchester United: English football and the peculiar political economy of consumption, in *Manchester United: An Interdisciplinary Study*, David L. Andrews (ed.), London: Routledge.

¹¹⁷ Brick, C. (2004) Misers, merchandise and Manchester United: English football and the peculiar political economy of consumption, in *Manchester United: An Interdisciplinary Study*, David L. Andrews (ed.), London: Routledge.

wish for forming state's policy choices and national interface. Liberals accept that with the right universal teach and expanding interdependency. International sports institutions such as the IOC, FIFA and IAAF enhance cooperation among states through sports. In these international sports organizations, states are the main actors and members. They are represented by federations within the states and not the government in a bid to try to minimize the influence of politics in sports.

This independent nature of sporting organizations has been threatened over time because states are unable to accept that they have no direct control over the organizations and subsequent federations that run these sports in their states have opted to remain steadfast. Sport and diplomacy naturally gravitate around and toward one another; both institutions are staffed by patriots representing their state as a privilege of international duty in either a round table or the running track, both sports people and diplomats aim at winning for their state.

4.5 Chapter Summary

The chapter underscores the impact of Sports diplomacy as not just to compete, but to create an environment where both contestants and spectators meet and have an opportunity cultivate an understanding in a non-hostile environment. Kenya has utilized sports prowess to communicate messages of national attention and interest.

Sports is a phenomenon used in coordinating and implementing government grassroots programmes in liaison with relevant sports organizations. Sports are a low-cost activities and effective confidence building measure that promote peace leading to reduction in tension and management of conflict within the state and beyond the borders Sports infrastructure as a whole has an enormous economic impact which contributes towards national interests. Sport was noted in the study to have an impact in towards foreign policy objectives as well as on the national character of a state.

CHAPTER FIVE: DATA PRESENTATION AND ANALYSIS

5.1 Introduction

This study quantified and analyzed the presence, meanings and relationships of relevant words and concepts, then made inferences about the messages within the texts, the writer(s), the audience, and even the culture and time of which these words were part of.

The return rate is the extent of the survey returned after they have been issued to the respondents (witnesses). Reaction rate in inquire about strategy alludes to the number of individuals who replied the study isolated by the number of individuals (witnesses) within the test; it is more often than not communicated within the frame of a rate interdependency counting financial and social trades, states have the opportunity to collaborate on contracting issues to diminish strife. This percentage return rate was above the recommended 70 percent by Borg and Gall, deemed adequate for the study.¹¹⁸

5.2 Participants Response

5.2.1 Response Rate

Out of a total of the initial 50 (100%) targeted, 38 (76%) successfully filled the questionnaire while 12 (24%) were unsuccessful. Therefore, the response rate was (76%) which was considered adequate for further data analysis, the respondents were coded in alphabetical order A – Z, in order to protect their identity, and alphabets were used to identify each informant and their subsequent contribution.

This study argues that the return rate was positive as a result of participation and collaboration in effectively seeking after the members, appropriate introduction of the members to the consider, accessibility furthermore availability of numerous respondents at the time of the think about, the capacity of the analyst to apply legitimate investigate strategy

¹¹⁸ Borg, R. and Gall, D. *Education Research. 6th Edition*. New York Longman Inc (1996).

within the think about and legitimate administrator direction. To target the population for this study, the key informant method was used to generate valuable data from various sports figures, athletes, and ministry of foreign affairs officials, sports and cultural officers and other stakeholders as shown in figure 1.

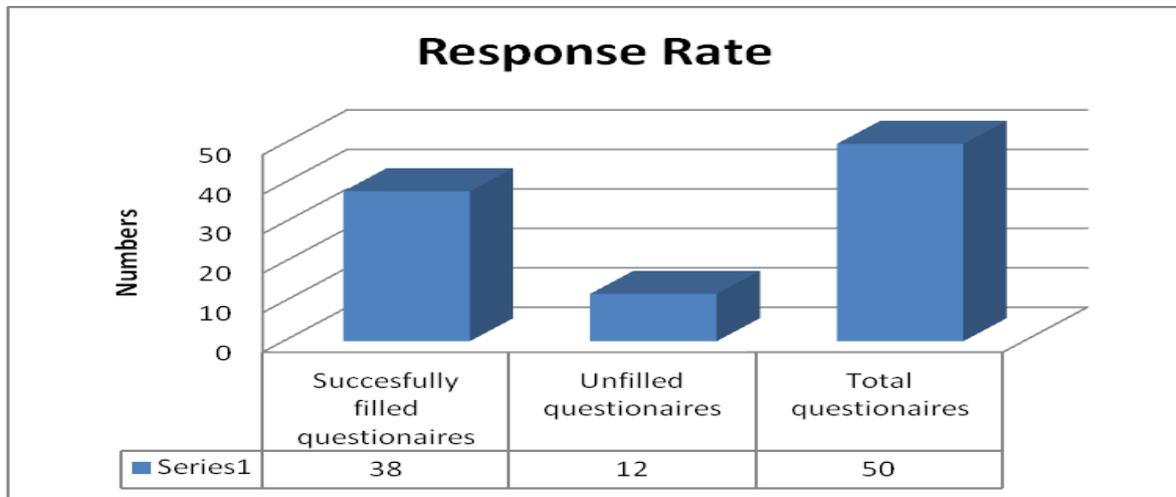


Figure 1: Bar graph illustrating return rate

5.2.2 Gender

The informants indicated their gender as shown in figure 2.

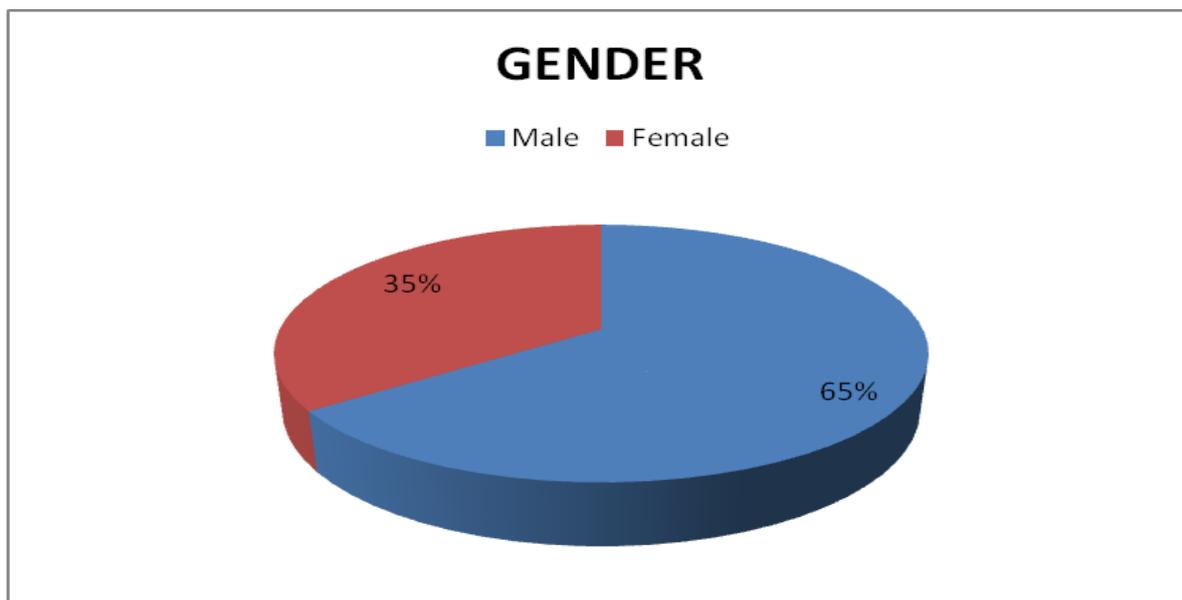


Figure 2: Gender of informants

Figure 2 on the gender of informants found that (65%) of the respondents were male, while (35%) were female. Sports diplomacy seems male dominated in the Kenyan context.

5.2.3 Age

The informants gave their age, as shown in table 1.

Table 1: Age of respondents

Age	Frequency	Percent (%)
Below 30 years	7	14
30-39 years	13	26
40-49 years	23	46
50-59 years	7	14
Total	50	100%

The ages were grouped into four classes with a difference of ten years apart, The Modal class being the ages between 40-39 which was represented by 46%, followed by 30-39 which had a percentage of 26%, 50-59 years had 14% while those who were below 30 had 14%. The table shows that majority of informants were found in age group 40-49 years.

5.2.4 Sports Diplomacy Concept

The respondents were asked of their awareness of the concept of Sports Diplomacy. The study revealed that (99%) of the participants were aware of sports diplomacy as a concept and they had experienced the concept in their line of duty. However, they were not aware about its linkage with national interests.

This study found that Sports diplomacy has been viable delicate control device in progressing Africa's interface within the past and it still proceeds to play this part in future.

Sports discretion was not utilized deliberately by African states to dissent isolation in South Africa, to them they were boycotting worldwide wearing occasions to put weight on the worldwide community to disregard apartheid. This played a pivotal part in constraining other states and organizations within the worldwide framework to confront and address the apartheid framework of separation against the blacks of South Africa. When African nations emphasized on this issue it gave them a voice on an imperative issue, this participation is cultivated inside Africa in line with the African Union vision of speaking to a energetic constrain within the worldwide field.

The African Union objective, to promote peace, security, and stability on the continent can also be enhanced through Sports diplomacy just like in Ivory Coast when social harmony was prompted by the football team qualifying for the world cup. Hosting FIFA world cup in 2010 by South Africa showcased the Africa as the prestigious nation in changing perspectives of many international actors. It also attracted sports tourists who came to attend the event but toured other African states in that period which also resulted to the promotion African as a rising continent.

5.3 Role of Sports diplomacy in advancing national interest outcomes in Africa

Sports, with its capacity to offer to individuals over borders, have gotten to be a profitable delicate control apparatus for governments of numerous states to progress their financial based national interface. It is for this reason among others that don could be a quickly developing industry around the world. This considers found that strategy and remote arrangement are central highlights of worldwide legislative issues. They capture the human creative ability and their conduct influences people's lives through their affect on war, peace, the worldwide economy, human rights, and worldwide law, worldwide educate, and the standards that administer relations between states.

The concepts of the management of the diplomatic service and of foreign policy are important for the sound implementation of a state's national interests. Managing the diplomatic service properly requires that officials and resources be used efficiently.¹¹⁹ In this way they, can give policy makers sound information on which to base their decisions on incorporating other tools for articulating foreign policy interests. Managing foreign policy entails treating it as a field that is dynamic, and which should be constantly nurtured for it to deliver national interests for the state.

Further breaking up the instruments of foreign policy into elements, discussed the ascending scale of foreign policy instruments as also useful as they form part of national interests for states. The five main groups are namely, military action, political intervention, negative sanctions, positive sanctions and diplomacy. The ascending scale also indicates the seriousness of the country's decision makers and separates hard power (Military Action) from all the other soft power instruments.¹²⁰ As the previously listed literature shows, the behavior influence attempt line of power literature has been facing difficulties in terms of quantification and objective measurements.

According to Mark Leonard "public diplomacy is about building relationships, understanding the needs of other countries, cultures and peoples; communicating our points of view; correcting misperceptions; looking for areas where we can find common cause."¹²¹ He also speaks about the image and reputation of a country as about public goods that can create positive or negative environment for individual activities.¹²² Therefore diplomacy relates very closely to the foreign policy of state. In this way it becomes more than just a means on how to put through national interests or how to guarantee national security. This is

¹¹⁹ Nye, Joseph. "*Soft Power: The Means to Success in World Politics*" (New York Public Affairs, 2004).

¹²⁰ Berridge, G. R.; James A. A Dictionary of Diplomacy. 2nd edition. (London: Palgrave Macmillan, 2003), p. 334.

¹²¹ Leonard, M.; Stead, C.; Smewing, C. *Public Diplomacy*. (London: The Foreign Policy Centre, 2002).

¹²² Hans Morgenthau. *Politics Among Nations, The struggle for Power and Peace*, (Six Edition, Kalyan publishers, New Delhi, 2001), p. 440.

well stated in Morgenthau's second rule, among his four fundamental rules of diplomacy, when he says that the "objectives of foreign policy must be defined in terms of the national interest and must be supported with adequate power".¹²³

Sports diplomacy is associated with governments employing sports people to amplify a diplomatic message, or with states using sporting events to enhance their image among global publics, to cool tensions in flagging diplomatic relationships, or simply to test the ground for a possible policy change. Alakeson states that, the identity of state, its values, interests and activities are also covetable status on the international scene. All these categories should be incorporated in the concept of state's foreign policy and its priorities. States have their interests, strategic, geopolitical, economic, or commercial.¹²⁴ In addition, they want to have a certain position in the international community, to gain some diplomatic influence.

This section notes foreign policy is the use of political influence in order to induce other states to exercise their law-making power in a manner desired by the states concerned; it is an interaction between forces originating outside the country's borders and those working within them. Foreign policy of a state is concerned with the behaviour of a state towards other states. It refers to the ways in which the central governments of sovereign states relate to each other and to the global system in order to achieve various goals or objectives.¹²⁵ Thus the foreign policy aspect of a country can be greatly enhanced by complementary tools such as sports, which promote unity and purpose among a people.

Melissen observes that diplomacy today struggles to reflect the diversity and pluralism of the globalized age. It is almost impossible to examine any problem in contemporary international relations effectively without considering the diplomatic challenges which it poses, the innovations in diplomatic practice which it calls forth, and the

¹²³ Ibid, (Six Edition, Kalyan publishers, New Delhi, 2001), p. 440.

¹²⁴ Alakeson, Leonard. *Going Public. Diplomacy for the Information Society*. (London: The Foreign Policy Centre, 2000).

¹²⁵ Rana K. and Jovan Kurbalija, *Foreign Ministries: Managing Diplomatic Networks and Optimizing Value*, (Malta and Geneva: Diplo Foundation, 2007).

contribution which diplomacy can make to easing the problem in such a way as to contribute to a more peaceful, just, and orderly world.¹²⁶

According to Hocking and David, fundamental questions regarding the purposes of diplomacy, which is or should be involved in it and what forms and practices that should assume to deal with new policy challenges need to be urgently be addressed.¹²⁷ Alakeson notes that, two contextual features of integrative diplomacy help to determine the nature of diplomatic communication in the 21st century. First, the growth of rival centres of authority and legitimacy to the state and the associated need to develop links with a range of actors (stakeholders) outside government in developing and implementing international policy.¹²⁸

A first step is to recognize that the debate on the condition of diplomacy embraces quite different assumptions concerning its character in the early 21st century. Unless we disentangle these and the assumptions underpinning them, we face an uphill task in making sense of what we are seeking to explore.¹²⁹ As a result, it can also be said that most key agencies of diplomacy both at national and international levels will find it impossible to articulate strategies for managing their foreign policy environments.

This study found that Sports diplomacy exchanges are an attractive means of promoting international understanding and friendship as well as dispelling stereotypes and prejudices. Not to mention they are also ‘low-risk, low-cost and high profile’ since these events are usually broadcasted internationally enabling states to attract sports investors due to their athletes.” The right to host such an event is a confirmation of good international citizenship, and if the diplomatic posture, image and message are thoughtfully crafted and

¹²⁶ Melissen, J. *The New Public Diplomacy: Soft Power in International Relations*. (Houndmills, Basingstoke: Palgrave, 2005), p. 43.

¹²⁷ Hocking B. and David S. *Foreign Ministries in the European Union: Integrating Diplomats* (revised edn), Basingstoke: Palgrave, 2005.

¹²⁸ Ibid, p 123.

¹²⁹ Hudson L. *The Enabling State: collaborating for success*, (London, Foreign and Commonwealth Office, 2009).

aligned to economic foreign policy strategy of a state it will be advantageous in forging foreign economic relations.

The Kenya Army, Police, Prisons, National Youth Service - several government parastatals that are actively involved in sporting activities have fairly well-established sports facilities and organization in which many people are employed as sports and Recreational Managers, coaches, and trainers.¹³⁰ Sports are linked with politics and both are mutually linked with each other, to the extent that some countries now use sports as part of foreign policy. Countries vie with one another in complex international relations bidding sometime shrouded in mystery to host sport events as sports evolves and becomes part of economic diplomacy.

Outstanding of these include the Kenya Power Lighting Company, Kenya Pipeline Company, Kenya Ports Authority, National Cereals and Produce Board, Coffee Board of Kenya, Kenya Sugar Authority, Kenya Posts and Telecommunications, National Sports Organizations and so on. Indeed, Kenya has been described as a "Superpower" in the sporting world based on her athletes' commendable performances in the middle and long-distance races (GOK, 2003).¹³¹ In addition to this, the ceremonial presentation of medals to Kenya's sportsmen and sportswomen following their victories at international sports events has helped a great in exposing the name of the country to the rest of the world.

Sport has continued to play an invaluable role of enhancing political tranquility in Kenya. It has been a neutral tool of minimizing political tension and differences, thereby, paving the way for collective effort towards the development of the various sectors of the country.¹³² The success of Kenya's sportsmen and women in international sports events has

¹³⁰ Ravizza, D.M., and Matonak, E. *Peaceful play: Strategies for resolution to conflict in sport*. Manual: Salisbury, Maryland, (2011).

¹³¹ Bhushan, N., Cheza Kenya. New spread International, Nairobi, (1988).

¹³² Ravizza, D.M. We played war, now we play peace: Findings from the field on sport and the reintegration of former child soldiers in Northern Uganda. *Sport and Peacebuilding Symposium*, United States Institute for Peace, Washington, DC, (2010).

earned Kenya pride, brought recognition and a sense of identity to the country and its citizens. Sport has been noted to leave ways to harmonic living when implemented with other broader objectives, to the extent that sports persons become ambassadors of peace. This success has been directly linked with perceived superior political institutions and governance of the country. The hoisting of Kenya's flag following victory at international sports tournaments is conceived as a great symbol of sovereignty of the country. The impressive performance of Kenya's athletes has earned further recognition for the country through the election and appointment of some of the athletes, officials of national sports federations and organizations to key positions of the regional, continental and international sports federations and organizations, including the International Olympic Committee.¹³³

5.4 Challenges of Sports diplomacy in advancing National Interests

The study further found that sports tact assumes an essential part in building relations among states in contemporary international relations, as it serves as a successful instrument in supporting national remote arrangement targets or a productive channel on occasion of political trouble. Sports diplomacy as a subset of public diplomacy or the operation of culture in support of Kenya's foreign approach objectives, to battle stereotyping, create common comprehension, and propel national notoriety and connections no matter how you look at it.

An official from the ministry of sport response to the question of the role of sports diplomacy in attaining Kenya's national interest was that different sports diplomacy dynamics if implemented well can be a strategic tool in the quest of all of Kenya's interests, the participants stated that it is the need to use various aspects of cultural diplomacy such as sports, which led to the public validation of a new post within Kenya's Ministry of Foreign Affairs called the cultural desk which was also brought up by Kenya's documented foreign

¹³³ Hazlewood Arthur. *The Economy of Kenya. The Kenyatta Era* (New York: Oxford University Press, 1979), p. 1.

policy. He stated that among other functions of the post, will work hand in hand with Ministry of Sports, Culture and Arts to actualize these sports, culture and arts as diplomacy tools. It will provide a platform abroad for the local Ministry of sports, culture and arts by thus elevating and promoting Kenyan culture with respect to cultural diplomacy. Sports and diplomacy are moving closer to one another with respect to representation in international relations. As an institution, diplomacy represents the business of peace, and the notion of international society amidst international anarchy. Through negotiation, and conciliation based on clear and accurate communications it embodies and diplomacy's 'open, genial and civil' practitioners are men and women that personify calm, self-control, patience and good temper.¹³⁴

International sport provides an arena for states to showcase various types of superiority, from their athletic prowess to the ideology of a particular system of state. Governments are well aware of the reach, power and audience of the masses that have for a long time been drawn toward sport and sporting festivals. In this respect, governments use sport as a tool, a diplomatic vehicle to spread a political message or to antagonize rivals.¹³⁵ Kenya has sought to advance its national interests not by defining the regional political agenda, but by taking the regional environment as a given and then making pragmatic, but cautious, efforts to ensure its economic and security interests.¹³⁶ Currently, Kenya has maintained a number of diplomatic missions abroad and has bilateral relations with all her neighbours, having signed bilateral trade and economic co-operation agreements with different states.

¹³⁴ Defrance, Jacques and Chamot, Jean Marc. (2008). The Voice of Sport: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World War, *Sport in Society*, 11 (4), 395 – 413.

¹³⁵ Gilbert, K. (2006) The Wrong-Way Around, In Wolff, E., et. al. (2006), (Eds.) Sport and Human Rights - ICSSPE Bulletin. Edition 43 pp. 57-59.

¹³⁶ Ibid, p 67.

The study further found that sports tact assumes an essential part in building relations among states in contemporary international relations, as it serves as a successful instrument in supporting national remote arrangement targets or a productive channel on occasion of political trouble. Sports diplomacy as a subset of public diplomacy or the operation of culture in support of Kenya's foreign approach objectives, to battle stereotyping, create common comprehension, and propel national notoriety and connections no matter how one look at it.

5.5 Chapter Summary

Kenya's national interest of being a regional leader in East Africa and Africa is based on the foreign policy of promotion of regional integration and resolution of conflicts by peaceful means which is a reflection of soft power maneuvers in articulating national interest. Kenya has unconsciously enhanced its interests internationally and within the region through Sports diplomacy.

As the study has revealed the potential for Sports diplomacy, regrettably there is no documentation on this strategy as a tool that can be utilized to achieve the maximum impact for Kenya using Sports diplomacy to advance her national interest outcomes. Kenya has prominent individual athletes who have the capacity to promote Kenya's national interest, regrettably, there is no strategy to engage them to serve as sports and goodwill ambassadors across the globe.

CHAPTER SIX: CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

6.1.1 Sports Diplomacy, Foreign Policy and National Interests

African states have over time been utilizing sports to advance their thoughts and to specific their disappointment over issues in a smooth way without fundamentally entering into a showdown. In spite of their key utilize of sports in worldwide relations, considers have appeared that they did not utilize it as a discretionary delicate control apparatus but absolutely as a coincidental activity, which had no bearing on discretion which is authoritatively utilized to execute remote approach of states.

Kenya is well endowed historically as a sporting powerhouse and has won major accolades in a number of different sporting disciplines. It has also acted as host of major sporting events and successfully bid to host these with the 2007 World Athletics Cross-Country Championships in Mombasa.¹³⁷

This underlines the need African state to involve the private sector and interested parties more aggressively towards the realization of success in commercializing and branding-Sports-Kenya.¹³⁸ This would be a worthwhile initiative in advancing Kenya's national interests through sports and sporting activities.

6.1.2 Sports and Cultural diversity

The study infers that with regards to Sport diplomacy, the arrangement style of every state is shaped by its own particular social "programme." As various social gatherings convey in an unexpected way, the way of life of a transaction similarly, the arrangement partly impacts on its cultural development and by extension on the interests of the nation.

¹³⁷ Manzenreiter, Wolfram and Horne, John (2004) *Football Goes East: The People's Game in China, Japan and Korea*, London: Routledge.

¹³⁸ Lenskyj, Helen Jefferson (2000) *Inside the Olympic Industry: Power, Politics and Activism*, New York: State University of New York Press.

6.1.3 New diplomacy

In the 21st century, non-state actors of various types are willing to participate in conciliatory techniques and practice an unmistakable kind of diplomacy in various capacities to boost the interests of the states, yet there are no policies on the rules of engagement.

6.1.4 Sports in relationship-building

Perceiving the significance of Sports diplomacy, numerous nations plan to progress and expand their social foundations abroad as a major aspect of their political systems and national interests. The study infers that Sports diplomacy is an essential part of remote arrangement, which contributes successfully to the dynamic mix and relationship-working among states and their societies.

In conclusion, if Sports diplomacy is to hold its place of vital significance as a soft power tool or strategy for advancing a states' foreign policy, it must fill the missing gaps and crevices in contemporary correspondences so as to contribute to national interests.

6.2 Recommendations

6.2.1 Policy Makers

This study aims to bring out areas of interest which the policy makers can pick up and formulate rules, regulations and laws which can assist in the advancement of national interests through foreign policy. This can also be done through improvement of policy and strategy of African states. Culture combined with sports can be utilized by state representatives to persuade other states on specific issues with respect to domain, exchange rights or other solid national interests.

6.2.2 Academic Reasons

The study has also created a platform where academic scholars have an opportunity as a point of reference to further knowledge in the field of Sports diplomacy with reference to

contribution of national interest outcomes. Kenyan scholars can focus on relationship-building with nations it plans to enhance its national interests with through Sports diplomacy: This can additionally be done through cultural diplomacy with target states. Kenya needs to engage its expansive Diaspora which is a soft power asset in linking its Sports diplomacy activities so as to make inroads in the discipline. This practice can be carried out for the most part with minimal effort, with high potential effect and impact on international relations.

6.2.3 Suggestions for further reading

This study suggest others research done at a global context should be done in non-government organizations, international sports diplomacy institutions, to link it to County development projects.

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APPENDICES

Appendix I: Questionnaire

Sports diplomacy in Africa with reference to Kenya

- 1.** What is the connection between sports and diplomacy?
- 2.** Can sports be used as a tool for advancing national interest?
- 3.** How does sport enhance the image of a given state such as Kenya?
- 4.** How can Kenya leverage of sports to advance its own national interest?
- 5.** What is the cultural importance of sports?
- 6.** What would be the best way in which athletics can be used to promote foreign policy issues in Kenya?
- 7.** How does your office help to promote sports in the utilization of foreign policy?
- 8.** What is the future of sports diplomacy in Kenya?
- 9.** What is the knowledge of Kenya's foreign policy?
- 10.** Cultural exchange in sports diplomacy in pursuit of foreign policy in Kenya?
- 11.** Final.

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G. Kalerwa

**GODFREY P. KALERWA MSc., MBA, MKIM
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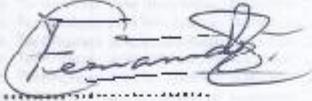
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