

UNIVERSITY OF NAIROBI
INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES

**THE ROLE OF SPORTS DIPLOMACY IN ENHANCING NATIONAL IMAGE: A
COMPARATIVE STUDY OF KENYA AND ENGLAND**

NAME: MBOYA VALENTINE AUMA

REG. NO: R50/35191/2019

SUPERVISOR: DR. PATRICK MALUKI

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILMENT OF THE
REQUIREMENT FOR THE AWARD OF MASTERS DEGREE IN INTERNATIONAL
STUDIES OF THE UNIVERSITY OF NAIROBI**

OCTOBER, 2021

DECLARATION

I, Mboya Valentine Auma, hereby declare that this research project is my original work and has not been presented for a masters degree in any university.



Signed..... Date *24th November, 2021*.....

Mboya Valentine Auma

R50/35191/2019

This research project has been submitted for examination with my approval as University Supervisor:



Signed..... Date *24/11/2021*.....

Dr. Patrick M. Maluki

Senior Lecturer

Institute of Diplomacy and International Studies

University of Nairobi

DEDICATION

I wish to dedicate this research project to my family Mr. Tom Mboya Okumu, Mrs. Phenny Susan Mboya, Silas Mboya Okumu, Kells Ouma, and Tatiana Snaider who supported me throughout the Masters programme. May the Almighty God abundance be with you all.

ACKNOWLEDGEMENT

Through God's blessings in health and the people, He positioned around me that I have managed to undertake this study and the whole course. I, therefore, give all thanks to the Almighty. To my supervisor Dr. Patrick. M. Maluki, I give special acknowledgment and appreciation for the guidance and input throughout the study despite the challenges of working remotely. I also extend my gratitude to my family members and friends for all your emotional and financial support. To all be Blessed.

TABLE OF CONTENTS

DECLARATION.....	ii
DEDICATION.....	iii
ACKNOWLEDGEMENT.....	iv
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF ABBREVIATIONS	xi
ABSTRACT.....	xii
CHAPTER ONE: INTRODUCTION AND BACKGROUND TO THE STUDY	1
1.0 Introduction.....	1
1.1 Background to the study	1
1.2 Statement of the problem	4
1.3 Research Questions	5
1.4 Objectives of the Research Study	5
1.4.1 General objective	5
1.4.2 Specific objectives	6
1.5 Literature Review.....	6
1.5.1 Theoretical Review	6
1.5.2 Empirical Review.....	8
1.5.2.1 The role of Sports Diplomacy in Enhancing National Image.....	8
1.5.2.2 Compare Strategies and effectiveness of Sports Diplomacy in Enhancing National Image in Kenya and England.....	13
1.6 Gaps in the literature review	20
1.7 Justification of the Study	20
1.7.1 Policy Justification.....	20
1.7.2 Academic Justification.....	20
1.8 Theoretical framework.....	21
1.9 Study Hypotheses.....	23
1.10 Research Methodology	23
1.10.1 Study Design	23

1.10.2 Study Site	23
1.10.3 Target Population	24
1.10.4 Sample size/Sample frame	24
1.10.5 Data collection method.....	25
1.10.6 Validity of data collection instruments	25
1.10.7 Reliability of data collection instruments.....	26
1.10.8 Data Analysis and Presentation.....	26
1.10.9 Ethical Consideration	26
1.10.10 Scope and Limitation.....	27
1.11 Chapter outline.....	28

CHAPTER TWO: THE ROLE OF SPORTS DIPLOMACY IN ENHANCING THE NATIONAL IMAGE IN KENYA AND ENGLAND 29

2.0 Introduction.....	29
2.1 Promotion of National Interests in Kenya and England	30
2.1.1 Sports Diplomacy in Advancing Economic Interest.....	34
2.2 Sports Tourism.....	38
2.3 National Branding through Sports Diplomacy	44
2.4 The Role of Sports Diplomacy in Fostering Integration.....	47
2.5 Foreign Development through Sports Diplomacy	50
2.6 Conclusion	51

CHAPTER THREE: STRATEGIES AND EFFECTIVENESS OF SPORTS DIPLOMACY IN ENHANCING THE NATIONAL IMAGE IN KENYA AND ENGLAND..... 53

3.0 Introduction.....	53
3.1 Strategies of Sports diplomacy in enhancing national image in Kenya and England	54
3.1.1 Hosting Mega-Events.....	54
3.1.2 The use of Sports Ambassadors.....	56
3.1.3 Sports Superiority	61
3.1.4 Sports tourism	65
3.1.5 Sports investment and Sport Aid	66

3.2 Effectiveness of Sports Diplomacy in Enhancing National Image.....	67
3.2.1 Development due to Sports diplomacy	69
3.2.2 Improved state relations through Sports Diplomacy	70
3.3 Conclusion	72

CHAPTER FOUR: CHALLENGES OF SPORTS DIPLOMACY IN ENHANCING THE NATIONAL IMAGE IN KENYA AND ENGLAND 73

4.0 Introduction.....	73
4.2 Demographic Characteristic of the Respondent	74
4.2.1 Age of the Respondents	75
4.3 The Role of Sports Diplomacy in Enhancing the National Image.....	75
4.3.1 Can sport be used as a tool for advancing National Image?	75
4.3.2 In what ways does sports promote a country’s image?.....	77
4.3.3 How have Sports promoted Kenya’s national image?.....	77
4.3.3.1 How have sports promoted England’s national Image?	79
4.4 Strategies and Effectiveness of Sports Diplomacy	80
4.4.1 How have Kenya and England utilized hosting Mega events to enhance their national image?	80
4.5 How has Kenya used sports Ambassadors to enhance its National Image?.....	82
4.5.1 How has England used Sports ambassadors to enhance its National Image?.....	83
4.6 How has Kenya used superiority in Athletics to enhance its national image?	85
4.6.1 How has England used superiority in Football to enhance its national image?.....	86
4.7 How has Kenya used Sports tourism to enhance its National Image?.....	87
4.7.1 How has England used Sports Tourism to enhance its National Image?	89
4.8 How effective are these strategies in enhancing the National Image in Kenya and England.	90
4.9 Challenges of Sports diplomacy	92
4.9.1 What has been the effect of lack of resources on sports diplomacy in Kenya?.....	92
4.9.1.1 What has been the effect of lack of resources on sports diplomacy in England?.....	94
4.10 What has been the Effect of COVID-19 on Sports Diplomacy in Kenya and England	95
England	96
4.11 What has been the effect of doping on sports diplomacy in Kenya?.....	97

4.11.1 What has been the effect of doping on sports diplomacy in England?	98
4.12 What has been the effect of travel advisories on sports diplomacy in Kenya?.....	99
4.12.1 What has been the effect of travel advisory on sports diplomacy in England?	100
4.13 What can be done better to ensure the challenges facing sports diplomacy are minimized?.....	101
4.14 Conclusion	102
CHAPTER FIVE: SUMMARY, CONCLUSION, AND RECOMMENDATIONS	103
5.0 Introduction.....	103
5.1 Summary of the Findings.....	103
5.1.1 Examine the Role of Sports Diplomacy in Enhancing the National Image in Kenya and England	103
5.1.2 Compare the Strategies and Effectiveness of Sports Diplomacy in enhancing the National Image in Kenya and England	105
5.1.3 Challenges of Sports Diplomacy in Enhancing the National Image in Kenya and England	106
5.2 Conclusion	108
5.3 Recommendation	109
5.3.1 Policy Recommendation	109
5.3.2 Academic Recommendation	110
5.3.3 Suggestions for Further Reading	110
REFERENCES.....	111
APPENDICES.....	118
APPENDIX I: RESEARCH QUESTIONNAIRE	118
APPENDIX II: INTRODUCTORY LETTER.....	124
APPENDIX III: RESEARCH PERMIT	125
APPENDIX IV: ANTI PLAGIARISM REPORT	126

LIST OF TABLES

Table 4.1: Response Rate.....	74
Table 4.2: Age Bracket of the Respondents.....	75
Table 4.3: How sports have promoted Kenya’s National Image.	78
Table 4.4: Rating the effectiveness of the strategies in enhancing the national image in Kenya and England	91
Table 4.5: How can the challenges be maximized.....	101

LIST OF FIGURES

Figure 4.1: Response	76
Figure 4.2: How Sports has Promoted England’s National Image	80
Figure 4.3: How has Kenya used sports ambassadors to enhance its national image?	83
Figure 4.4: How has England used Sports Ambassadors to enhance its National Image?	84
Figure 4.5: How has Kenya used Superiority in Athletics to enhance its National Image	85
Figure 4.6: How has England used Superiority in Football to enhance its National Image	87
Figure 4.7: How has Kenya used Sports Diplomacy to enhance its National Image?	88
Figure 4.8: How has England used Sports Tourism to enhance its National Image	90
Figure 4.9: What has been the Effects of Lack of Resources on Sports Diplomacy in Kenya.	94
Figure 4.10: What has been the Effect of Lack of Resources on Sports Diplomacy in Kenya	95
Figure 4.11: What has been the Effect of COVID-19 on Sports Diplomacy in Kenya and England.....	96
Figure 4.12: What has been the Effects of Doping on Sports Diplomacy in Kenya.....	97
Figure 4.13: What has been the Effect of Doping on Sports Diplomacy in England	98
Figure 4.14: What has been the effect of travel advisories on sports diplomacy in Kenya	99
Figure 4.15: What has been the Effect of Travel Advisory on Sports Diplomacy in England	100

LIST OF ABBREVIATIONS

AFCON	Africa Cup of Nation
BBC	British Broadcasting Corporation
CECAFA	Council for East and Central Africa Football Association
COMESA	Common Market for Eastern and Southern Africa
EGH	Elder of the Order of the Golden Heart of Kenya
EPL	English Premier League
FCDO	Foreign Commonwealth and Development Office
FDI	Foreign Direct Investment
GDP	Gross Domestic Product
IAAF	International Association of Athletics
KCB	Kenya Commercial Bank
KDF	Kenya Defence Forces
KPL	Kenya Premier League
LEAP	Leadership and Excellence in Athletics Programme
MSE	Mega Sports Event
NAFTA	North American Free Trade Agreement
SADC	Southern African Development Community
SK	Sport Kenya
TAP	Targeted Assistance Partnership
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNICEF	United Nations International Children's Emergency Fund
WTO	World Trade Organization

ABSTRACT

The overall aim of this study was to examine the dynamics of sports as an avenue or diplomatic instrument to enhance the national image. This study aimed to explore and analyze the great potential sport has in enhancing the national image of both Kenya and England in the international arena. To achieve this, the study was guided by the fundamental objectives of establishing the utilization of sports diplomacy in enhancing the national image by doing a comparative study of Kenya and England. The specific objectives of the study included the role of sports diplomacy in enhancing the national image in Kenya and England, to compare the strategies and effectiveness of sports diplomacy in enhancing the national image in Kenya and England, and to analyze the challenges of sports diplomacy in enhancing the national image in Kenya and England. To do so the study applied the theoretical framework based on liberal theory guided by the works of Immanuel Kant, and Jeremy Bentham and soft power theory whose key proponent is Joseph Nye. The above theories helped in the analysis of how Kenya and England have both applied sports diplomacy as a key strategy to enhance the national image. The study findings indicated that sports diplomacy is important in enhancing the national image hence it is important for the policymakers, and the academic point of reference to understand the role of sports diplomacy in enhancing the national image. The study used both quantitative and qualitative data collection and analysis and purposive sampling in explaining how sports diplomacy can be used in enhancing the national image of Kenya and England. The study used both primary and secondary data to understand the role sports play in enhancing the national image in Kenya and England. The study concluded by stating the significance of sports diplomacy and the contributions it has achieved for Kenya and England.

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.0 Introduction

Sports diplomacy is a strategy that is used to enhance a state's attractiveness. England for instance has managed to effectively utilize their sports to enhance their image. This shows that sports can bring the element of a state's identity, culture, and ranking in the global arena. It also promotes interaction, integration, cohesion, togetherness, which is the foundation of the international outlook. Sports diplomacy involves the participation of both state and non – state actors, in the process of achieving economic, social, political ties in the international system. Sports is a major international event that is given attention by millions across different regions and continents, it brings together people from different races, religion, ethnic backgrounds. Sport is also used as an enabler in terms of outside arrangements, which range from political, economic, and social reasons. In particular, this study looks at the growing field of sports and how states can utilize it as a tool or avenue of achieving their national interests at the same time promoting and improving their national image.

1.1 Background to the study

A state advances its national interests through various means which include but are not limited to diplomatic/political, economic, cultural as well as military instruments. These tools constitute part of the pillars of a nation's foreign policy framework. A nation's foreign relation is a means through which a state interacts with other like entities in the effort to achieve its national interest.¹ The most important thing for any given state is to achieve its national interest to the maximum

¹ John T. R, "International Politics on the World Stage," (4 th edn), (Connecticut, USA: The Dushkin Publishing Group, Inc., 1993)

regardless of what the state has to do to achieve the interest, borrowing from the realist's scholars there assumptions is that morals don't count and any given state will be ready to go to war if it means to achieve its national interests. Moving away from the use of force to attain national interests, sports come into place as an alternative, bringing more of a comparative and a friendly approach.

Sports present an avenue where states can relate and interact without necessarily having any political intentions. Sports as an event is enjoyed across the globe Kenya included. Kenya boasts various sports activities like rugby and athletics where they are recognized worldwide as a powerhouse. When engaging in these kinds of sports, the image of the country is always being uplifted in the international arena and it has brought a sign of national pride. Sport is a global event that can bring different states together to compete with or against the other. This leads to the instant creation of strong bonds between the States involved. Kenya and England for example have developed a friendly rivalry in rugby. Likewise, Kenya and Ethiopia are longtime rivals in athletics. Sports has become a peaceful way through which states interact and engage with each other hence it has been termed as a great soft power tool.²

In the 21st century, states are embracing soft power as opposed to hard power. Military and coercion are a thing of the past in the new international order. Soft power is widely being used as the most suitable tool for states to engage and pursue their interest in an international system that is characterized by continuous cooperation under various international organizations and institutions.

² Stone D., 'Does Sport Diplomacy Work?', National Geographic., [2013]:

States are engaged in multilateral relations with each other in the international community through the use of international organizations and this is achieved by the international community. Various international organizations play key roles in bringing States together. The United Nation for example is keen on bringing States together since the only requirement to be a member is that a state has to be peace-loving in the international system. However, most of these international organizations are political of sort or carry with them some political undertone. For a long time, sports have been the only avenue where states interact innocently without any political agenda, except for a few incidents that will be discussed in this study. This, therefore makes sports a good soft power tool that the state can use to enhance its foreign relations.³ One such sports organization is the international Olympic committee. The only organization that has managed to bring sports that are professional to one place at the same position is the International Olympic Committee (IOC) since sports have also their international sporting organization for different types of sports. The states have built their rapport through the International Olympic Committee since it is the most competitive internationally.

The modern Olympic movement is bringing about a peaceful and better world which is started in the Olympic charter. States have identified themselves with sports. Sports can be defined as a political and diplomatic ground where sports can be parodied with politics and the reverse is true. This simply implies that in case two nations have poor relations; sports can act as diplomacy where it can be applied as a tool to reduce arguments and to promote solid relationships. Sports can also improve the momentum of diplomacy in cases where the relations have started to improve. After the Great War, the organized first boycott by allied states on sports brought about the betrayal of

³ Stuart M., *The Two Halves of Sports-Diplomacy*, (Diplomacy & Statecraft, 2012)

sport spirit since the athletes become slaves to political internationally. Since the non-political aspect of sports was robbed. The sports body or Olympic committee cannot avoid States with characteristics of political arbitration. Since then, sports have grown to be a political instrument and also a means of putting on pressure on diplomacy. This will result in the remembrance of the teachings of the democratic states. The policymakers should not forget the aspect of national interest, which is a very important concept. It is essential since it positioned the foreign and the domestic policies on the national policy framework and it is also a requirement for shortsightedness and partisanship of politics. The idea of Kenyan national interest, which is in three levels, that is the East African, sub-region, Africa, and the world is mainly concentrated in the aspect of peace and security, governance, human right, and development. Due to the increase in a smaller global community, the meaning of national interest should not only mean the good of the international community but also the good service to the state and other states together with non-state actors. The statement of neuchterlein states that the policy of a foreign country should have a self-interest strategy, which the state has to select to guard against the interest of the nation to achieve the objectives of international relations.

1.2 Statement of the problem

Sports play an important role in fostering national image and participation. However, data to date suggests that Africa has not sufficiently used sports to accomplish their objectives and to develop their diplomatic image and presence globally. In particular, Kenya has been unable to utilize sports diplomacy to enhance her image internationally and use this to advance her national interest like England. With the advent of new problems and actors in the world arena of the 21st century, the uncertainty of the social climate of advancing national interests necessitates the inclusion of sports.

Sports, in particular, are and have become a valuable instrument of diplomacy that, when used properly, can add to a state's national pride and image creation.

Hanlod and Maylon view diplomacy as the tool that encourages mutual interactions with the key objective of ensuring cohesion, peace among states, individual groups, organizations (which involves non – state actors) in the international system. Diplomacy is also viewed as a way of peaceful negotiation and is a general art in conducting the affairs of a given state using representatives.⁴ Therefore, sports diplomacy is one of the tools that should be used to enhance a state's image.

1.3 Research Questions

- i. What is the role of sports diplomacy in enhancing the national image in Kenya and England?
- ii. To what extent is sports diplomacy effective in enhancing the national image of Kenya compared to England?
- iii. What are the challenges of sports diplomacy in enhancing the national image in Kenya and England?

1.4 Objectives of the Research Study

1.4.1 General objective

This study aims to establish the utilization of sports diplomacy in enhancing the national image by

⁴ Maylon, Hanlod ,World Sport , A Reference Handbook (Santa Barbara, CA ; ABC – Clio, 2012) p. 31

doing a Comparative Study of Kenya and England.

1.4.2 Specific objectives

- i. To examine the role of sports diplomacy in enhancing the national image in Kenya and England.
- ii. To compare the strategies and effectiveness of sports diplomacy in enhancing the national image in Kenya and England.
- iii. To analysis the challenges of sports diplomacy in enhancing the national image in Kenya and England.

1.5 Literature Review

This section of the study will give an overview of the available relevant theories. The review will be done thematically as per the study's objectives and will be in two main parts the theoretical and the empirical.

1.5.1 Theoretical Review

A number of theories are important to help in explaining understanding the role of sports diplomacy in enhancing national image of Kenya and England. Immanuel Kant, Jeremy Bentham, and Giuseppe Mazzini, among other classical liberal philosophers, foresaw that the establishment of international institutions would benefit states in cultivating trust among themselves and promoting cooperation and peace. Sports diplomacy in international relations and how it is used to advance national interests is best explained by liberal philosophy. It emphasizes state collaboration and the use of a more peaceful way in achieving the national interests of any

particular state rather than the use of coercion or force. liberal gives a picture of international relations that is large, seemingly all-inclusive that includes not just states, but also international and non-governmental organizations, as well as the often cross-cutting networks that connect them.” According to Robert Keohane, “liberalism emphasizes institutionalists' endeavor to understand politics to construct institutions that would foster collaboration, welfare, and human rights.” International sports are largely facilitated by international entities that operate as actors on behalf of governments. Sports diplomacy may entail governments joining together in their regions or internationally through international organizations.⁵

The Soft Power theory was presented by Joseph Nye in the nineties at the end of the Cold War. This theory is mainly concerned with the ability of the state to persuade, attract and promote cooperation using persuasion, instead of force. The defining features of soft power are as follows; development of Infrastructure, the culture of a country, political values (if we compare a democratic and a dictatorship type of government, the democratic government are always attractive), foreign policies (how conducive is it in regards to the relations with other states), giving incentives to foreign students and foreign investors, the removal of trade barriers.

This theory is applicable since sports are used as a tool for persuasion by a nation, to make itself appear favorable to others, to bring forth mutual and productive relationships. It should be appreciated that for instance negotiators and worldwide sports individuals are both first-class groups who go overseas for their nations, addressing a domestic gathering of people and exhibiting

⁵ Keohane, R.O., ‘Power and Governance in a Partially Globalized World’ (London: Routledge, 2002)

high value plus capacity amongst various states.⁶ Sports personalities when they appear in a stadium are often seen as ambassadors of their respective states, and when they win medals, they may seem to persuade other nations of the good side of a given state, and hence the state may be viewed more positively.

1.5.2 Empirical Review

1.5.2.1 The role of Sports Diplomacy in Enhancing National Image

The existence of sports diplomacy in states has been there for many years but its important functions in foreign relations have not been acknowledged. Its growth has been slow although many of the states engage themselves in international sports. This idea of conducting international relations came through after World War 1 in the minds of politicians as a way of doing so. The founder of modern Olympic organization Pierre de Coubertin, the most known and recognized event of international sport, acknowledges the role played by the international sport in international relations. The notion of the Olympics was promoted after his statement that wars should be substituted with sports competitions and also should organize their competitions in stadiums instead of fighting against themselves. He also stated the main cause of war between nations to be a lack of understanding between nations and different races.⁷

Sport is an inclusive dialect that is common to all individuals around the world and it is easily understood by most people in terms of worldwide recreations, gatherings, and relaxation. Globally sports occasions give a theoretical opportunity for states to showcase their ability and prowess,

⁶ Wilson, E. J. *Hard Power, Soft Power, Smart Power*. (ANNALS of the American Academy of Political and Social Sciences, 2008)

⁷ Riordan, James, and Krüger, A. *The International Politics of Sport in the 20th Century*. (London: E & FN Spon, 1999)

through sports persons who demonstrate extraordinary achievements and therefore making their respective states be perceived in a very positive light.⁸

Sports diplomacy is important in utilizing sports, which is considered a common bond amongst people of different colors, races, geography, or even religion. Sports can be used to change perceptions and opinions amongst states, in China, after the Beijing Olympics of 2008, many felt that the state was becoming more open, and as a society, it had a lot to offer the outside world. sports are 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 side of the colonial wars in Mozambique, Guinea, and Angola successfully battled it out on the football pitch.⁹

In the context of Africa, it brought almost a major platform within the state's social financing and political structure. This activity by a few nations stayed adversely on the self-centered national interface for South Africa. Successful sports in South Africa, at that point and presently, and it has encouraged the fast advancement of the state in Africa. Maguire argues that Sports diplomacy usually entails the use of sports as an influencer of diplomatic exercises and social activities, diplomatic, economic, and political activities, on behalf of various states, individuals, and groups. Sports diplomacy can thus be used to enhance the national development of a given state. Sports discretion moreover implies and incorporates wearing occasions as a portion of political discussion which boosts the national image.¹⁰

⁸ Ibid

⁹ Qingming, Z., Sports Diplomacy: The Chinese Experience and Perspective. (The Hague Journal of Diplomacy, Martinus Publishers. 2013)

¹⁰ Promoting African Sports Diplomacy Through Football: <https://www.kenyaembassy.org.tr/en/blag/2013/african-sports-diplomacy>

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 its story in such a way that will attract a lot of positive attention that can be applied to accelerate national development. Kenyans can thus use sports to transcend through all the barriers to unite people, states, and organizations, multinationals, and even cooperation. In addition, participation in sports aids in the cultivation of other positive virtues among citizens of a given state which can be greatly applied for the greater development of national aspirations.¹¹

The image of Kenya recently has not been good globally due to its international politics for example the international criminal case that surrounds the leaders of the county. The security of Kenya has been threatened by such events and this has forced the nations to apply more force through the military to bring the state on its position. It has also brought the effect of being dictated the issues of political situations by other states. When Kenya has a good relation with other states it's a matter of national interest since it brings friendship hence attracting foreign investors. Kenya is therefore being advised not to engage itself in this external conflict but instead, use sports as a way of bringing friendship. Its profile and good identity can be created through sports diplomacy to dominate in east Africa and Africa at large. Therefore, states can identify themselves locally, regionally, and internationally through sports as a decisive factor to shape one's country. Harvey says that sports are the main molders of national unity and collective identity. It was clearly stated by Eden that modern sports are the ground where nations socialize their citizens, share their symbolic codes and dominant culture, and also thought their citizens how to confirm the beliefs

¹¹ Mc Evoy C, (2013), 'shifting Priorities Kenya's changing approach to peace building and Peace making.' NOREF Report

and values that are dominant in the larger society.¹²

It also provides a legal ground where peaceful legal grounds where nations come together and present an opportunity to challenge each other peacefully and fairly in the statement of naught he says that in the increased and unified but still divided world, sports have become focal points of high demand that symbolizes beyond the results as far as sports competitions are concerned. These include Olympic Games and the FIFA soccer world cup.

Recently, most developing countries have involved themselves in hosting sports events and this portrays the public diplomacy practiced by these nations which demonstrates soft power capabilities and also pursues its further enhancements. Such soft powers should be applied in Africa since it is not able to compete in the military hence recommending sport to gain international prestige. In 2010, South Africa hosts FIFA and through this, it is successful in the bidding process which is a very remarkable improvement. It enables their people to reach the level of international grounds an incredible power and introduces the new order of things. The expression of ideas and other issues has usually been done in Africa through sports. Studies reveal that it is mostly not used as a diplomatic tool but mainly their strategy uses their strategy in international relations. The foreign policy of the state is mainly implemented by diplomacy. Sports diplomacy mainly represents activities of diplomats which are conducted by sportspeople on behalf of the government and also in the involvement of the government.¹³

¹² *ibid*

¹³ Nauright, J. Bholu Lethu: *Football in Urban South Africa : Football Cultures and Identities*, (Macmillan Press Ltd, London, 1999)

The vision of Kenya which is peaceful, prosperous, and globally competitive Kenya can be achieved through the use of sports diplomacy which is an innovative way to achieve foreign policy.

This idea has promoted the industry of tourism in Kenya although they have to impress sports diplomacy in her foreign policy and through this, the economy of the nation has greatly improved, and also development sector has grown. This is all a result of sports. Kenya hosted the 4th all African games in 1987 in Nairobi and this was the main tool of tourism attraction and foreign investors in Kenya. They have also brought close relations to the heroes of the athlete who compete with them and also learn from them this also brought about good personal relationships with other members of different States. The hosting process also built a legal ground for the nation to create a friendly zone with other African nations. The observation of masque reveals that the tool for socialization and culture of people is reflected through sports. It has also been identified as a tool of national unity as it brings nations together to compete peacefully this also portrays its symbol of national unity through culture sharing and many other activities people of different diversity when they came together they may engage themselves in. Through sports, the 42 tribes of Kenya and other religions with different racial backgrounds have been joined together. Through this, the state can conduct development activities due to the peace that is in existence.¹⁴

The borders of Kenya are opened to the outside world when it hosts sporting events both regionally and internationally, hence promoting a prestigious nation. For example, in 2013 it hosted the CECAFA (Confederation of East and Central African) championship and through this cooperation among nations has been promoted. The host and win it and this has proven their soft power. Since

¹⁴ Mc Evoy C, 'shifting Priorities Kenya's changing approach to peace building and Peacemaking.' (NOREF Report, 2013)

1956, Kenya has register successful sportsmen and women and through this Kenya has been involved in the Olympic Games which has resulted in the nation a lot of recognition from the rest of the world. It is termed as a home useful long and short-distance runner and this is the positive image shown by the nation in the outside world. Kenya is termed as a powerhouse due to its athlete's good performance in the long and short races. This is a positive result in international relations as far as athletics in Kenya is concerned.¹⁵

The States sportsmen and women have been termed good ambassadors since they showcase the culture of the county and also legitimate her sincerity to the world and challenge the critics through sports diplomacy. They advertise the nation through their participation in the international tournament. Internationally, they have sold and provided a public image to the name of the country. Although sports offer all this to the county it has not been given the respect it deserves within the country. They use sports in international relations in an unorganized way. Therefore, states have to implement sports diplomacy not only implementing sports in foreign policies places under the cultural pillar.¹⁶

1.5.2.2 Compare Strategies and effectiveness of Sports Diplomacy in Enhancing National Image in Kenya and England

The two key strategies that nations use in sports primarily in foreign relations include, selling themselves and improving their image and also penalizing their international behavior which they do not agree with. A nation that provides a good way to know when the new liberated county

¹⁵ Ibid

¹⁶ Mwisukha A, Njorai W.W.S. & Onywera. V.O., 'Contribution of Sport Toward National Development In Kenya'. (East African Journal of Physical Education, Sports Science, Leisure and Recreation Management, 2003)

applied sport to implement policy without sports diplomacy is Tanzania. During the apartheid years in South Africa, the use of boycotting the African States was common. Many states in Africa were involved in different liberation movements. They applied economic sanctions, aid provided to them, and to some extent, they used military force.

Sport is the tool that is being used worldwide to promote international relations, peace, and prosperity. Murray says that the difference between sports diplomacy and traditional diplomacy is that sports diplomacy is active, original, and also engages the public at home and those abroad that the state diplomacy is not elite, aloof, and outdated like traditional diplomacy but terraforming to increase the ne diplomatic connections and opportunities that are being offered in the twenty-first century.¹⁷ States can also use international sports as a tool of promoting culture and also the ground of demonstrating similarities which hence bring states together, people and also make a way to eventual public policy both at home and abroad. Pierre says that a sport is a simple hobby owned by a state. Which the ambassadors are the athletes and also they are the official representatives of a national culture of a particular state. There is a connection and solidarity between people and sportsmen. Since athletes are the main actors in sports diplomacy, the participation of states in international sport has greatly increased. Sportsmen have a great influence on the people hence the state uses them to encourage national unity development and promote their national prestige and image. This has been achieving by many great political states. Sports being a global phenomenon, it is being understood by both the participants who compete for internal and external prestige and legitimacy.

¹⁷ Murray S., 'Sports Diplomacy In The Australian Context: A Case Study Of The Department Of Foreign Affairs And Trade'. (Sports Law eJournal, 2013)

According to Dargin, the occurrence of international sports events, the arena of States are offered to compete with each other in the global sporting arms race to gain international prestige by means other than military and economic power. The use of sport as soft power is the liberal perspective. Sports also promote international cooperation, implementations on international organizations so a stop shapes the state policy. The idea of liberals to reduce conflicts is by increasing the international institutions and also increases interdependence such as an economic and cultural exchange.¹⁸

The growth of sports in international relations has been very slow. According to the Australian government, the important aspect of sports diplomacy has increased in the field of diplomatic values and also the global sports field which is a growing industry. Sports played a vital role in shaping the state's identity, values, and culture since it is the universal language that is known by all. Sports can also be used as a tool of building trust among States since its values which include competition, teamwork, and fair play are both accepted by all nations.¹⁹

International sports institutions increase the corporations among states. This cooperation includes the International Olympic Committee (IOC), Federation International de Football Association (FIFA), and International Association of Athletic Federation (IAAF). The main members of these international sports organizations are the states we also have the emergence of non-state actors which takes the center stage in sports. The federation within the state is what represents it and not by the government who may try to reduce the effect of politics in sports. The relationship between

¹⁸ Ushkovska M., 'Diplomacy and Lobbying: Methods for Securing National Goals. In Macedonian', (Unpublished Master's thesis, Skopje: Ss. Cyril and Methodius University, 2013)

¹⁹ Nauright J., 'Selling Nations to the World through sports: Mega-Events and Nation Branding as Global Diplomacy', (PD Magazine, 2013)

the International Olympic Committee and the United Nations is very close. And through this, the United Nations has created the office of sport for development and peace in the years 2001 and 2009 which the IOC was granted the permanent observer in the General assembly at the UN. This was emphasized by Ban Ki-moon at the Olympic Congress, that the UN and the IOC by the independent nature of sporting organizations have been given threats for a very long time since the nation's refuses to come to an agreement that the organization has no direct control over the federation that conduct these sports in states. Pierre says that the policies of the state that are foreign have tried to interfere in the events of international sports and organizations. This was seen in 1920, where some politicians were suggesting that it is possible for the IOC can be converted to be part of the League of Nations. They based their suggestions on the fact that they both pensive pacifism and internationalism.²⁰

Many states perceive sports as a legal ground where peace and friendship are being promoted among people. Since sports and diplomacy have the same character of representation, it is not that their collaboration is a surprise. They usually point to each other. Their representatives are both patriots representing their nations as an international duty whether it is official or not both sport and people who are diplomats want to win for their state. This reveals the main reason for the participation of states in international sports is to achieve national unity, identity, pride, and building the nation.

In 2008 during the Olympics in Beijing, Kenyan athletes shone when it came to athletics, particularly in the long-distance marathon, which Kenya has dominated for a long time. There was

²⁰ IOC. 'IOC Made UN Observer'. (Olympic Review: 2009.)

an immediate reaction to how excellent Kenya came on top of the world. This pushed the national image and many wanted to know more about Kenya. Sports was very effective at this point in highlighting Kenya to the world.²¹ On the other hand, when we talk about Football the first thing to mind is the English Premier League (EPL), where we have the likes of Manchester United, Chelsea, Liverpool, Arsenal which are recognized globally and attract huge following and fanbase. It has also impacted both the economic and social sector of the country this has made England so attractive to the rest of the world.²²

In Kenya, sports have been used as a tool to advance its national interest and image this was seen during the United Nations Security Council's non-permanent seat campaign where it used its sportsmen as ambassadors for example Eliud Kipchoge.²³ Ahead of the United Nations Security Council elections, the reigning Olympic champion made a passionate appeal to the rest of the world to support his home, Kenya rather than regional neighbor Djibouti.²⁴ This was one of the strategies used by Kenya to attain the seat, which in the end worked. The same can be said for England it has some of the best internationally recognized sportsmen who have been selected to be ambassadors of various United Nations activities hence promoting the image of the country, for example, David Beckham who is Goodwill Ambassador for United Nations International Children's Emergency Fund (UNICEF).²⁵ He has a fund that caters to vulnerable children, during this global pandemic he has been on the frontline to make sure the vulnerable children can be vaccinated.

²¹The Ministry of sports, culture and Heritage

²² Sam, J. The Football Business and the Merseyside Economic, Football Industry Group. Retrieved on 20 March 2013 from: <http://www.liv.ac.uk/footballindustry/impact.htm> (2013)

²³ <https://www.theeastafrican.co.ke>

²⁴ <https://www.sportsnews.africa>

²⁵ <https://www.unicef.org>

One of the key strategies where sports diplomacy has come in handy is in terms of peace; this is because in the global arena Kenya is known for being a peaceful state. This has also been promoted by sports, Kenya having forty-two tribes with diversity in doing activities sports promoted togetherness. One of the events where sports promoted peace was after the 2007-2008 post-election violence where an initiative was started and promoted by renowned athletics across the country known as “Run for Peace”. This was a form of peace-building and reconciliation exercise in Kenya, which was applauded internationally.²⁶

Sports diplomacy is one tool that is used for national branding, sportsmen, women who have done extremely well in their respective sports bring this about, and their achievements are amicable, which the outcome is fame towards the sportsperson, hence promoting the image of the country. In Kenya, we have sportsmen who have joined international teams and are playing exceptionally well, for example, Victor Wanyama (one instance is in 2012 when he scored against Barcelona), and Michael Olunga. Being that they are recognized internationally this has influenced national image positively. In England, the likes of Marcus Rashford a footballer who plays for Manchester United has formed a task force with the majority of the biggest food brands in the United Kingdom to make sure children do not die because of lack of food and to be able to go to school with the availability of food and to tackle child food poverty.²⁷ This initiative has been supported across the world and everyone who is can chip in through with the donation, This is mainly because he is a renowned player and so he automatically attracts a certain amount of attention internationally hence promoting the image of England with his Foundation.

²⁶ Anderson D and Lochery E. Violence and exodus in Kenya’s Rift valley: Predictable and preventable? *Journal of Eastern African Studies* 2(2): 328-343 (2008)

²⁷ <https://www.bbc.com/news/uk-53979648>

One of the most credible moments in Kenya was during the curtain closing in Rio de Janeiro 2016 when Eluid Kipchoge won the gold medal and when he was being awarded the gold medal the National Anthem was played and the world fell in love with the anthem. Twitter on that day went crazy as the world was congratulating Eluid at the same time admiring the national anthem. Some of the comments were on how the national anthem is the most beautiful in the world. This is how sports diplomacy enhanced the national image of Kenya as more people wanted to know more about the country with such an amazing anthem.²⁸

There is the sevens rugby where both teams from Kenya and England have been rivals for a very long time. When it is time for competition each country supporting its own to beat the other, this one has caught international attention. Making the international community interested in the country's performance.²⁹ This has worked to the disadvantage of both countries, they are rivals in the field but when the game is done sports diplomacy brings them together as they share something in common the love for rugby.

Both Kenya and England have put in strategies of sports diplomacy to make sure that at every chance they get they use sports diplomacy to drive more people into the countries which have been very effective most people initially did not know where Kenya is located but just by the mention of athletics the country can stand on its own.

²⁸ <https://www.standardmedia.co.ke>

²⁹ International Rugby Board (IRB). IRB Sevens 2004/2005 series review. A Statistical Review and Analysis of the Sevens Legs of 2004/2005 Tournament IRB, Wales (2005)

1.6 Gaps in the literature review

The above literature was done thematically as per the research objectives. This enabled the study to delve deeper into the study topic and understand the various studies done on the research topic. Few studies have been done to analyze the role of sports in foreign relations especially of African countries like Kenya. The few available sources give a general overview of the nexus between sports and diplomacy. This is relevant and important to the study given diplomacy is a tool of foreign policy. However, the literature reviewed fails to give an account of how sports can be used to enhance Kenya's international image. This study therefore will aim to fill the knowledge gap in the subject area. The concept of sports as a tool for enhancing Kenya's image has not been researched.

1.7 Justification of the Study

Sports is an important aspect of human interaction while the national image is an important aspect of state relations. This study therefore will be important in understanding how sports can be used to Kenya's image internationally.

1.7.1 Policy Justification

This study will be informative to policymakers when it comes to appreciating the role sports can play in enhancing the national image. The findings of this study will add new knowledge to policymakers, as the study will give suggestions on how best sports can enhance Kenya's image.

1.7.2 Academic Justification

This study seeks to understand the role sports can play in enhancing a country's image. Few studies

have been done to analyze the role of sports in enhancing image internationally. Therefore, the study findings will aim to fill the gap. Sport can and has the potential to impact the image of a country and can be used as soft power tools for states to achieve their national interest. However, the concept of sports as a tool for enhancing Kenya's image has not been widely researched. The aim of this study hence is to give a deep scholarly understanding of the study topic. In this way, the study will provide data on the role of sports in enhancing Kenya's image.

1.8 Theoretical framework

The study will be best explained through liberal theory and soft power theory. The liberal theory explains the aspect of sports diplomacy as a means of ensuring collaboration and peace among states. The soft power theory on the other hand explains sports diplomacy as one of the tools used by states to advance their national image through non-coersive power. Therefore the two theories complement each other.

Immanuel Kant, Jeremy Bentham, and Giuseppe Mazzini, among other classical liberal philosophers, foresaw that the establishment of international institutions would benefit states in cultivating trust among themselves and promoting cooperation and peace. Sports diplomacy in international relations and how it is used to advance national interests is best explained by liberal philosophy. It emphasizes state collaboration and the use of a more peaceful way in achieving the national interests of any particular state rather than the use of coercion or force. liberal gives a picture of international relations that is large, seemingly all-inclusive that includes not just states, but also international and non-governmental organizations, as well as the often cross-

cutting networks that connect them.³⁰

Liberal theory best explains sports diplomacy in international relations and how it is applied to bring about national interest. It focuses on the cooperation of states in a peaceful manner and how much a state can gain in terms of work in harmony with one another. International sports are made possible due to international institutions which engage states as actors. Sports diplomacy may involve states uniting in their regions or globally under international organizations. The liberal theory however relevant does not explain sports diplomacy as a tool of foreign policy used to pursue state interest in the international system. This is where the Soft power theory comes in.

The study further applied Soft Power as a theory to explain the use of sports diplomacy as a soft power tool. Soft Power theory was presented by Joseph Nye in the nineties at the end of the Cold War. This theory is mainly concerned with the ability of the state to persuade, attract and promote cooperation using persuasion, instead of force.

This theory is applicable since the sport is used as a tool to enhance Kenya's image, to make itself appear favorable to others, to bring forth mutual and productive relationships. It should be appreciated that for instance negotiators and worldwide sports individuals are both first-class groups who go overseas for their nations, addressing a domestic gathering of people and exhibiting high value plus capacity amongst various states.³¹ Sports personalities when they appear in a stadium are often seen as ambassadors of their respective states, and when they win medals, they

³⁰ Keohane, R.O., 'Power and Governance in a Partially Globalized World' (London:Routledge, 2002)

³¹ Wilson, E. J. Hard Power, Soft Power, Smart Power. (ANNALS of the American Academy of Political and Social Sciences, 2008)

may seem to persuade other nations of the good side of a given state, and hence the state may be viewed more positively.

1.9 Study Hypotheses

- i. Sports Diplomacy has positively enhanced Kenya's image internationally.
- ii. The strategies used by Kenya on sports diplomacy have been ineffective compared to those used in England.
- iii. The application of sports diplomacy in Kenya has been faced with Key challenges.

1.10 Research Methodology

This section of the study entailed the Research design, Data collection method, Target population, Research sample size, and sampling procedure.

1.10.1 Study Design

This study is an in-depth analysis of the role sports can play in enhancing the national image of Kenya and England. As such, the study employed both exploratory and descriptive designs. The choice of exploratory design was to establish the state of sports in Kenya and how it can be used as a soft power tool to enhance Kenya's image. On the other hand, a descriptive research design was used to determine the impact of sports on the national image of Kenya.

1.10.2 Study Site

The research study site was within Nairobi, which is the capital city of Kenya, this is mainly because within Nairobi lies the Ministry of Foreign Affairs and International Trade, The Ministry

of Sports, Culture and heritage. It also has the embassy of Britain. Not to mention the majority of sportsmen and women reside within Nairobi. In addition, all international sports within the republic of Kenya are carried out in Nairobi. Having the study within Nairobi provided the researcher with the materials needed to complete the project.

1.10.3 Target Population

This study was primary research and the population included the general public, sports Men and Women, officials from the Ministry of Foreign Affairs, and the Ministry of Sports, Culture, and Heritage.

1.10.4 Sample size/Sample frame

In a research analysis, a sample is any category from which information is gathered. Sampling aims to determine the representativeness of what we are researching while also reducing bias. Purposive screening may be used to identify those who will be interviewed to provide the most accurate information.³² Here the study selected an individual from the sample of potential respondents who are deemed suitable to respond to the interviews and questionnaire. The study used personal judgment to select a sample. For an undefined population, distribution beyond 10,000, the sample size was calculated.

$$n = p \times q \times (z/e)^2 \text{ where } n = 0.5 \times 0.5 \times (1.96 / 0.05)^2 = 384.$$

Through Yamane calculation of $n = N / (1 + N(e)^2)$ n was the sample size, N was the population under study, with e being the margin error 0.05

$$n = N / (1 + N(e)^2)$$

³² Wallen E.N & Fraenkel R.J. ., 'How to Design and Evaluate Research in Education'. 4th ed. (New York: McGraw-Hill, 2012)

Table 1.1: Sample Frame

	Target Group	Sample size
1.	General public	274
2.	Officials from MFA and Ministry Sports	40 (20 each)
3	Sports men and Women	50
4	Experst in sports diplomacy	20

Source: Researcher 2021.

1.10.5 Data collection method

The study relied on both the secondary and primary sources of data. Secondary data was obtained from scholarly literature from online sources, books, sports, and diplomatic journals, and articles from libraries. The study also used both the unpublished and published research Projects, newspapers, and reports from both Ministries of foreign affairs and the Ministry of Sports, culture, and Heritage. The primary data was collected through interviews from the public including sportsmen and women, officials of the Ministry of foreign affairs as well as the Ministry of Sports, Culture, and Heritage.

1.10.6 Validity of data collection instruments

According to Ghauri and Gronhaug, validity refers to how well the collected data covers the actual area of investigation.³³ What this means is to measure what is intended to be measured. When a study has high validity, what this means is that it produces results that correspond to the real

³³ Ghauri ,P and Gronhaug, K. 2005 .Research Methods in Business Studies , Harlow , FT/Prentice Hall

characteristics, properties, and variations in the physical world. High validity is an indication that measurement is valid. Types of validity include; content validity, face validity, construct validity, criterion validity. In the study in terms of the questionnaire, a pre-testing was carried out to verify if it is workable beforehand and carry out a mock interview to know whether it is valid and reliable.

1.10.7 Reliability of data collection instruments

Reliability concerns the extent to which a measurement of a phenomenon provides stable and consistent results. ³⁴Reliability is also concern with repeatability where the results will remain the same. My study was reliable mainly because it put into consideration the feelings and the perception of the participants, during one on one interviews attention was paid to their reactions to subjects.

1.10.8 Data Analysis and Presentation

The study utilized both qualitative techniques and quantitative techniques. The researcher analyzed statements according to responses that were received and recorded. The data was presented in form of graphical tabulations and explanations.

1.10.9 Ethical Consideration

In doing the research ethical consideration was one of the most important driving forces which means the following was adhered to; The data collected was only be used for educational purposes, acknowledgment of the work of other authors and scholars used in the study, the information was written and used in the study must at all times be truthful and not exaggerated, participation in the

³⁴ Carmines, E.G, and Zeller, R.A. 1979. Reliability and Validity Assessment, Newbury Park, CA SA GE.

study should be voluntary, consent of the participants was obtained before the taking of the exercise of data collection, To protect the privacy of the participants, no harm should fall on the participants on the line of wanting to get information, the information given in confidence should in terms of data the source must not be revealed, Anonymity of the participant and organization partaking in the study was kept, the use of offensive or discriminatory languages is unacceptable.

1.10.10 Scope and Limitation

This study focused on sports and how Kenya can use it to enhance the national image or how can Kenya benefit from sports in terms of expanding its boundaries whether in economic development, political goodwill. The study examined key shareholders in matters of sports ranging from government officials, sportsmen, and women, the part played by corporations' institutions (which brings in the role of non - state actors). In doing the study, much attention was put to who is the intended audience, for example, policymakers.

The limitation of the study was as follows: The first one was limited access to the project correspondents, this is mainly because of the pandemic and measures put into place to curb the spread of Covid – 19. The study overcame this by mainly relying on desktop research and online research tools. The study also foresaw budget and time constraints as possible limitations. To overcome this, the study was only based in Nairobi and the comparison with England was done through secondary sources.

1.11 Chapter outline

Chapter One: Chapter one gives the background of the study, statement of the problem, objectives and research questions, literature review, justification and hypotheses of the study, theoretical review as well as the methodology of the study.

Chapter Two: This chapter was based on objective one of the study which is the role of sports diplomacy in enhancing the national image in Kenya and England.

Chapter Three: Chapter three tackled the comparison of strategies and the effectiveness of sports diplomacy in enhancing the national image in Kenya and England.

Chapter Four: This chapter sought to analyze the challenges of sports diplomacy in enhancing the national image in Kenya and England.

Chapter Five: This chapter looked at the Summary, Conclusion, and Recommendation of the research study

The first chapter of the research study introduced what the study is all about by providing the background, statement problem, the general objective and specific objectives, review of the literature, theoretical framework finally the methodology. The following chapter will look at the Role of sports diplomacy in enhancing the national image in Kenya and England.

CHAPTER TWO

THE ROLE OF SPORTS DIPLOMACY IN ENHANCING THE NATIONAL IMAGE IN KENYA AND ENGLAND

2.0 Introduction

Chapter one introduced the study by stating the background, statement problem, general objective and specific objectives, review of literature, theoretical framework, and the methodology.

Chapter two looks at the role of sports diplomacy in enhancing the national image in Kenya and England. For so long most states in the international system have not put into use sports diplomacy as a way to advance further whether it is on development, governance, socially, and politically. Even though the majority of states have moved away from the use of coercion to achieve their foreign policy objectives, the dynamic in the international system has completely changed hence the different way of achieving the set objectives and the emergency of new world order has brought new ideas to be incorporated in the international system.

The world has moved toward a more cooperative and integrated system. Sports is frequently thought of as a universal language that unites people from all works of life, and it can bring disparate groups of people and communities together.³⁵ Here is where the application of sports diplomacy is seen to be more effective and in some cases has been very productive. In the case of Kenya and England, both countries have not used sports diplomacy to the maximum to attain all that comes with the application of sports diplomacy. Kenya and England are both powerhouses in their respective sports which they excel in, if either country wants to further their ambitions as states they have to give sports diplomacy the attention it deserves to rip the benefits of sports

³⁵ Dunning, Eric and Malcolm, Dominic, *Sport: Critical Concepts in Sociology*. London: Routledge, (2003), p. 67.

diplomacy. Sports diplomacy has the potential to be a useful tool for states to advance their foreign policy and national interests.

2.1 Promotion of National Interests in Kenya and England

Football is the most popular sport in the continent of Africa, according to former and the late United Nations Secretary-General Koffi Atta Annan. He goes on to say that sports, in general, is a universal language that, at its finest, can bring people together regardless of their ethnicity, background, religious belief, or socio-economic class.³⁶

In the Advancement of Kenya and England's National Interests through Sports Diplomacy. Kenya has used the tool of soft-power to attain the objectives that it has put in place. With soft-power as a tool, it gives Kenya an approach that is more attractive and polite which is not direct and not politically direct. It gives the leeway to carry out her act in a more secretive manner, which is not being noticed in carrying out the interactions in the international system. Kenya employs sports as a foreign policy tool to attain its national aims and objectives of becoming a globally competitive, peaceful, and affluent nation in the international system.

According to the Government of Kenya's Foreign policy of November 2014 contains the objectives that support the country's national goals which include: Project Kenya's image and prestige, Protect Kenya's sovereignty and territorial, Promote international cooperations and multilateralism, Promotes sub-regional and regional integration and co-operation, Enhance regional and global peace and security, Advance the economic prosperity of Kenya and her people,

³⁶ Anna Koffi; Universal language of Sports brings people together, teaches teamwork, tolerance, Secretary General says at launch of International Year. UN Press Release SG/SM/9579, (2004)

Promote and protect the interest of Kenyan's abroad and Enhance partnership with the Kenya Diaspora and descendants.³⁷

To attain and achieve the above foreign policy objectives sports diplomacy plays a major role in terms of promoting them. This is very visible in Kenya's engagements across all levels in the international system. Under the cultural diplomacy pillar, Sports has been view as a key player in Kenya's Identity 'Promote sports and art diplomacy by recognizing the role of Kenyan athletes, and other sportsmen and women'.³⁸ As a result sports diplomacy is used by the Ministry of Sports, Culture and Heritage and the Ministry of Foreign Affairs informed in attempts to promote Kenya's national interest. Sports diplomacy has been used by Kenya to promote its national interest in the Kenya Premier League (KPL) where domestic teams are involved in having friendly matches aboard and sometimes international teams come to play in Kenya. For instant when Gor-Mahia played against Everton,³⁹ even though the outcome was 1-2 against Gor-Mahia the team played an excellent game if you compare playing against an international team this was remarkable.

Regardless of the outcome, it placed the local team on a global platform, hence promoting Kenya's image globally. By a local team from Kenya playing on an international platform for this showed another side of Kenya that for the longest time has been known to do very well in athletics and rugby, this was a form of the usage of soft power to make the country look more attractive to the

³⁷ <https://www.mfa.go.ke>

³⁸ <https://www.mfa.go.ke>

³⁹ <https://www.dailymail.co.uk>

global arena in matters related to football.⁴⁰ As the outcome of the game, most people internationally could not believe it was a local team and not the national football player.

Kenya over the years has continuously used sports to show the positive side of the country when the country was having terrorists attack often international new households called the country a ‘hotbed of terror’. In response, Kenya Athletes performed very well which redirected the option of the international community instead of focusing on the terrorists attacks the attention was taken to the performances in the world of sports. Therefore through soft-power sports diplomacy, a particular people’s way of doing things can be highlighted in a positive light and a discourse can be sparked.⁴¹ Sports diplomacy exposes people to diverse cultures while also advancing the national objectives of diverse countries.

On the other hand, England has used sports diplomacy to achieve its national interest it well known to the world that England has some of the best players internationally from the likes of David Beckham, Jessica Ennis-Hills (who is the 2012 Olympic champion in the heptathlon, and a three-time world champion). Just by the mention of a few sportspeople it already put England on the international map. Moreover, sporting activities in England also draw large crowds from throughout the world. Because of the popularity of the sports events in England, allows the country to showcase the achievement of the country hence this attracts more people to the country and would like to learn more about the country in doing this it provides the national interest of England. For instant through the remarkable medal haul and Danny Boyle’s brilliant opening ceremony, the

⁴⁰ Wilson, E.J Hard Power, Soft Power , Smart Power. (ANNALS of the American Academy of Political and Social Sciences, 2008)

⁴¹ Sports for Development and Peace Towards Achieving the Millennium Development Goal, UN Inter-Agency Task force on Sports for Development Peace (2003) p.2

London 2012 Olympics and Paralympic, which was seen by more than half of the world's population caused a significant surge in international interest in England.⁴² The activities also aided larger cultural initiatives in China, such as the Cultural Olympiad and the 'UK now' campaign (that was the biggest celebration of England's culture in the country). The then British to China ambassador after the game stated that 'The Olympics opening ceremony and the England Pavilion at the Shanghai Expo, together with a big England arts festival last year and some Great British campaigns events, have helped move the dial on perceptions of the England brand. Many Chinese people now associate us strongly with creativity as well as traditional and 'English gentlemen'.⁴³

The success of the Paralympic Games has contributed to the shift in the global perception about disadvantaged persons, this all was due to England hosting the 2012 Olympic and Paralympics games internationally they were admired for the initiative. The British Council has a program known as 'try rugby' it engages young people via rugby coaching, helping to address health, education, and social challenges arising in several countries. It also boosted England's image and influence internationally at the same time it is achieving its national interest. The same program has been implemented and used by Brazil with the support of England this was as a result of the 2016 Olympics.⁴⁴ By being supportive to Brazil on the program England has used soft power to market itself without getting involved politically.

The English Premier League and the British Council have teamed up to train football coaches through Premier skills. It has touched 500,000 people in 25 countries in just eight years. It has

⁴² <https://www.bbc.co.uk>

⁴³ <https://www.britishcouncil.org>

⁴⁴ <https://www.britishcouncil.org>

evolved into an instrument for international development, encouraging inclusiveness, rights, the creation of role models which the young can look up to, and it has created the space for people-people engagement as well as violence against women and girls.⁴⁵ International inspired programs implemented by the British Council, England Sports, and UNICEF were classified as a multi-award winning Olympic legacy, the money used was from the Olympics which was to provide sports chances to 15 million young people in 21 nations. It sparked 55 national policy changes around the world, including an increase in physical education in 19 states.⁴⁶ The creation of such programs by England makes it easy for her to be more competitive in the international arena, this creates various outlets on how much sports diplomacy can help her achieve her national interests, and how England has taken advantage of sports diplomacy to achieve its set objectives.

2.1.1 Sports Diplomacy in Advancing Economic Interest

Kenya and England in their advancement on economic interests sport diplomacy advocate for the tenets of the liberal theory which states that in the International System markets should be free and to remove trade barriers, as this will allocate resources within a given country. The state should be in control of the market forces which include demand and supply. Liberalists also believe in the emergence of institutions and international organizations as actors in International Relations which promotes international cooperation, this brings about the globalization of the world economy.⁴⁷

⁴⁵ John Dubber, Head of Policy and External Relations and John Worne, King College London.

⁴⁶ British Council. Playing the game: The soft power of sports. (2015)

<https://www.britishcouncil.org/organization/policy-insight-research/insight/playing-game-soft-power-sports>

⁴⁷ Keohane, R.O., 'Power and Government in a Partially Globalized World ' (London : Routledge, 2002)

In regards to economic development, sports have made a significant contribution to Kenya's economic progress. Sports being the core of the economic sector is undeniable. Sport has always been a commodity that has been created, marketed, and sold to the general public, just like any other product in the market. Sports are in general a household activity in Kenya that involves people from all walks of life.⁴⁸ Sports diplomacy is very adverse as the market is recognized internationally where players and athletics can be bought to play outside their motherlands. For example, Kenya-born athletics who are running for foreign countries Chelimo runs for the United States of America in the men's 5000m. various stakeholders who have a great say in terms of what goes on in sports which range from the international federations, government, those put in place to cater for the local level (which may include the chiefs), private institutions (Safaricom sponsors tournament by provide game attires or sponsoring teams for the games), academic institutes (the University of Nairobi) has facilities where sports can take place. The university has exchange programs under the Kenyan government partnership with China which promotes sports diplomacy.

Over the years sports has been considered to be a form of employment hence reducing the level of employment in the country. Foreign players who are given a chance to play in Kenya matches, coaches for both the Kenya National Football teams, and the local team majority are foreign coaches. In the end, many of those who are unemployed find work in sporting activities and also in goods, and services be it in the manufacturing sector, the salesperson in various countries with sports stores.⁴⁹ This is because of the internationalization of sports products are got from different parts of the world eventually will reach the domestic markets.

⁴⁸ UN System-wide web platform Sports for Development and Peace. The UN system in Action, (2007), p.89

⁴⁹ Ibid (2012), p. 96

In Kenya, there are various Sports houses where one can purchase various items for sports from all around the world, for example, Olympic Sports Center and the Nairobi Sports House. This is a source of revenue to the government and in the same light providing employment. Sports diplomacy has also promoted the development of infrastructure across the country⁵⁰ from roads, hospitals, electricity, water, and sanitation. This is also done in places where sports competition is most likely to occur when foreigners come to Kenya and find the stadia to have international standards this is a positive look for the countries hence it can bring foreign direct investment when they view it as something worthwhile, the soft power of sports diplomacy is in play where Kenya makes the environment very conducive for the foreigner who comes to the country for competitions.

Sports Diplomacy has been one of the greatest tools for England and to be precise the English Premier League is the most powerful soft power tool it has.⁵¹ The Premier League is viewed by 4.7 billion people globally,⁵² while the famous team Manchester United is believed to be supported by 10% of the total world population. With the huge numbers of views, England makes quite a huge sum of revenue both domestically and internationally. The team has been classified as a diplomatic non-states actor in the conduction of international affairs.⁵³ Considering the success of the Olympics in England and the ability of England to host mega-event internationally it has

⁵⁰ 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 Sports and Peacebuilding Symposium, United States Institute for Peace, Washington , DC (2010)

⁵¹ McClory, J. The Soft Power 30: a goal measurement of soft power . (2015) <http://softpower30.portland->

⁵² British Council. Playing the game: The soft power of sports. (2015) <https://www.britishcouncil.org/organization/policy-insight-research/insight/playing-game-soft-power-sports>

⁵³ Rofe, J. ‘‘it is a squad game: Manchester United as a diplomatic non-state actor in international affairs’’, Sport in Society , Vol 17, Nr. 9, pp 1136-1154

created England to be a viable option for future events hence this will prove to be productive for her economy.

Hosting mega-event is also linked to significant growth in international commerce agreements between the host and the rest of the world.⁵⁴ A statement that the hosting country carries to the rest of the world is that the country is free and open for any form of business. This will form the basis on who England would like to go into business with because it already has created the atmosphere of hosting mega-event and it being successful. In terms of the economic advancement, the country will realize the increase in both imports and exports this is only possible for the trade agreement the country has gotten into some will take place during the sporting activities while others will be at the close of the games. During the Olympics England put so much for the world to know the occurrence of the sports activities which ranges from advertisements on the newspapers, on the radios and televisions, billboard. This was to welcome the world to England which worked perfected as after the conclusion of the games research was carried out and 35% of the world population had a positive response and would gladly do business in England.

According to some economists and sports anchors, they say after thirteen years later since England hosted one of the world's greatest sports events England is still reaping the economic benefits of the 2012 Olympics event. According to England Sports, the London Olympics and Paralympic generated \$176 million of revenue, this was through ticket sales during the Olympics, broadcasting revenue, sponsorships, licensing. The impact of sports diplomacy was greatly felt by England as the whole world came together to support sports both physically and remotely. Because of the

⁵⁴ Rose, A. K and Spiegel, M.M. Do mega sport events promote international trade? SAIS Review of International Affairs, 31, 77-85 (2011)

Olympics employment opportunity were created and increased labor supply as the infrastructure needed to be updated to cater to the world and during the event, the merchandise was sold for the participating teams. Having a great impact on the Gross Domestic Product(GDP) was the value of goods and services that took place during the Olympics. In 2017 the IAAF Athletics champions which took place in London has created 79 million pounds towards the revenue for England. In general, the mega-event has improved the living standards of the population in England. This shows when sports diplomacy is put into good use it is a great source for economic development and prosperity.

2.2 Sports Tourism

To understand sports tourism on how Kenya and England have used it to achieve set objectives, we turn our focus on the liberal school of thought which advocates for the free movement of people, goods, and services across the international borders. In doing so it involves the cooperation of all states in the international system, in most cases, it is very difficult for all states to communicate in one voice, but the majority have put into place regulations that allow people to move without restriction this is helped by the creation of regional blocks, economic blocks, for example, the East African Community, COMESA, SADC, European Union, NAFTA and the involvement of international institutions such as the World Trade Organization has made it easier for the free movement of people and commodities.

Tourism of any kind is really important in any given country's economy most especially to the developing nations as it forms a big percentage of the economy. Taking Kenya for instance it is

said to be around 10-13% of the country's Gross Domestic Product (GDP).⁵⁵ Since the 1970s Kenya has depended so much on tourism as one of the strategic points for development.⁵⁶ The vision 2030 which was adopted in 2008 has tourism at the core as part of the strategy that Kenya will apply to reach her goals and to the realization of that vision. Since the emergence of devolution in Kenya counties has taken the mandate to host sports activities as a way of collecting revenue and showcasing the county's ability to manage global events. For example, Machakos county has not only hosted local sports but also regional events, such as the Confederation of Eastern and Central African Football Association (CECAFA) in 2013 and the Masaku 7s, which is an annual international rugby series that attracted both local and international players. Without the sports event, the international community would have not known there is a place known as Machakos in Kenya.

When foreign players come to the host country and they go back if they are impressed with the country's way of doing activities and the infrastructure is up to the international standards when they return to their countries of origin they became indirect ambassadors of the hosting country when they discuss the country they were playing whether they would recommend it for others to visit or not. This is the reason hosting countries have to make sure everything involving the sporting activity is up to the required standards. This is where soft power is applied, where the infrastructure is developed in a way that is attractive to foreigners hence advocating for the country

⁵⁵ Njoroge, J.M., Akama, J.S. and Buyeke, E., 'Challenges of sustainable tourism development in a non-metropolitan region in Kenya; A case study of Iten township'. (2005)

⁵⁶ Akama, J.S. 'Tourism development in Kenya problems and policies alternatives', Progress in Tourism and Hospitality Research (1997) vol 3 (2), pp. 95-105

abroad. Sports tourism, according to Hall is defined as noncommercial travel to engage in or witness sporting activities away from home.⁵⁷

According to the United Nations, Economic Commission for Africa states that sports tourism has grown in popularity over the 20 years, involving travel to view sporting events, participation in sports, or simply looking at sports facilities infrastructure.⁵⁸ It is participating in a non-commercial sporting activity that is organized casually or in a structured manner. United Nations World Trade Organization foresees the rise of the sport tourism sector by 14 percent, many experts believe that this is attributed to international sports worldwide. A combination of both sports and tourists goes a long way for any country as sports alone attracts a very huge number of both international and local audiences. Depending on how a country has marketed itself it can also benefit a lot from a productive tourism sector. In addition, countries that are internationally known for their tourism sector an example is the Arabic Emirates which is a country constructed in a desert but has used tourism to market itself to the optimum and is everyone's tourist destination.

In 2003, \$51 billion was spent on sports tourism globally, accounting for 10% of the total international tourism market. Sports tourism in Kenya has caught the international media, renowned professional sportsmen who come to Kenya and go to Eldoret 'home of champions' to visit the hometown and the training grounds for the World's celebrated athletics in middle and long-distance running such as Eliud Kipchoge. British Olympic champion Mo Farah, Swiss Jullien Wanders traveled to the Rift Valley of Kenya to train which was a total of ten weeks in Iten, and to find the secret to why most of the athletics from Kenya are from a particular region considering

⁵⁷ Hall, C.M. *Hallmark tourist events: Impact, management and planning*,(1992) London; Belhaven

⁵⁸ <http://www.standardmedia.co.ke>

Kenya is made up of 42 tribes. Adharanand Finn who is a journalist with the guardian England newspaper spent six months in Iten a high-altitude hamlet in Kenya's Rift valley (which is the home of athletics such as David Rudisha, Kipsang, Kipketer, Keitany) and wrote the book 'Running with the Kenyans in 2012' which was all about passion, adventure, and the secret of the fastest people on Earth. When asked why he was in Kenya he said he had come to run and not to watch wildlife. This is was a form of sport tourism taking its course in the same light selling Kenya abroad as the book is available on the internet and anyone can read it to know more about the 'home of champions and by extension Kenya at large. The book has also been reviewed by several authors who are interested to know if Finn indeed learned the secret of the fastest people in the world. Yaya Toure has also been in Kenya for a football tournament which was sponsored by the multi-national corporation Coca-Cola, he was also named as the goodwill ambassador of the United Nations Environment Programme (UNEP) in Nairobi. This also put Kenya on the international map as an avenue for all this was an advantage for the tourism sector.⁵⁹

An increase in positive international publicity and recognition is something that the tourism sector embraces as the output is seen for the longest time. Those who come to Kenya to see the home of the footballers who are shining abroad such as Victor Wanyama, Michael Olunga, Divoc Origi, Dennis Oleche who is a retired Kenyan football player, he has been on the international scene for a very long time. At times, international footballers and coaches have come to Kenya for tourism purposes and often they meet with the government officials, which will then be published to draw attention towards Kenya worldwide. For example, Jose Mourinho was in the Kenyan coastal in 2010, Pep Guardiola who was welcomed by the governor of Mombasa Joho Ali Hassan.

⁵⁹ <https://www.standardmedia.co.ke>

In rural areas, sports tourism has opened doors for tourism advancement.⁶⁰ In Kenya Sports tourism has moved to the rural settlements because of devolution this has made sure young talents are nurtured into substance, the majority of best-performing footballers, rugby players, athletics have been got from the remote parts of the country. Apart from the economic impacts of sport tourism, it also brings the aspect of social implications which can range from the exchange of culture, attitude adjustment, for instance, international media in many cases has portrayed Kenya as a backward country and nothing of substance is happening in the country, hence when they visit the country and find that's not the case, they view Kenya in a different light. Foreigners who come to Kenya maybe be confronted with a language barrier because most of them prefer to visit the remote parts of Kenya as that's the place where raw talent is nurtured from, and they have embraced their native languages or the locals may find it interesting to learn the foreign language and culture. It creates a win-win scenario where the foreign can learn the local way of life and vice versa. Cycling is becoming more popular in Kenya, with the youthful population taking an active part in it. As sports grow internationally there are more opportunities for biking in the country, with several cycling clubs planning trips across the countries.

In Kenya, there is also the 'Mashemeji derby' which is between Gor Mahia and AFC Leopards which has attracted international media, and by doing so often foreigners visit to watch the derby. Participants in cycling are from all over the world some come to cycle for pleasure, while others are for the good course, which can be in form of initiative. Sports tourism is one sector that has not been utilized fully by Kenya; in addition to that, no laws have been put into place to regulate it. Sports tourism in England is a very active and growing phenomenon as a means of economic

⁶⁰ Costa, C.A and Chalip, L. 'Adventure Sports Tourism in Rural Revitalisation – An Ethnographic Evaluation', *Journal of European Sports Management Quarterly*, Vol 5, No.3, pp 257-279 (2005)

welfare it has been embraced as a way of promoting economic development. Research carried out in November 2012 by Visit Britain, according to the report England's sports tourism business is worth 2.3 billion pounds and attracts roughly three million foreign tourists each year. These sporty visitors spend an average of 900 pounds every trip they take about double the amount spent by the 'typical' overseas visitor.⁶¹

England provides the avenue and a terrific destination for those who love to travel to watch live football and other sporting activities, as the English Premier League (EPL) is based in England. England has various sports even that tourists can partake in which include; Cycling around England, Henley Regatta. It's difficult to pick a football match to see during a trip to England. This is because there are plenty of fantastic teams to choose from, as well as numerous historical places one can visit. Catching Manchester Derby if you have a chance is a once-in-a-lifetime experience. Manchester Derby is the name given to when Manchester City and Manchester United meet to play. This type of game has drawn the attention of the world to England when such matches take place, with people traveling to watch the matches it generates revenue for England. The derby is no longer about the game but it has developed into an ideological war according to Simon Chadwick,⁶² which transforms into the politics of the game most fans are just there with the objective to just watch the matches and bet on their preferred teams to win the match.

England also has the opening championship which involves golf tournaments, this has attracted the best golfers in the world, and having their supporters rooting for them. The event is televised by international media making it more productive for England this also advances the image of

⁶¹ <https://www.airportwatch.org.uk>

⁶² Simon Chadwick, University of Salford. (December 5th 2019)

England internationally. When talking about horse riding in England one cannot miss mentioning the Cheltenham Festival which is a major horse racing event that happens throughout the spring and summer. Horse riding lovers from across the globe gather and buy tickets during the festival and at the race, during the event, one can bet on a horse that is most likely to come on top of the rest.

One place that has been promoted by sports tourism is Wimbledon and it is the home to Queen Elizabeth, David Beckham (who is known internationally for his football). Wimbledon is where tennis takes place and it has top-notch competition and very beautiful venues for sports events. It is the home to the world's oldest and most prestigious tennis championship. Wimbledon is a place that most tourists never forget and this makes it one place that most people have on their bucket list to visit when in England. England is also home to cricket games at the Oval or the world's famous Lord's Cricket Ground. With all the sporting event that takes place in England and all the tourist's attractions area that is due to sport, 40% of foreigners who were in England said the reason they even visit England is because of sports. This is why sports diplomacy is significant for countries in the international system as it is a part of politics. Economic, and social development.

2.3 National Branding through Sports Diplomacy

The need to develop a distinctive country brand is a response to the growing importance of national identities, which is being challenged by globalization and homogeneity trends in international relations.⁶³ Sports diplomacy and government go hand in hand, for this reason, governments use athletes to amplify a diplomatic message in the international system. Sports are a very effective

⁶³ Nauright J., "Selling Nations to the World through sports: Mega-Events and National Branding as Global Diplomacy" (2013) PD Magazine p. 23

tool in matters of international relations since they allow people to watch live sports from all around the world.

Sports diplomacy also includes nations exploiting sporting activities to improve their image among global audiences for a potential policy shift. Diplomacy facilitates the activity, which employs athletes and sports activities to enlighten, engage, and establish a positive image internationally in addition to mold their perspectives in an advantageous way to the sending government's national interest objectives. With the emergence of globalization and interconnectedness in the 21st century, a nation's identity involves the state and the people, its governing must be preserved and boosted at all cost hence a nation's brand must be developed and strengthened using all the available avenues.

The relationship between public diplomacy and foreign policy is that both have domestic outfits, which are generally intended for the outside world to give their opinions of other countries. Create a country's brand that is admired by the whole world is a very important concept of any country's foreign policy. Using sports diplomacy as a tool for national branding, with the main aim of improving the country's appearance, reputation in the international arena. Because of English Premier League (EPL), England is well known as the teams which play the matches are the world's greatest in terms of football. It is not an easy task as it involves a lot of technical and professional approaches and the participation of all sectors that makes up sports to be what it is.

Sports diplomacy and national branding are the keys to a country's performance in economic matters and development at a high rate. A country that hosts mega-events like the Olympics has already created its brand internationally, before a country is selected to host the event bidding takes place and the country which can bid the highest will host the international event. England hosting the 2012 Olympics which scholars have said to be one of the biggest events organized for sports, up to date it is what is being discussed as the international community was impressed, this alone gives England a positive image and England stands out among other states. For the rest of the countries that have not had the opportunity to host the mega-events, the only alternative is for the countries to perform their best in their respective sports and excel in them, to promote their national image.

Kenya is internationally known for its excellent performance in long and middle-distance running. This has made a great impact on the development of sports in Kenya as teams have been sponsored to go compete in international events. Through sports diplomacy, countries send their athletes who are known internationally to promote the sending country's values and the way of doing things.⁶⁴ During the campaign, Kenya used its renowned athletes such as Eliud Kipchoge for the United Nations Security Council Non-Permanent seat, as he has an international audience because of his excellent performance in long-distance running even breaking his record. This made international news like the BBC, run the story making it known internationally this has an impact on the outcome as Kenya won the seat for a two-year term. England also has the likes of David Beckham who is a United Nations goodwill ambassador for the United Nations Children's Fund (UNICEF). In both cases, the sportspeople have promoted the national image of their countries respectively.

⁶⁴ Kobierecki, M.M. Sports Diplomacy of Norway. *Interdisciplinary Political and Cultural Journal*, 20, (2017), 131-146. doi:10.1515/ipcj-2017-0021

Excellent performance of the sportsperson is a significant tool for national branding as their accomplishments are associated with the values of the country, this is when a country is attractive and the majority of people will admire that in a country, this is a form of soft power. Sports diplomacy has created publicizing of both international and domestic events, this has helped countries to promote their national brands using the media platforms.

In the writings of Johnsen and Straume, using the instruments accessible through foreign media, radio, television, and the internet is a basic method of public diplomacy. The enthusiasm for sports has reached a global audience and those who excelled in sports have become household names as a result of extensive media coverage.⁶⁵ Sports have been used as an important diplomatic tool as it has been boycotted to send a message in the case of South Africa against the Apartheid ruling, denial of visas, sports aid has also been given by the multinational corporation. Sports have been used to show power and after competitions such as the Olympic states that have the majority of the medals are seen to be superior in the international system.

2.4 The Role of Sports Diplomacy in Fostering Integration

Integration is the act of bringing people, societies, and states together to function as one element with the main aim of benefiting from the process of integration. Sports diplomacy is an important instrument for integration, as the sport is one activity that can bring a group of people together without the discrimination of race, religion, ethnic background. International sporting events continue to bring people together across the globe and government creating avenues for cooperation and understanding of the culture as people can be reached through their love for sports.

⁶⁵ Steen-Johnsen, K and Straume, S. On the Terms of the Reciepent? Norwegian Sports Development Aid to Tanzania in the 1980s. *International Review for the sociology of sports*, 47(No1), 95-112 (2012)

The East African Community which Kenya is a part of it has the EAC military games and cultural activities which take place annually. The main aim of the event is to promote cooperation and togetherness among the EAC member states. The event takes place to increase the confidence of the people of the EAC in the defense forces of their respective countries. In 2006 according to the Kenya Ministry of Defense, Kenya was represented at the inauguration of the 10th EAC Military Games in Kigali by the former Vice Chief of Defense Force Lieutenant General Joseph Kasaon, as well as the Kenya Defence Forces (KDF) as competitors.⁶⁶

Kenya has hosted the EAC Military game twice in 2013 and 2017. This shows how sports can bring institutions together for mutual benefits. The private entity has also taken part in sports diplomacy Safaricom, for example, has supported and sponsored sports events in the country Kenya Commercial Bank (KCB), has its football team often holds safari rallies which also attracts international players from Newzealand, USA, South Africa, Australia who compete to win, it is also part of the Africa Rally Challenge.⁶⁷ The emergence of other actors in sports diplomacy has helped to hold states accountable for the cash they put in place to advance sports. Sports has brought Kenya together immensely, with 42 tribes the only time the country can speak with one voice is during the Matches. When watching the English Premier League Kenyans get united at the game.

⁶⁶ Kenya, M. O. East Africa Community Military Games and Cultural Events Official Opening. (2006) Retrived from Ministry of Defence [http:// www.mod.go.ke](http://www.mod.go.ke)

⁶⁷ Sambu, P. East Africa Rally Challenge Launched. Capital FM. (2009) Retrived from <https://www.capitalfm.co.ke>

Sports diplomacy is a tool that can be used by warring states and peaceful coexistence. Sportspersons also take roles in the community to give back and to keep the peaceful coexistence, some have gotten involved with peace missions, an example is Telga Loroupe (who is a Kenyan long-distance track and roadrunner), and the first African woman to win the New York City Marathon. Through her foundation, the Telga Loroupe Peace Academy which is located in Kapenguria, Eastern Kenya, is a facility that provides orphans and children from disadvantaged families in the Eastern part of Uganda, South Sudan, and Northern Kenya with basic education, technical training, and enhancing their sports abilities and opportunities.⁶⁸

Most of which have been affected by cattle rustling and are forced to leave their homes. Her focus on humanitarian activities and fighting for the rights of women and girls, has made Telga Loroupe a force to reckon with in the international arena her foundation is supported internationally. Sports Diplomacy has integrated Africa as a continent, the African Cup of Nations (AFCON) for example, brings countries across Africa to compete in sporting activities, this has been great for Africa as it has improved international image for the teams who have excelled in the games, and during the games, a player with exceptional skills is always bought to play for international teams.

Sports diplomacy has promoted integration and humanity, (where sports activities are organized for humanitarian purposes) among the communities in Kenya and this can be attributed to the political stability of the country. The Premier League that takes place in England has brought the whole world together when the matches are taken place as each individual has a team that it supports, fans can be in the same venue supporting two different teams but still enjoying each

⁶⁸ Wartsila Corporation, Wartsila's donation helps children at Telga Loroupe Peace Academy Kenya. (2014) Retrieved from <https://www.wartsila.com>

others company. Sports have united the world in the time of a global pandemic when people are overwhelmed with the happening in the international system sport is the refuge.

2.5 Foreign Development through Sports Diplomacy

Through sports diplomacy, many states have developed and continue to develop especially in the third- world countries. The vast majority of the developing countries rely on foreign aid, the importation of athletic items and equipment is very expensive, and money from multinational corporations is used to fund sporting activities.⁶⁹

Trans-national Corporation plays a significant role in the sponsorship of major sporting events in the continent of Africa. This is mainly because when international corporations invest in Africa it is because they benefit from it. The sponsorship is to enhance their image globally. In Kenya, Multinational Corporations that have supported Sports such as Motor vehicle dealer Toyota, Safaricom, Coca-Cola, organized a tournament and was lead by international player Yaya Toure this was a boost for Kenya's sports sector. Foreigners who come to Kenya to purchase clubs when they buy clubs Kenya gets foreign direct investment through the process.

Most multinational corporations have also taken part in the development of infrastructure for sporting activities, for example, the stadia, wi-fi connection, proper sanitation, installment of television set so that one can watch sports events when in a far distance from the main happens in the stadium. England being one of the countries recognized internationally for sporting activities has taken advantage of its position to support teams in the African Continent. After England

⁶⁹ Andreff W. Les multinationales et le sports dans les pays en développement, Revue Tiers Monde ,(1988) 113, 73-100

Hockey successfully bidding in 2013 to host the 2018 FIH Hockey. It secured a four-year international development partnership which was the Hockey Targeted Assistance Partnership(TAP) in West Africa, 2015 a start of a program to support Ghana Hockey was initiated, which was to focus on women. The program developed the Hockey sector in Ghana as it is the hub of Hockey in West Africa, this is so many countries coming through for Ghana and investing in the country.

Leadership and Excellence in Athletics Programme (LEAP), was formed in 2017 that involved ten countries Uganda, Kosovo, Senegal, Ethiopia, Chile, St Lucia, Azerbaijan, Mozambique which was to inspire children from the developing world to choose athletics as their preferred sport, this was to happen by engaging with the teachers, capacity building and training coaches to partake in the sporting activities. This helped a lot of children in the above countries to have something to occupy their time with instead of venturing into criminal activities. England having Premier League matches being that it is watched worldly has attracted international sponsorship from billionaires who have invested in the teams especially in football. Noting that a football club can have more than one investor, this is a good investment for England as it also promotes growth and development of the sports sector.

2.6 Conclusion

This chapter discusses the importance of sports diplomacy in Enhancing a nation's image through foreign policy, friendly relations, peaceful competition, favorable media coverage which has the largest international audience. Kenya and England both have objectives that are obtained in their foreign policies that they have set for their respective countries and which by all means they have

to achieve. In the case of Kenya and England, they have employed the use of sports diplomacy as a form of soft power instead of using coercion to make sure their national interests are met. International and regional integration is an important instrument in the resolution of conflict and to promote peaceful co-existence in the international system, which is an important element of national interest achievement. Kenya for instance in the East African Community is leading the pack in terms of economic growth and development so is England, but they are not yet out of the woods. Both countries have sold themselves internationally through sports diplomacy by the use of their very capable sportspeople, on the flip side, they are yet to explore all the available venues. For both countries to achieve their national interest they have to utilize sports diplomacy to the optimum. Chapter three of the study will look at the strategies and effectiveness of sports diplomacy in enhancing the national image in Kenya and England.

CHAPTER THREE

STRATEGIES AND EFFECTIVENESS OF SPORTS DIPLOMACY IN ENHANCING THE NATIONAL IMAGE IN KENYA AND ENGLAND

3.0 Introduction

In chapter two the study looked at the role of sports in enhancing the national image in Kenya and England. This chapter provides a thorough examination and critique of the current condition of diplomatic tools that Kenya and England have in the past utilized and how to enhance their image in the 21st century internationally by exploring sports diplomacy as an instrument of power and as a strategy. It elaborates how sports diplomacy is an underutilized commodity that is unknowingly employed in Kenya and England, and how sport may be a significant instrument if used efficiently and intelligently. Sports diplomacy can be a great strategic tool in Kenya and England in enhancing national image when employed the right way and the impact is felt for a very long time.

In the international system, certain national interests can only be achieved by the application of soft power which is what sports diplomacy is all about. Sports diplomacy so far has made Kenya and England attractive to the rest of the world, the problem lies when they both apply sports diplomacy laziness, where it is not taken seriously by either Kenya or England which should not be the case, for prosperity is one strategy that each country should explore to the maximum and take advantage of it. The effectiveness of sports diplomacy solely depends on how Kenya and England have implemented it, whether have both countries created laws to govern, and a realistic budget for the process of sports diplomacy. This is discussed under the sub-themes of Sports as a tool of diplomacy, Effectiveness of Sports diplomacy in enhancing the national image, Actors of Sports diplomacy in Kenya and England, Foreign relations through sports diplomacy.

3.1 Strategies of Sports diplomacy in enhancing national image in Kenya and England

Kenya and England have employed various sports diplomacy strategies to enhance their national image in Kenya and England. These include:

3.1.1 Hosting Mega-Events

Hosting mega-events have become the desire of any country in the international system as this comes with the prestige of the country that hosts the mega-event. Domestic people gain from hosting international events since the hosting city provides necessities, for example, food, lodging accommodation, medical coverage, ticketing, and training grounds.⁷⁰ Not only is it about prestige but also to prove to the whole world the capabilities of the country when it comes to hosting the event and this is great for a future project as the country will be given a priority. Hosting the event is not an easy task because it has to be able to financially cater for the infrastructure needed for the sporting activities, on the flip side is that the money is gotten back with the agreements made during the events, before or after the games.⁷¹ For instance, in the case of England hosting the 2012 Olympics was an economic boost for the country's economy as it paid off, some economists say the results are felt today after thirteen years since England hosted the Olympics. Mega sporting events undeniably provide a platform for the host country to increase its profile and broadcast messages to the worldwide community while also showcasing its economic potential in the hopes of recruiting investments. England Foreign Direct Investment (FDI) increased tremendously after the 2012 Olympics game. It also gave England, the opportunity to build mutually supportive relations with other states. The utility of Mega Sports Events (MSEs) as a tool of public diplomacy

⁷⁰ Galily, Y., & Ben-Porat, A.,. Sport, politics and society in the land of Israel: Past and present. New York, NY: Routledge.2013

⁷¹ Rose, A. K., & Spiegel, M. M., Do mega sport events promote international trade? SAIS Review of International Affairs, 2011, 77-85

and for the expansion of soft power capability is evident, given Joseph Nye's definition of what soft power entails.⁷² England when it was preparing to host the London Olympics is an outstanding example of how the country used soft power. In preparation for the London Olympics and Queen Elizabeth's diamond jubilee in 2012, then England Prime Minister David Cameron initiated a campaign to promote the country overseas.⁷³ The main objective of the campaign was to spread to the world that England is the home for the greatest music, culture, sport, and historical background and to maintain the name 'great Britain'.⁷⁴

The government of Kenya through the Ministry of Sports, Culture, and Heritage has taken it upon itself to sponsor the national teams when they are going to take part in international games the same goes for individuals who are representing Kenya abroad. Even though in most cases, the funding allocation to Sportsperson is not enough.

Kenya takes pride in hosting major international events such as the Kenya Commercial Bank (KCB), which is an international safari rally that consists of countries from Newzealand, South Africa. Canada, Australia. This has promoted Kenya's image internationally as it has the best trails for the safari rally. It has also hosted the Masaku 7s, which is an international rugby event; it involves states across the globe. The country has also hosted some regional competitions ranging from the East and Central African Championship (CECAFA) in 2013, (the tournament used to promote cooperation among the countries), the Africa Cup of Nations (AFCON) friendly matches to athletics. In June 2018 Nairobi club hosted the Africa Zone Group Davis Cup III, the sporting

⁷² Ibid

⁷³ Ibid

⁷⁴ Ushkovsha M., 'Diplomacy and Lobbying: Methods for securing National Goal. In Macedonian', (unpublishes master's thesis, Skopje: Ss , Cyril and Methodius University) (2013)

event that brought countries across Africa which includes; Uganda, Namibia, Rwanda, Nigeria, Cameroon, Mozambique, and Algeria. This has immensely enhanced Kenya's image internationally making it a preferred place to host some events as it meets the international standards.

3.1.2 The use of Sports Ambassadors

Sports diplomats are those who are involved in sporting activities when they go to the competition on an international platform they represent their respective countries in the hosting country.⁷⁵ When the individuals perform excellently and win medals, this translates to the country's ability to be in control of sports hence enhancing its national image among states in the international system. Kenya and England should take sporting success and sports diplomacy and run with it as a strategic instrument to enhance the national image of each country.⁷⁶

Kenya's athletes have always been regarded as the best ambassadors for their country as they are recognized internationally for their performance on the tracks. Kenya's success on the track has solidified the country's position in the sporting world. In the case of Julius Yego who is the javelin commonwealth champion and he has also won so many international awards, when Kenya was best known for its athletics Yego changed the narrative by venturing into javelin, this has enhanced Kenya's image abroad. On 12th October 2019, Eluid Kipchoge won the heart of the entire world when he became the first mortal to run a sub-two-hour marathon under two hours that was held in Vienna, Austria this was a historical event that was watched internationally. Eluid's time was

⁷⁵ Chehabi, H. E., Sport diplomacy between the United States and Iran. Diplomacy and Statecraft, 2011

⁷⁶ Cull, N. J., Public diplomacy: Taxonomies and histories. The Annals of the American Academy of Political and Social Science, 2014

1:59:40:2 in INEOS 1:59 Challenge. He proved no Human is Limited which was his matrix after the challenge was over.⁷⁷ When he completed the challenge in under two hours, the first thing Eliud did was to take the Kenyan flag, which was a symbol of pride. He broke his own best time on the long marathon, this captivated the world's attention and earned him praises from prominent personalities in the international community an example is the former President of the United States of America Barrack Hussein Obama. The former president described this as ‘ ‘ remarkable examples of humanity's ability to endure-and keep raising the bar’ ’, this was also directed to Brigid Kosgei who broke the 16-year-old women's world marathon record which was held in Chicago.⁷⁸ This also gave him an audience with former President Barrack Obama, which he stated that he desired to promote a running world to build a peaceful world. Back in Kenya, he was awarded the Elder of the Order of the Golden Heart of Kenya (E.G.H.) by President Uhuru Muigai Kenyatta. The award is for a person who has done great for the country in service.⁷⁹ The attention and recognition that Kenya received on the two occasions were very necessary for the country as this enhanced its national image.

Kenya has used sports diplomacy on several occasions, for example, during the campaigning for the United Nations Security Council Non-permanent seat, it used sportsperson such as Eliud Kipchoge to help with the campaign as they are the pride of the country and have an international audience which was a plus for Kenya. This strategy turned out to be very effective, during the New York Marathon Eliud Kipchoge campaigned for the country when he had the international platform

⁷⁷ <https://www.ineos159challenge.com>

⁷⁸ <https://www.standardmedia.co.ke>

⁷⁹ ‘ ‘What Presidential Awards, Orders and Medals in Kenya Mean’ ’ Kenyans.co.ke. Retrieved 14 June 2021.

and told the world to vote for his Country Kenya instead of Djibouti. With other strategies Kenya had in place, it won the non-permanent seat for a two-year term.⁸⁰

Athletics have also been used as envoys to promote peace and security within various communities that often get involved in conflicts. Tegla Loroupe Peace Academy Center has been active in South Sudan, and the northern part of Kenya which is known for cattle rustling to be so rampant to create peace in warring communities. Athletics have also taken part in humanitarian activities such as Kipchoge Hezekiah Keino who is a retired Kenyan track and field athlete in the middle and long marathon, he has established Lewa Children's home for orphans in Eldoret, he has also established both primary school and secondary school known as Kip Keino in 2009.⁸¹

The sportspersons are known as special envoys or diplomats in a tracksuit since the cold war era this is because when they are on the global platform they represent the country's culture, the principle, and values. The activities they get involved with outside the fields are remarkable often this draws the attention of the international media, through the services they render to the communities enhances Kenya's national image. In addition, they showcase the country's ability and superiority when they excel in their respective sports. Sports diplomats play a very significant role and strategic point in sports diplomacy as they are mirrors of the country they represent.

For Kenya's potential and national interests to be achieved the Kenyan government must constantly update sports legislation and, make laws that will regulate how sports diplomacy can be used to attain the objectives of the foreign policy. The government must commit by enacting

⁸⁰ Nauright J., 'Selling Nations to the World through sports: Mega-Events and Nation Branding as Global Diplomacy', (PD Magazine, 2013)

⁸¹ *ibid*

the required legal and policy framework. By doing so should create an atmosphere that encourages local and foreign stakeholders to invest in sports within a legal framework, If Kenya promotes bidding for both regional and international sporting events this will enhance the country's image as a nation that is active in sporting-related activities.⁸²

During the World Athletics Championships in Doha, Kenya came in second after the United States of America after scoring nine medals, which included four gold medals. This proves the point her sports diplomats have raised the bar higher and promotes the country's culture, values, and principles. Because of their excellent performance, the country's national image has been enhanced. Rugby World Cup is an important part of international sports, most especially for England hosting it in 2015 was very significant as the teams from England played well and this made them showcase their capabilities which were in both hosting and participating in the game. On 29 May 1953 two men namely Edmund Hillary and Tenzing Norgay, both started a journey to ascend Mount Everest which is the tallest mountain in the world, becoming the first climbers confirmed to have reached the summit of Mount Everest. Their successful ascent on the tallest mountain was a historical event in England as this marked 30 years of the country's trial to ascend Mount Everest. This news of the successful ascent to Mount Everest was celebrated internationally and the news was during Queen Elizabeth II's coronation. This act of England's subjects being able to ascend to Everest was an indication of how soft power can make an act of a country inspire other states to work towards the same goal.⁸³

⁸² Farred, Grant Fiaca and Veron-ismo: race and silence in Argentine football, in *Leisure Studies*, London: Routledge. (2004)

⁸³ Ibid

England has used sportsperson such as David Beckham to enhance the countries national image and to promote the country's culture and values. They have also been appointed by international organizations such as the United Nations to be goodwill ambassadors of various agencies such as the United Nations International Children's Emergency Fund. Which is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help meet their basic needs, and to expand their opportunity to reach their full potential.⁸⁴ Mohamed Muktar Jama Farah (who is popularly known as Mo Farah), who is a British long-distance runner and is said to be the most successful British track athlete in modern Olympics games. He is the 2012 and 2016 Olympic gold medalist in both 5000m and 10000m.⁸⁵ He also holds the European and Commonwealth game titles because of his excellent performance.⁸⁶

Mo Farah is the greatest not only in England but in the global world in sports, who is a great competitor for the Kenyan team. Mo Farah over the years has been used by England to promote the country's national image, during the championships he has raised the bar higher for other competitors. He has been a great sports diplomat for England in terms of promoting the country's national image abroad. for example, Right to Play International which is an NGO in Canada for sports development gets significant contributions from UNICEF, Goldman Sachs which is an MNC from the United States of America, and also from international football organizations such as Chelsea Football Club which is based in England.⁸⁷ According to Troaca, an international company like Samsung was able to penetrate the African market because it used Didier Drogba

⁸⁴ <https://www.unicef.org>

⁸⁵ Fordyce, T. Ennis, Farah and Rutherford give GB athletics its finest hour. BBC Sport. Retrieved from <http://www.bbc.com/news/sport/olympics/19125682>.

⁸⁶ Butler, G. (Director) and Lynn, H.R. (Producer). BBC coverage: Rio Olympics. BBC Sport. United Kingdom: British Broadcasting Corporation. (2016)

⁸⁷ <https://www.rightstoplay.com/international/the-team/page/fundersandpartners.aspx>>.

who is from Ivory Coast and plays for the English Premier League which is based in England.⁸⁸ Multi-national corporations are into sports diplomacy for public relations to enhance their images internationally, so that many states can draw toward them. Actors in sports diplomacy are the key to a country obtaining its foreign policy objectives, for this to be effective it involves all the stakeholders, and the strategy to utilize the actors to attain the set goal has been seen across Kenya and England.

3.1.3 Sports Superiority

Sports performance is also a sports diplomacy strategy used by Kenya and Uganda. Kenya and England have used sports as a strategic tool of diplomacy in various sports competition events, which has turned out to be very effective. Kenya is known for Marathon while England is known for football through the English Premier League. The superiority of Kenya in Marathon and England in football has been used as a strategy of sports diplomacy.

This type of diplomacy is low-cost but highly-reward in terms of foreign policy and national image advancement.⁸⁹ As a strategy, it has worked for Kenya, sports has aided in the establishment of national peace, where the country has gained a positive reputation as a result of its sporting accomplishments. Sports can create interconnectedness and greater relationships in the advancement of national image and international contact, and it frequently endures states to global issues, which is fundamental for greater good relations building among individual states to boost sport power range, reputation, and people-to-people links.⁹⁰

⁸⁸ Troaca, F., "Didier Drogba Signed with Samsung: But not to play football", (online)<https://news.softpedia.com/news/Didier-Drogba-signed-with-samsung-82984.shtml>. (2008)

⁸⁹ FIFA , World Cup Regulations (The 2010 FIFA)

⁹⁰ Saxena, A., The Sociology of Sport and Physical Education, Sports Publication, New Delhi 2011.

At the 2008 Beijing Olympics, Kenyan athletes were able to perform excellently and shine in the Olympics this was through winning various medals in athletics particularly in long-distance running, which is known internationally to be Kenya's best-performing sporting activity and Kenya has dominated it for a very long time. Because of the performance in Beijing, there was an immediate recognition for its remarkable civilization and rapidly developing culture, what followed next was a change in how the world viewed Kenya, this enhanced the national image drastically. Sports diplomacy is becoming more global, and more regional and international organizations are beginning to embrace the concept of sports diplomacy of a universal society than ever before. Sports diplomacy is the pinnacle of diplomacy because it encourages greater communication between states to foster a peaceful and cordial relationship.⁹¹

Sports as a medium for articulating foreign policy by the masses, the audiences, reach, and volunteer sporting actions demonstrated during sports contests are well known to states which are soft power initiatives in sports. Kenya as a country internationally has and is using athletics to improve its image, changing attitudes and breaking stereotypes. Sports can also be used to express a country's diplomatic message to the world.⁹² In sports diplomacy, the positive outweighs the negative.

The activities that take place during sporting events pave the way for stronger cooperation among nations, which leads to foreign policy diplomatic involvement. International sporting competitions serve as a fictitious stage for countries to exhibit their capabilities, knowledge, and skill in terms

⁹¹ The Anholt-GfK Roper Nation Brands Index. Prepared for Switzerland. August 2009.

⁹² Gilbert, K. The Wrong-way Around (2006), In Wolff, E., et.al , Sport and Human Rights- ICSSPE Bulletin. Edition (2006) pp. 57-59

of their athletes' potential to influence various ideologies.⁹³ Sports have been used as a tool to promote peace as in the case of Kenya during the post-election violence in 2007-2008 and 2012-2013, sports activities were used as methods of resolving conflict between communities and to unite the people of Kenya by developing tolerance, respect, and social inclusion which create oneness.

Sports diplomacy in most cases those who make it possible to be are the players who partake in the sporting events, it also involves diplomats and diplomatic interactions, while other times it includes prominent persons tossing a coin.⁹⁴ In Kenya, the diplomats play an important role in sports diplomacy as they represent the country in a foreign land, a country's diplomat has an international audience and with this, he or she can advance the country's image and national interest. In Kenya, Sports have been used as a strategy to develop communities and to shape their futures. The majority of formal settlements has so many sporting activities to keep the youths busy away from crime, drug abuse and to become productive members of society. Sporting activities can assist those who are not financially capable overcome the poverty cycle by changing their behavior structurally and bridging the gap created by society.⁹⁵

England has used sports as a strategy to unite its people, with the main focus being to overcome both local and national challenges. This has been done through the creation of (sport England), which is part of a local program to educate the locals on the revenue got from sports activities and

⁹³ Darnell, Simon. *Sport for Development and Peace: A critical sociology*, Bloomsbury books, London, (2012) pp 3-4.

⁹⁴ Defrance, Jacques and Chamot, Jean Marc. *The voice of Sports : Expressing a foreign policy through silent cultural action: The case of French foreign policy after the second World war*, *sport in society* 11(4) (2008) , pp. 395-413

⁹⁵ Pamment, J., *New Public Diplomacy in the 21st Century: A Comparative study of policy and practice*. Routledge, Abingdon 2013

how this can be used to develop the country itself. Sports diplomacy gives countries a lot of leeway in evaluating a diplomatic relationship's merits and flaws outside of official policy views. Sports diplomacy exchanges are a general way to test the waters for a policy shift. They open up new channels for communication between so-called estranged peoples and nations, and in some situations, they can be used to penalize, mock or provoke another state.⁹⁶

For example, in 2012, the Argentinian government produced a contentious televised commercial depicting an Argentine Olympian athlete exercising at a sensitive place in the disputed islands, in response to the host of the London games and its claim to the Falklands Islands. The commercial concluded with the statement, "To compete on English soil, we train on Argentine land" This did not go well with the then England Defence Secretary Philip Hammond, which he referred to it as been tasteless and disrespectful propaganda.⁹⁷ This shows how sports can be used as a strategic tool to provoke a state. Following that year England boycotted all the Euro- 2012 football tournaments that were to be held in Ukraine, this was because the country applied selective justice when the Ukrainian opposition leader was arrested and jailed Yulia Tymoshenko.⁹⁸ England was not alone it was followed by Sweden and Germany. This is how sports was used as a diplomatic tool to amplify a message to Ukraine.

⁹⁶ Rowe, D., *Global Media Sport. Flows, Forms and Futures*. Bloomsbury, London 2011.

⁹⁷ BBC News, " UK criticizes 'Falklands Olympic ad, "BBC World News, Web June 8th 2021, <https://www.bbc.co.uk/news/world-latin-america-17946838>.

⁹⁸ BBC News, " Tymoshenko case: Europe pressure on Ukraine intensifies," BBC World News, Web. June 8, 2021, <https://www.bbc.co.uk/news/world-europe-17892514>

England has also used international sports for a range of high political goals, for example, boycotting the 1980 Moscow Olympics as a retaliatory tactic against apartheid in South Africa. Sport has also been used as a tool to punish undiplomatic behavior in the 2012 London Olympics, which is not sportsmanship-like. Indonesian, South Korean, and eight Chinese nationalities were banned from playing badminton. England has used sports to forge relations and enhance her image with other states in the international system, one of the successful initiatives was when the Manchester United Football team were invited to the Washington DC embassy by Sir Nigel Sheinwald, and later in the day children from suburbs spent the day with the likes of, Rooney Wayne, Ryan Giggs. Having internationally known players and giving the children the opportunity to meet with their role models was a form of soft power in play as it made England more appealing to the rest of the world the photos that were taken during the session made it international news. The event is said to have been attended by more foreign ambassadors than ever before in the ambassadorial duties of Nigel.⁹⁹

3.1.4 Sports tourism

Kenya and England have embraced sports tourism by holding events, constructing stadiums, and utilizing their well-known athletes to generate money for the country. Sports commercialization has been maximized to earn income from current sports platforms. Kenya is a sporting destination that offers high-altitude training camps, rugby action at the Safari Sevens Rugby event, golfing on the courses, and scuba diving in the tropical seas of the coast. Kenya is home to world-class athletes and safari rally participants.¹⁰⁰

⁹⁹ Rofe, J . Sport and diplomacy: sport and Manchester United as cultural diplomacy. Paper delivered at the University of Edinburgh, March 10th.(2015) Accessed 8th June 8, 2021.

¹⁰⁰ Nygård, H.M., Soft power at home and abroad: Sport diplomacy, politics and peace building, *International Area Studies Review*, 16 (3), 2013.

Sports tourism flourishes when a country's brand is promoted worldwide. Kenya has several sports stars that have deserted to play for foreign teams, which helps to increase sports tourism. This encourages visitors from other nations to consider visiting the home countries of Kenyan athletes who compete internationally, such as Victor Wanyama and David Rudisha. Kenyan athletes who win international championships and tournaments, as well as set and break world records, contribute to sports tourism by attracting a worldwide fan following interested in learning more about their hero's origins. For, example courtesy of Macdonald Mariga, Jose Mourinho one of the World's Best Coach came to Kenya to tour the country for holiday and also scouting purposes.¹⁰¹

3.1.5 Sports investment and Sport Aid

Investment is one of the strategies used in sports diplomacy where a country or a company invests in branding as a way of marketing their products. In Kenya for example Sportspesa and Safaricom have invested in sports branding. Sportspeople attract investments because of the media attention and national pride they generate. They can also advocate commercial items for the worldwide market. In addition, sportspeople's investments in their hometowns help communities thrive economically by tapping into a ready market. Eldoret town has grown as a result of real estate investments made by Kenyan athletes. These sportsmen have amassed a fortune via winning international athletic competitions, setting world records, and winning the World Marathon Major Series. Kenyan athletes have made real estate investments at the Winstar Hotel, Grandpri Hotel, Johannesburg Plaza, and Rotterdam Centre.¹⁰²

¹⁰¹ L'Etang, J., Sports Public Relations, Sage, Los Angeles 2013

¹⁰² Murray, S. and Pigman G.A., Mapping the relationship between international sport and diplomacy, Sport in Society, 2014, Vol. 17, No. 9.

3.2 Effectiveness of Sports Diplomacy in Enhancing National Image

Sports all over the world has been said to be a captivating occurrence and undeniably one of the world's most popular leisure activities, with people from all walks of life participating in, watching, attending, listening to, discussing, and experiencing sport at all levels of competition, from layman to professional.¹⁰³ Sports over the years has been able to develop individual skills, and generally improve the level of performance in sporting activities when done consistently, sports also can spread positive cultural awareness messages and draw attention to important topics.¹⁰⁴

Joseph Nye's soft power theory is about the ability of a state to get what it wants and needs through an attractive approach rather than using force or payment as a means to the end. This being the case a country should take advantage of soft power to promotes its cultural heritage, economic superb, and to enhance its national image.¹⁰⁵ Apartheid in South Africa was also one of the happenings that lead to boycotting of international sports events by African countries and the international community joined in it which was advocating for its abolishment of the regime. Tanzania also used sports diplomacy to unite the African continent to speak in one voice against the apartheid regime in South Africa.¹⁰⁶ Tanzania was praised for the active role it took to stand against apartheid, this enhanced its image internationally as it boycotted the sporting events.

England and the allies by boycotting the Moscow Olympics game in 1984 were sending a message that the invasion of Afghanistan by the Soviet Union was illegal and was against the decision of

¹⁰³ Dunning, E, and Malcolm, D. Sport: Critical Concepts in Sociology. London: Routledge, (2003), p.67

¹⁰⁴ Ibid

¹⁰⁵ Chemunshenko, D. Promoting Sport through Sport. An Industry Professional looks back and forward and issues a Challenge, (2011)

¹⁰⁶ Laverty A, "Sports Diplomacy and Apartheid South Africa" (2010) p.12.

the United Nations Security Council Resolutions.¹⁰⁷ Ukraine Football Tournament, England boycotted the tournament she was against the injustice done to the Ukrainian opposition leader by him being detained unlawfully. In both cases, sports have been used to pass a diplomatic message without applying coercion. Sports diplomacy has been effective in amplifying diplomatic messages. Soft power saw England boycotting several games throughout the history of that country, making sure its input was felt and paid attention, on the other hand by England showing solidarity with other states and individuals through their difficult situation it proves to the world that it is an open-minded country that can make decisions on its own without being influenced by the forces in the international system.

England hosting the 2012 Olympics games made it gain international recognition for its great civilization, and how quickly it was developing its spectrum in its cultural endeavors. England has used sports diplomacy to build and strengthen its international relations, it has done through bridging cultural and linguistic differences among countries in the international system by creating common ground through sports, by opening up its country to the world by hosting international sporting events, creating an international platform for new trade agreements or by the creation of legislation to promote trade, by using its sports ambassadors for international relationships.¹⁰⁸

In 1987, Kenya hosted the 4th All-Afric Games in Nairobi this was a great milestone for Kenya in attracting visitors and the increase in foreign direct investment. This was very effective as the main aim of the game in Kenya was to interact, build long-lasting relations, and learn from one another.

In the African Continent Kenya is a powerhouse when it comes to Sporting activities and a multi-

¹⁰⁷ Smothers, Ronald. ‘‘ OLYMPICS; Bitterness Lingered Over Carter’s Boycott’’. The New York Times (July 19, 1996)

¹⁰⁸ Johnson, H.F., Foreward, [in] Strategy for Norway’s culture and sports co-operation with countries in the South, eds. R. Bendiksen, M. Lendig, Norwegian Ministry of Foreign Affairs, Oslo 2011

sport world champion. Kenya is a household name in various sports, For instance, Julius Yego is a track and field and is a javelin throw champion currently, he is the African record and Commonwealth record holder with a personal best of 92.72. Yego learned how to throw the javelin by watching videos on youtube. Despite Kenya having such accolades in sporting events, the government's foundation sports plan has a lot of untapped potentials. Other traditional methods of advancing Kenya's national image can be supplemented through sports discretion. Through the Likes of Julius Yego as a sports person they are seen as 'good ambassadors for the country, sports diplomacy has been effective in enhancing Kenya's national image because they participated in international sporting events.¹⁰⁹

Mwisukha argues that 'by their participation and success in international sporting activities, these athletes, 'inform' the world about their country' They have made a significant contribution to selling and publicizing the country's name on the worldwide stage'.¹¹⁰

3.2.1 Development due to Sports diplomacy

According to the Foreign Commonwealth and Development Office (FCDO), the 27 million euros opening ceremony of the 2012 Olympic Games drew 120 heads of state, the event was described 'as a magnet for high-value foreign direct investment' and the world's largest business networking event.¹¹¹ England hosting 120 heads of state in the opening ceremony show how it has nurtured its relations with other states, and in return enhancing its national image internationally.

¹⁰⁹ Jarvie, G.T., The soft power of sport can win friends, 2015,

¹¹⁰ Mwisukha A, Njorol W.W.S. and Onywera. V.O. 'Contribution of Sport Toward National Development in Kenya'. East African Journal of Physical Education, Sport Science, Leisure and Recreation Management. Vol 1 Issue 2, September, (2003), p. 73-81

¹¹¹ FCO Public Diplomacy: The Olympics and Paralympics Games 2012- Foreign Affairs Committee, <http://publications.parliament.uk/pa/cm201011/cmselect/cmfaff/581/58107.htm>.

Through the various Ministries, such as sports, culture, and heritage, the Ministry of Foreign affairs underlines the important role of a state in the implementation of sports diplomacy. The state as an entity has to apply the use of soft power to draw foreigners to the country and in return, this can translate to the country getting more out of it, such as foreign direct investment, broaden the culture of the country, promoting interaction across the board by an extension improving international relations in the international system. The state has a major role to play in sports diplomacy to make it more productive and fruitful even for generations to come.

States have helped each other in sports diplomacy, in 1995 the late President Daniel Arap Moi went to Beijing China, and when he returned to the country he was given a new development assistant aid by the Chinese government, which included Chinese technical aid which constructed the Moi International Sports Complex in Nairobi's Kasarani area. The construction was completed in 1987 making it the biggest sports complex in the East African Complex this was a plus for Kenya as immediately it hosted the all-Africa Games. With the development assistant aid came some cultural elements from China as some Kenyans got into taking part in acrobatics and gymnastics techniques¹¹² this showed the cooperation between Kenya and China and how this has enhanced the image of the countries in relations with one another.¹¹³

3.2.2 Improved state relations through Sports Diplomacy

Foreign relations are based on a state's national interests and the policy that is put in place to guide the achievements of those interests. Foreign policies of countries have varying rates of change and scope of intent, which can be affected by factors that change the perceptive national interests or at

¹¹² Ibid

¹¹³ ibid

some point affect the country's stability.¹¹⁴ The foreign policy of any given country in the international system can immensely affect another country and the impact can last for a very long time, this will also affect the course of international relations as a whole. This is the reason in the creation of any foreign policy a country has to but itself where it is at the receiving end of that same foreign policy. Foreign relations with other states through sports diplomacy is one of the strategies that Kenya and England have both used to enhance their national image.

Kenya's participation in sports is an element of the country's international ties. When Kenya athletes and the national teams whether in football, rugby, safari rally, travel outside of the country for friendly or international sports events, they are establishing relationships between Kenya and the host country. In some cases, a state representative such as an ambassador. Cabinet secretary or permanent secretary for sports is sent together with the sportsperson to help deepen the bonds that will be formed as a result of their involvement. Sports diplomacy helps both countries to broaden their spectrum of engagements, this creates a mutual benefit from the relationship.

Sports diplomacy is widely acknowledged as a significant contributor to England's soft power resource. States must communicate messages about enticing features of their persona to foreign audiences to attract them. England has used the English Premier League to promote its foreign relations for instance it was an important component of the Foreign Commonwealth Officer's bid to portray England as a country that is just and fair play and supports diplomatic objectives.¹¹⁵ Foreign relations between England and other countries have significantly been enhanced by sports

¹¹⁴ Nguru Martin., 'National Interest and Foreign Policy', (unpublished) p.1

¹¹⁵ Jones, SG. State intervention in sports and leisure in Britain between the wars. *Journal of Contemporary History* 22(1) (1987) 163-182

diplomacy, as England is known to be the home of the greatest football matches premier league that over the years has garnered both domestic and international audiences. This has created partnerships between England and the rest of the world that can be in form of sponsorships and agreements.

3.3 Conclusion

Sports diplomacy has been an effective instrument in enhancing the national image of both Kenya and England, which has been applied in the past and up to date is being used to play the same role. Sports diplomacy has been put into practice to amplify diplomatic messages which have been informed by boycotting of international sporting events. An instance where sports diplomacy was applied is boycotting sports activities by Africa states to pressure the international community to pay attention to the apartheid regime in South Africa and to bring it to an end which was against the black South Africans. This shows how sports diplomacy is an important aspect in promoting togetherness and speaking in one voice. Sports diplomacy has been used by Kenya and England to promote political stability, peace, and security, cooperation, and also in fostering integration with other countries. Actors of sports diplomacy have also played an important role in sporting activities to make it what it is today. Hosting international events for both countries has been impactful in the sense that it had brought foreign direct investments, promotion of the culture of both countries. Most importantly sports diplomacy has changed the perspective that the international community has on Kenya and England. Chapter four will provide the analysis based on the primary data collected through the data collection instrument.

CHAPTER FOUR

CHALLENGES OF SPORTS DIPLOMACY IN ENHANCING THE NATIONAL IMAGE IN KENYA AND ENGLAND

4.0 Introduction

The previous chapter looked at the strategies and effectiveness of sports diplomacy in enhancing the national image in Kenya and England, which was discussed under hosting mega-events, the use of sports ambassadors, sports superiority, sports tourism, sports investments, and sports aid, the effectiveness of sports diplomacy in enhancing the national image, development due to sports diplomacy, improved state relations through sports diplomacy. This chapter presents and analyses the findings of the research study with the respect to the specific three objectives. This chapter, therefore, examines the result of the research study relating to the role of sports diplomacy in enhancing the national image, challenges of sports diplomacy in enhancing the national image, strategies, and effectiveness of sports diplomacy in enhancing the national image.

4.1 Response Rate

The data was collected by administering questionnaires and Interviews to the University of Nairobi Masters Students from the Institute of Diplomacy and International Studies, Government officials from the Ministry of Foreign Affairs, Officials from the Ministry of Sports, Culture, and Heritage, and finally officials from the British High Commission Nairobi. A total of 318 questionnaires was given out, 286 out of 318 were returned. This represented a response rate of 85% which is enough to provide a reliable conclusion for this study.

Table 4.1: Response Rate

University/ Institute	Sample (n)	Returned Questionnaires	Non Responsive
Ministry of Foreign Affairs	127	93	34
Ministry of Sports, culture, and Heritage	98	55	43
The British High Commission Nairobi	34	24	10
Institute of Diplomacy and International Studies	59	42	17

Source: Author (2021)

4.2 Demographic Characteristic of the Respondent

From the findings, the study established the following characteristics, that the majority of respondents were males by 77%, while the females were 23%. The majority of the respondents were male mainly because the key areas of data collection were mainly male-dominated. The male respondents were also more willing to respond as compared to the female. The study however was open to all respondents both male and female.

The majority of the respondents were between the age of 20 – 33 years as indicated by 76%, with the 34 – 42 years age bracket also had a significant number of respondents at 12%, 43 – 58 were represented by 8%, and finally, 59 – 62 % were represented by 4%. It was critical to assess the respondents' educational level to determine whether or not they grasped the research study. Post-graduate made up the majority of the responders, accounting for 83% of the total. The remaining respondents had a bachelor's degree. This demonstrated the correspondents' ability to comprehend, the subject of the research study. While 40% of respondents were senior management at their respective workplaces, the majority which was 60% were in junior management. This goes to show that the respondents were reliable in responding to the research study.

4.2.1 Age of the Respondents

A total of 318 respondents were interviewed which was a success were cut across the respective Ministries from sports and foreign affairs, the embassy, and the Institute of Diplomacy and International Studies. Were from the ages of 20 down to 62 as indicated below.

Table 4.2: Age Bracket of the Respondents.

Age Bracket	Frequency	Percentage
20 – 33	140	76.0
34 – 42	65	12.0
43 – 58	60	8.0
59 – 62	53	4.0
Total	318	100.0

4.3 The Role of Sports Diplomacy in Enhancing the National Image

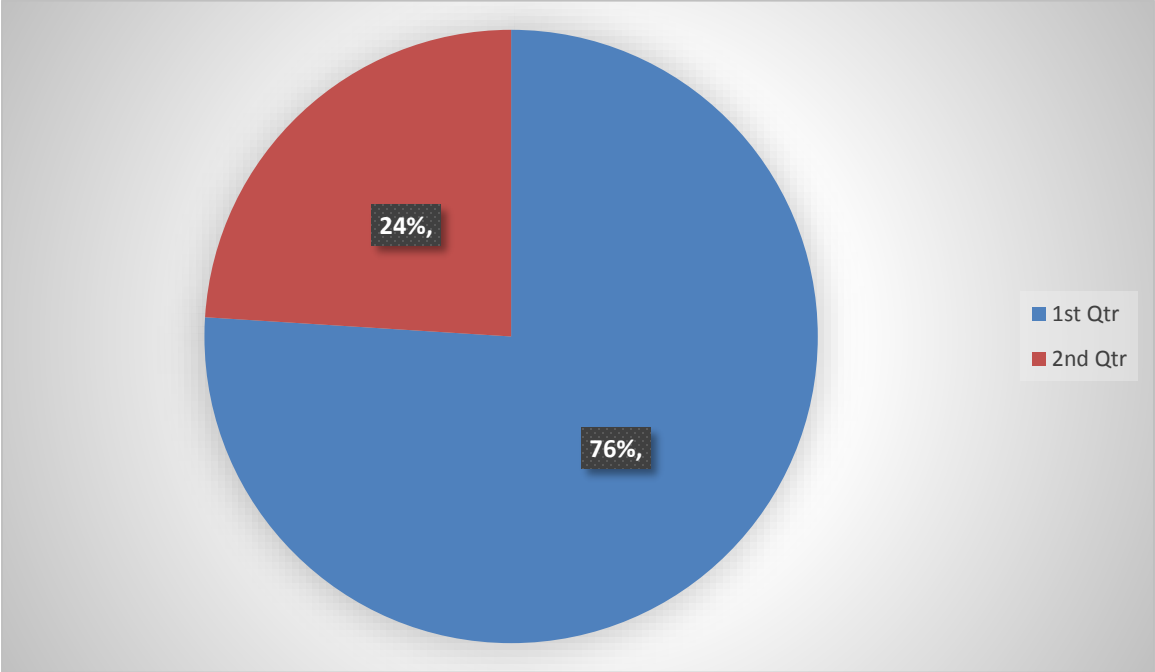
The first and the broad objective of the research study was to analyze the role of sports diplomacy in enhancing the national image. The study asked how can sports be used as a tool for advancing national image?

4.3.1 Can sport be used as a tool for advancing National Image?

On the question can sport be used as a tool for advancing the national image in Kenya and England. In understanding the question of sports as a tool for advancing national image, the following subject matters were evaluated: what sports do Kenya and England excel in, what sports do Kenya and England engage in, how often do both countries engage one another on sports activities both internationally and at home basis. In conclusion, 76% of the respondents agreed that sports can be

used as a tool for advancing the national interests of countries, while 24% were of the contrary opinion and did not agree that sports can be used to advance the national interest of any country. 24% believed that sport alone is not enough to advance the national image more is required of a country to be recognized internationally. An interview with an official from the ministry of foreign affairs stated that sports have promoted Kenya’s national image on an international platform, Kenya is known as a powerhouse in athletics.¹¹⁶

Figure 4.1: Response



The pie chart above it shows the percentage of the respondents who agreed that sports can be a tool to advance the national image is with the majority with 76% while the 24% disagreed this was attributed to the fact that most countries are known to be economic giants and not in sports.

¹¹⁶ An oral interview with an Official from the Ministry of Foreign Affairs

4.3.2 In what ways does sports promote a country's image?

Respondents gave different answers on ways sports promote a country's image. 86% of the responses stated that sports can promote a country's image because it is part of the majority of country's foreign policy¹¹⁷ and through the following sportspeople performing extremely well during international competition, a country that has international standards sporting facilities will attract the international community hence coming to the country to play or visit to see the sporting facilities constructed in the country, sports can promote a country's image by producing the best players having internationally known players is a boost to any country's national image.

In responding to the question an official from the Ministry of Sports, Culture, and Heritage stated that sports have promoted Kenya's national image beyond what the Ministry could have ever thought, it has brought some of the world's best footballers and coaches to Kenya.¹¹⁸ 10% of the respondents stated that sports can promote a country's image by promoting and showcasing the principles and values of a country to the rest of the world, sports is a form of public diplomacy that is applied as a form of soft power and a country can achieve not only enhancing its image but so much more which includes its set national objectives, through sports a country gets the opportunity to share its culture and heritage with other countries in the world. 2% believed they were not sure whether sports can promote a country's image. From the indication above the majority believes in the capabilities of sports to promote a country's image.

4.3.3 How have Sports promoted Kenya's national image?

Respondents were asked to give their opinions on how sports have promoted Kenya's national image. About 75% strongly agreed that sports indeed has promoted Kenya's national image by

¹¹⁷ Ibid

¹¹⁸ An interview with an Official from the Ministry of Sports, Culture and Heritage.

naming following Kenya is seen as an athletic destination in the world and this has lead to Kenya being included in World athletic bodies as well as an attraction to professional athletics who come to Kenya to train in the high planes of Iten in Eldoret. Long, middle, and short marathons have put Kenya on the global map. Because of sports, it has promoted national cohesion in Kenya which has portrayed the country as having a conducive environment for hosting international mega-events hence when hosting the event this promotes Kenya’s national image. Winning medals in international competitions have also promoted Kenya’s national image. During the award presenting ceremonies when Kenya’s national anthem and the national flag are raised, it is a symbol of pride for Kenya as it is recognized for the job well done in the competitions. Eliud Kipchoge who is a Kenyan is celebrated all over the world, and he is a long-distance marathon runner. As a Kenyan marathon runner, he has promoted Kenya’s national image on an international platform.

Table 4.3: How sports have promoted Kenya’s National Image.

	PERCENTAGE %
Strongly Agreed	75
Agree	20
Not Decided	5
Disagree	0
Strongly Disagree	0
Total	100%

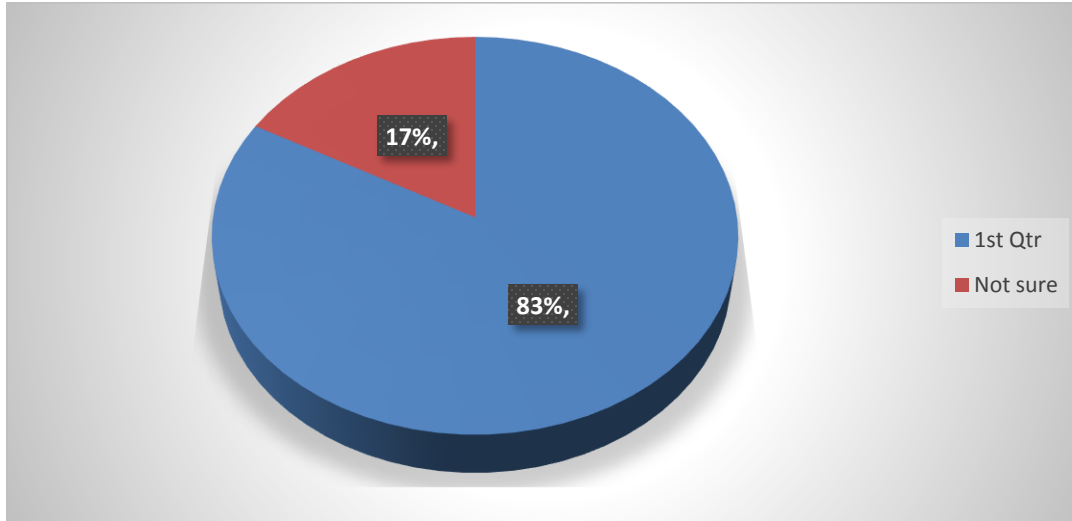
From the above table, it can be said that the majority at 75% strongly agreed that sports have promoted Kenya's national image, this was collaborated by the 20% who agreed with the same putting athletics and rugby as the reasons Kenya is known internationally. The undecided were not sure on how sports have promoted Kenya's national image and those who disagreed were the least. In a nutshell, sports have promoted Kenya's national Image as those who strongly agreed and agreed were the majority.

4.3.3.1 How have sports promoted England's national Image?

On asking how have sports promoted England's national image, 83% of the respondent said that sports have promoted England's national image across the world. The common word used by the respondent was English Premier League, it was said England is a powerhouse when mentioning football. English Premier League is watched all over the world for example Manchester United is celebrated internationally, and sports lovers travel to England to watch the matches live which is a boost for the country's national image.¹¹⁹ England has the latest technology and infrastructure in promoting sports in the country this is also attributed to England hosting the Summer Olympic and Paralympics, which was a mega-event that saw it host one of the celebrated events in the history of international sporting events. England has hosted several mega-events in sports such as cricket championship, hockey, horse racing.

¹¹⁹ McClory, J. The Soft Power 30: a goal measurement of soft power. (2005) <https://softpower30.portland->

Figure 4.2: How Sports has Promoted England’s National Image



The figure above states that 83% are aware of how sports have promoted the national image in England, stating clearly how this has been made possible by sports focusing on the English Premier League (EPL), whereas the 17% do not know how sports has promoted the national image in England, 17% says they have not been interested in England hence do not know how it is using sports to enhance its national image.

4.4 Strategies and Effectiveness of Sports Diplomacy

The second objective of the study was to evaluate the strategies and effectiveness of sports diplomacy in enhancing the national image of Kenya and England.

4.4.1 How have Kenya and England utilized hosting Mega events to enhance their national image?

The respondents cited that Kenya has hosted several mega sporting events, such as the Confederation of East and Central Africa Football Association (CECAFA) in 2008, Kenya hosted FIBA Africa Women’s Clubs Champions Cup, 2003 it hosted Cricket World Cup, in 2015

Women's African Volleyball Championship. This year it hosted the African Weightlifting Championship held in Nairobi. In the just-concluded world, under-20 Athletic was hosted in Nairobi, Kenya which hosted more than 120 participants from different countries across the globe. Hosting mega-events has given the international media right to broadcast the event live, which also markets Kenya abroad. This has also promoted waiver of entry visa requirements to participants, accredited trainers, and sponsors, which is a plus in enhancing the national image of Kenya.

The World Rally Championship 2021 was held in Kenya, in addition to that the president of Kenya Stated that the WRC Safari Rally will be held every year in Kenya until the year 2026. ¹²⁰ The above-named sporting event that Kenya hosted has been a turning point for the country in that hosting the mega-events have been used by Kenya to sell and rebrand itself more to the rest of the world, the country has been able to bid more to host more events to show its capabilities in hosting sporting events. This was supported by 78% of the respondents, 22% believed that Kenya has not been allowed to host more sporting events as the first is given to those who can bid to host events such as the Olympic, which most of the time goes to the developed nations as they can afford to host very critical events money is not the problem when it is time to bid. Hence Kenya has not utilized hosting mega-events to the optimum.

England has utilized hosting mega-events, to enhance its national image this has been seen over the years, as some of the economic benefits for mega-events that were hosted ten years ago are still been felt. 92% of the respondents agreed with the above and elaborated that over the years England has branded and sold itself on an international platform concerning hosting mega-events.

¹²⁰ <https://www.president.go.ke>

8% were of the opinion that England has more to offer than just hosting mega-events, in addition, England is known all over the world as an economic giant rather than in hosting international events, so in their opinion, England has not utilized only hosting mega-events to enhance its national image but it's a collaboration with other sectors to make sure it is in the global arena in all areas. In hosting mega-events England has partnered with private institutions and other countries for successful events, which is productive in promoting the nation image of England. For the majority of the respondents, England has utilized hosting mega-events in enhancing her national image using various strategies.

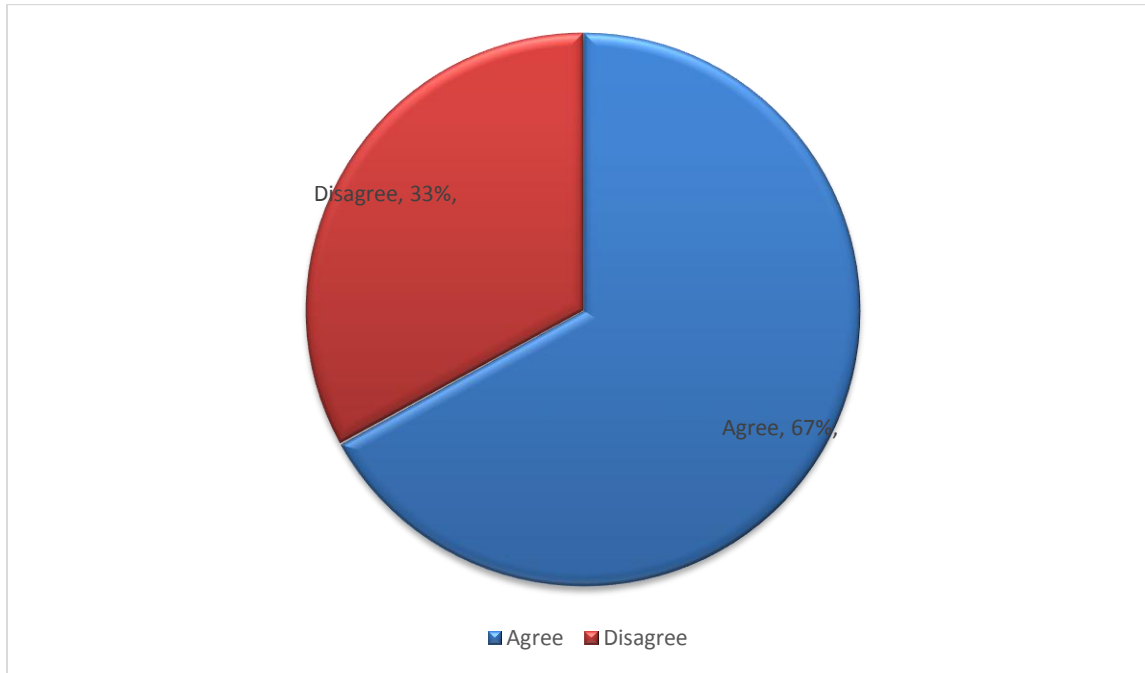
4.5 How has Kenya used sports Ambassadors to enhance its National Image?

Out of the 318 respondents, 67 percent of them said the government of Kenya has used its sports ambassadors to enhance the country's national image which has worked for the country as those given the responsibilities of promoting the country are of unquestionable character and in one way or the other they have enhanced the country's national image through excelling in their respective activities or by service to humanity. Sports ambassadors have been used as agents for peace during the political turmoil such as Telga Lroupe.

They further explain sports ambassadors have portrayed the country in a positive light. Kenya has used sports ambassadors such as Julius Yego (who is a javelin champion). Eliud Kipchoge and Kipchoge Keino are known worldwide renowned athletes and they have been given the mandate to enhance the country's national image in the events they participate in. They are admired by many due to their work ethic and are seen as role models by people in the international community. The sports ambassadors in the concluded Tokyo Olympics and Paralympics were seen promoting Kenya's culture and heritage during the opening ceremony they had donned in the Maasai attire

clothing and shoes. This was to amplify a diplomatic message to the rest of the world which they executed remarkably. 33% of the respondent were not away if Kenya has sports ambassadors.

Figure 4.3: How has Kenya used sports ambassadors to enhance its national image?



The respondents as indicated by the majority they are aware of the existence of sports ambassadors and what their functions are in regards to enhancing the national image in Kenya who are at 67%, while 33% are not aware of the role of sports ambassadors and if they exist in Kenya. How they are related in enhancing the country's national image.

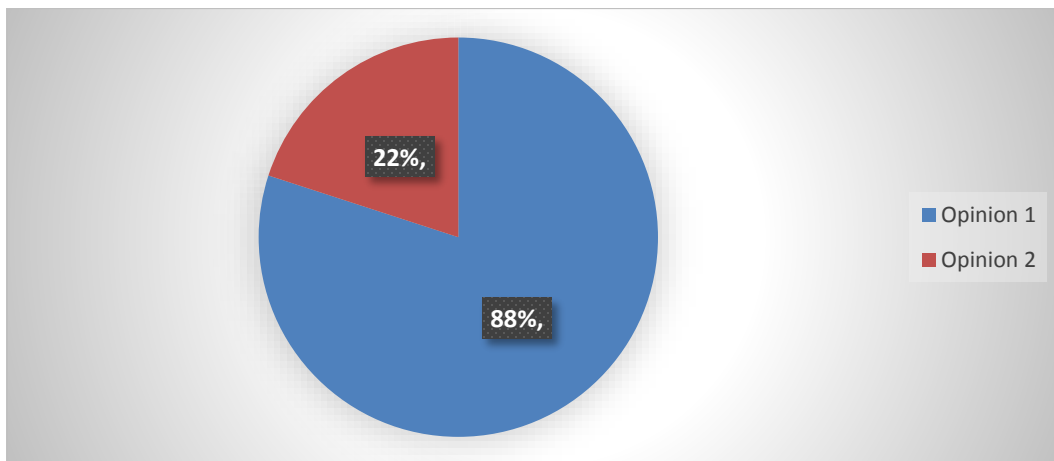
4.5.1 How has England used Sports ambassadors to enhance its National Image?

On the question of how has, England used Sports ambassadors to enhance its national image, 88% of the respondents elaborate on the best footballs coming from England for instance David Beckham is an internationally known player. Because of such international personality England is known to be a home of football. In addition, such players have been given the opportunities to be goodwill ambassadors for organizations such as the United Nations. David Beckham has been a

goodwill ambassador of the United Nations International Children’s Emergency Fund (UNICEF) since 2005.¹²¹

With sports ambassadors performing such acts to humanity it enhances the national image of the country. Mo Farah who is a British long-distance runner has been a good ambassador for the country as he has been used several to market the country on the global level, which has impacted the country positively. He has won several gold medals for England which has garnered respect for him all over the world by extension to England. 12% of the respondents stated that sports ambassadors in England have been used to promote the culture and heritage of the country most of the time through advertisements to reach both domestic and international markets. This is branding the country to attract the rest of the world.

Figure 4.4: How has England used Sports Ambassadors to enhance its National Image?



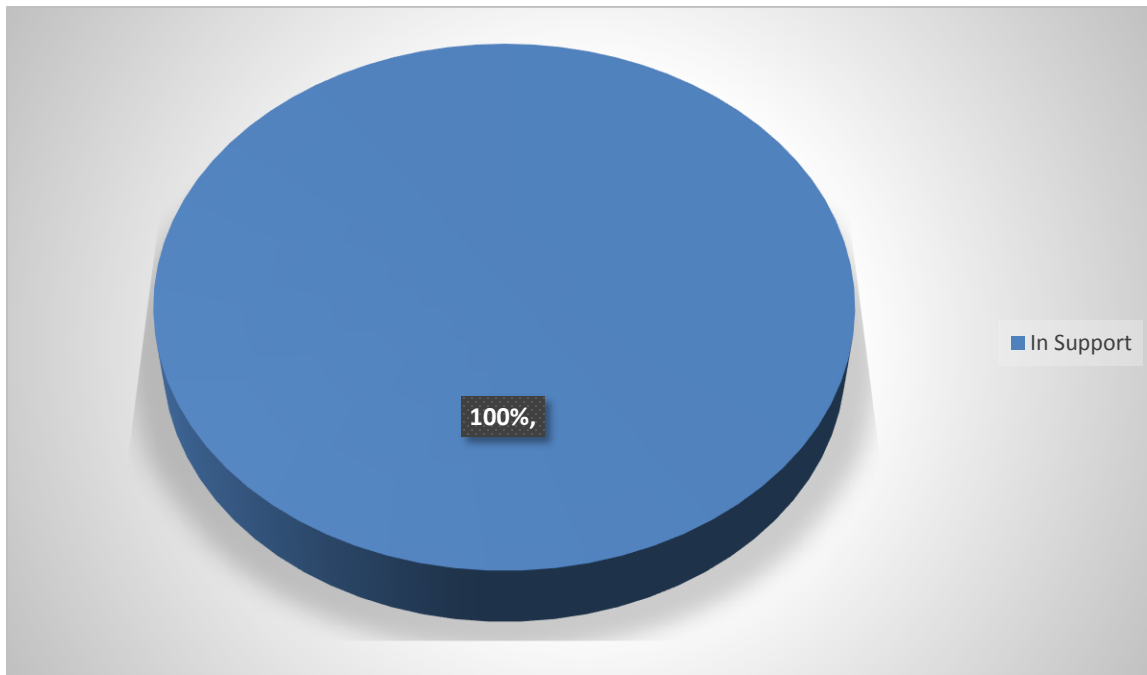
Both the majority which starts at 88% and the minority respondents which is at 22%, are aware of the fact that England has used sports ambassadors to enhance the country’s national image, even though they are given a different opinion on how England has used sports ambassadors.

¹²¹ <https://www.unicef.org>

4.6 How has Kenya used superiority in Athletics to enhance its national image?

Kenya has used superiority in athletics to enhance its national image this is evidence from an interview with an official from the Ministry of Foreign Affairs, in several ways Kenya has employed this technique to achieve its national objectives an example is when Kenya was competing with Djibouti for the non-permanent seat for the United Nations Security Council. The country used its world-class athletics to help with the campaign for the seat. This was a success as Kenya won the seat was a moment of pride for the Country. It was observed that they used their platform to campaign for Kenya for instance Eliud Kipchoge campaigned when he finished his marathon in New York. This was a boost for the country, this sold the country to the rest of the states. Other related areas where Kenya has used its superiority in athletics is when those participating in international competitions win medals for the country, this enhances the country's national image as supported by all the respondents at 100%.

Figure 4.5: How has Kenya used Superiority in Athletics to enhance its National Image

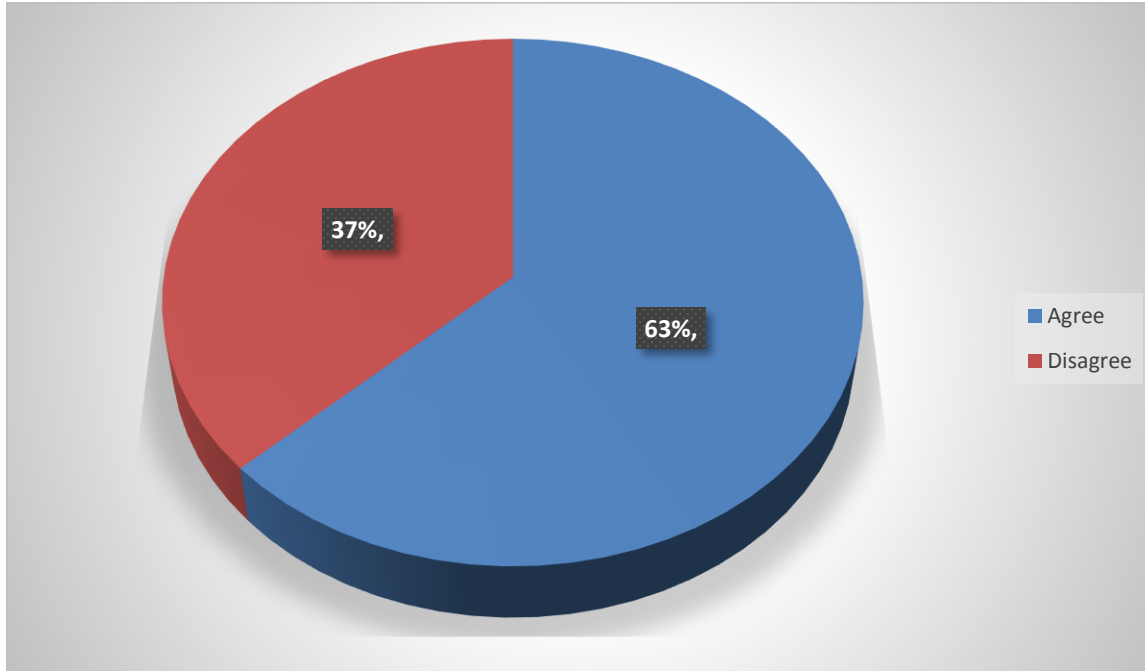


From the pie chart above 100% of the respondents, stated Kenya has used its superiority in athletics and giving reasons why this is so, Kenya is known for performing extremely well in both long, middle, and shorts marathons. It has used this ability to showcase what it has to offer the world and it has been part of various athletic committees due to its performance in international sporting events.

4.6.1 How has England used superiority in Football to enhance its national image?

63% of the respondent stated that England has used its sports superiority to enhance its national image through; England has used football to unite its people to avoid all forms of stability which are mostly political tension. A country that is political and economic stability is attractive to all countries as a hub for business operations and interactions. Through football England has been home to many who travel far and beyond to watch the live matches. This enhances the national image of England, English Premier League is the world's most-watched football tournament as indicated by one of the respondents who is a coach. England has provided citizenship to foreign sportspeople so that they can participate on an international platform and win on behalf of England, hence enhancing the national image this is a fruitful strategy. England's superiority in football has been a source of foreign exchange and foreign direct investments for the country (FDIs).37% of the respondents stated that England has not used its superiority in football to enhance its national image as so much can be achieved by the advantage of football England is known for.

Figure 4.6: How has England used Superiority in Football to enhance its National Image



From the discussion, 63% agree that England employed its superiority in football to enhance its national image, while 33% believe England has not used its superiority in England to enhance its image and more still needs to be done on sports.

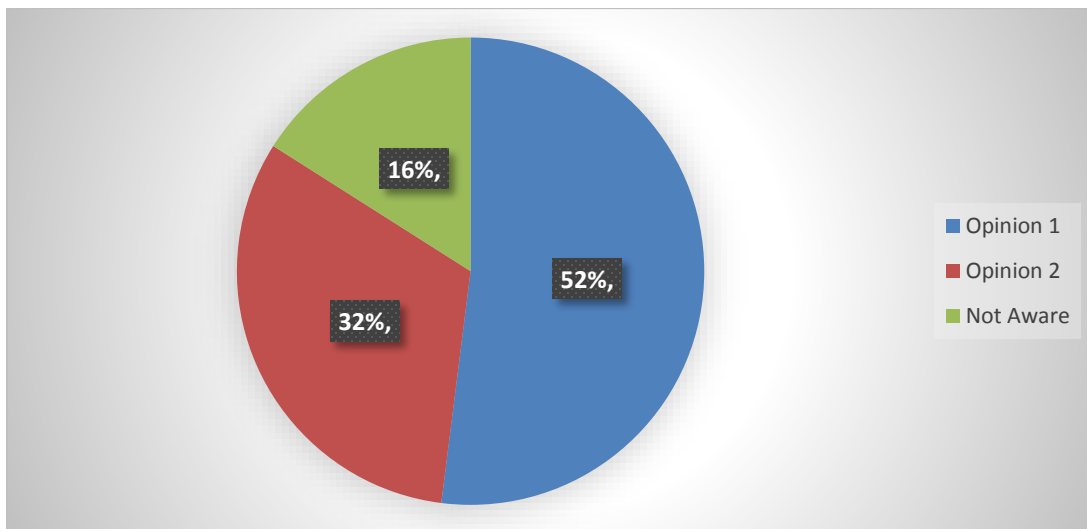
4.7 How has Kenya used Sports tourism to enhance its National Image?

To identify how Kenya has used sports tourism to enhance its national image, a question was posed to the respondent out of 268 respondents, 52 percent of the respondents stated that Kenya has used sports tourism to enhance its national image. The respondents gave how this has been employed as a strategy to enhance Kenya's national image. Sports tourism has to lead to the inflow of international sports personalities and other tourists to visit what the country has to offer in terms of sporting activities. Kenya has been able to showcase its strength not only in sports but also in other areas such as music, food, art, and craft. This in collaboration with sports activities has enhanced the image of Kenya internationally. Sports tourism is a sense of pride for the country as

Kenya is given the rare opportunity to prove its capabilities in sports tourism to the foreigners who visit the country, this is not only limited to foreign tourists but also domestic tourists.

32% of the respondents further gave their opinions stating that sports tourism is a mirror of what Kenya is all about as it reflects the way on how the country carries itself and how it does its day-to-day activities. Magical Kenya that markets tourism over the years has signed sportsmen and women to be the face of it such as Eluid Kipchoge is the brand ambassador. Kenya has also supporting sports tourism by organizing off-field trips to the national parts for foreign sports personalities who visit the country. Kenya has also constructed high altitude centers where world-class international athletes come to train for upcoming championships. 16% of the respondents stated that they were not aware of sports tourism as this was a difficult phenomenon to interpret.

Figure 4.7: How has Kenya used Sports Diplomacy to enhance its National Image?



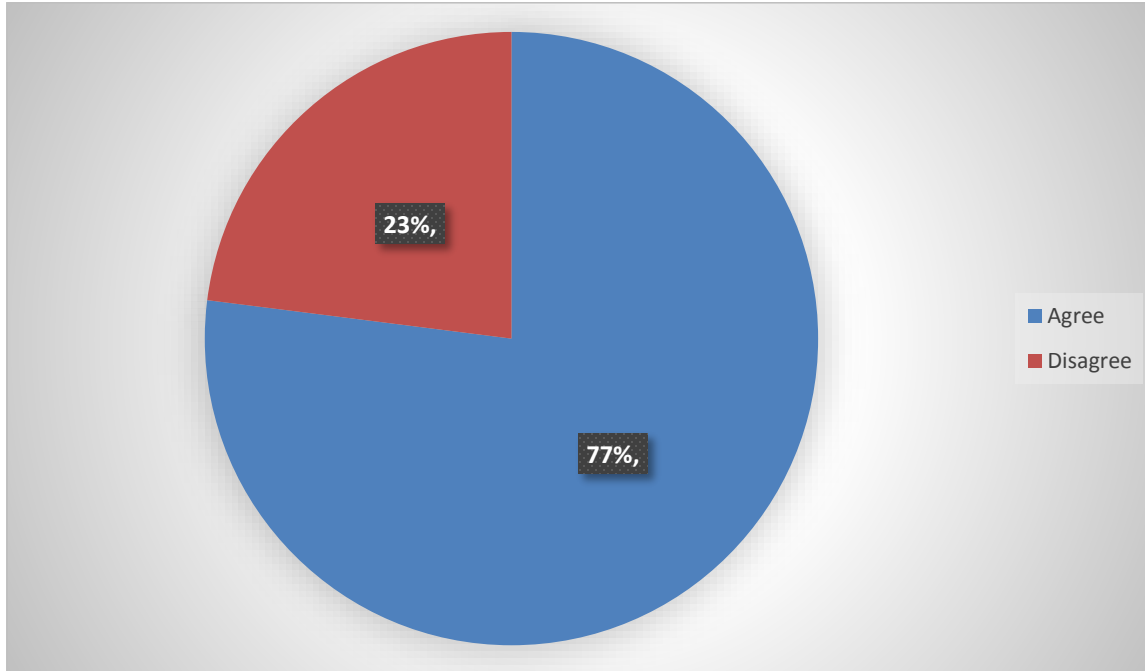
The majority of the respondents at 84% are aware of what sports tourism is all about and how it has enhanced Kenya's national image this is shown by the chart above and the explanations giving varied responses on how Kenya has applied sports diplomacy to promote her national image. 16% of the respondents were not familiar with sports tourism they indicated that sports tourism is new

to them and they would like to know more about it, as what is familiar is tourism and not a combination with sports.

4.7.1 How has England used Sports Tourism to enhance its National Image?

On the questions, how has England used Sports Tourism to enhance its National image 77% of the respondents state how England has used sports tourism as a strategy to enhance its national image while the 23% of the respondents gave the opinion that England has not used sports tourism to enhance its national image moreover the tourism site in England are a combination of sports centers and other tourism sites which varies depending on the tourist preference. 77% gave the following ways on how England has used sports diplomacy, firstly England has on several occasions relaxed the requirements when a foreigner comes to the country to watch a live match or to visit some of the historic sporting sites such as Wimbledon, Lord's Cricket Ground, Aintree Racecourse, The mall, Twickenham, Wembley Stadium among others. The requirements relaxation also applies to the participants of the sporting events. England has a well-built infrastructure to support itself as one of the best sporting nations in the world. It holds several world-class events in the sporting category which reflect on the positive image of the country. England has also partaken in sports exchange most especially in the developing countries. It has a program with the Ghanaian government in sports of the women hockey team, this is a form of sports tourism. England has also encouraged matches taking place in other countries and inviting them to play in England. One of the respondents elaborated that sports tourism in England is very active, and soon will overtake the other sectors of tourism.

Figure 4.8: How has England used Sports Tourism to enhance its National Image



Indeed England has used sports tourism to enhance its national image as supported by the majority of respondents who sum up the 77% indicating how it has used sports tourism. 23% are of the contrary opinion stating that sports tourism has not been effective in England as the majority of tourist sites are related to sports, among other sites as it all depends on the tourist preferences.

4.8 How effective are these strategies in enhancing the National Image in Kenya and England

The research study further wanted to know how effective the strategies employed by Kenya and England in enhancing the national image whether they have been effective or not. This was asked to the respondents and the responses were as indicated in the table below

Table 4.4: Rating the effectiveness of the strategies in enhancing the national image in Kenya and England

Performance of the Strategies in Kenya and England	Frequency	Percentage
Excellent	33	12.0
Above Average	28	4.0
Average	57	46.0
Below Average	126	23.0
Very poor	42	15.0
Total	286	100.0 %

From the table above it is evident that the strategies of sports tourism, superiority in athletics and football, using sports ambassadors, hosting mega-events. The strategies have not performed to their best in enhancing the national image in Kenya and England. From the table above out of 286 returned responses, less than 120 respondents believe that the strategies have been average and above in terms of how effective they have been in enhancing the image of Kenya and England, were like 168 of the respondents state that the performance of the strategies have been below average meaning they have not been effective and more still need to be done in Kenya and England.

The strategies to be effective as indicated by 87% Kenya and England do need policies to make the strategies effective and workable, they further state that strategies need to be available in writing and make know to the countries Kenya and England want to engage with on sports diplomacy. 13% of the respondents state even though some of the strategies are effective more still needs to be done England and Kenya also need to collaborate with their respective populations so that they are aware of how the strategies are effective and education on sports diplomacy should

be available to the entire population even those in remote areas where exposure to the happenings in the world is limited and sports diplomacy should be in the curriculum of the respective countries as the world is changing so should the countries.

4.9 Challenges of Sports diplomacy

The third objective of this site sought to analyze the challenges of sports diplomacy in enhancing the national image in Kenya and England. On the challenges of sports diplomacy the interview was carried out based on the following challenges; the effect of lack of resources on sports diplomacy, the effect of covid-19 on sports diplomacy, the effects of doping on sports diplomacy, the effect of the travel advisory, and finally what can be done better to ensure the challenges facing sports diplomacy area minimized.

4.9.1 What has been the effect of lack of resources on sports diplomacy in Kenya?

On the effects of lack of resources, all 286 responded that lack of resources has the greatest effect on sports diplomacy in Kenya below are some of the responses.

According to an athlete lack of inadequate resources has one of the greatest factors that has contributed to the decrease in the practice of Sports Diplomacy in Kenya. The Ministry of Sports, Culture, and Heritage has over the years promised sportsperson of providing funds and necessary allowances to make their lives easier and be able to perform to the maximum when it comes to national, regional, and international competitions. Over time the allowance has been pending and this has discouraged the sportsperson's livelihoods, nutrition and this has lead to the underperformance of team Kenya. ¹²²

¹²² Interview with a Kenyan Athlete, On the question the effect of lack of resources on sports diplomacy

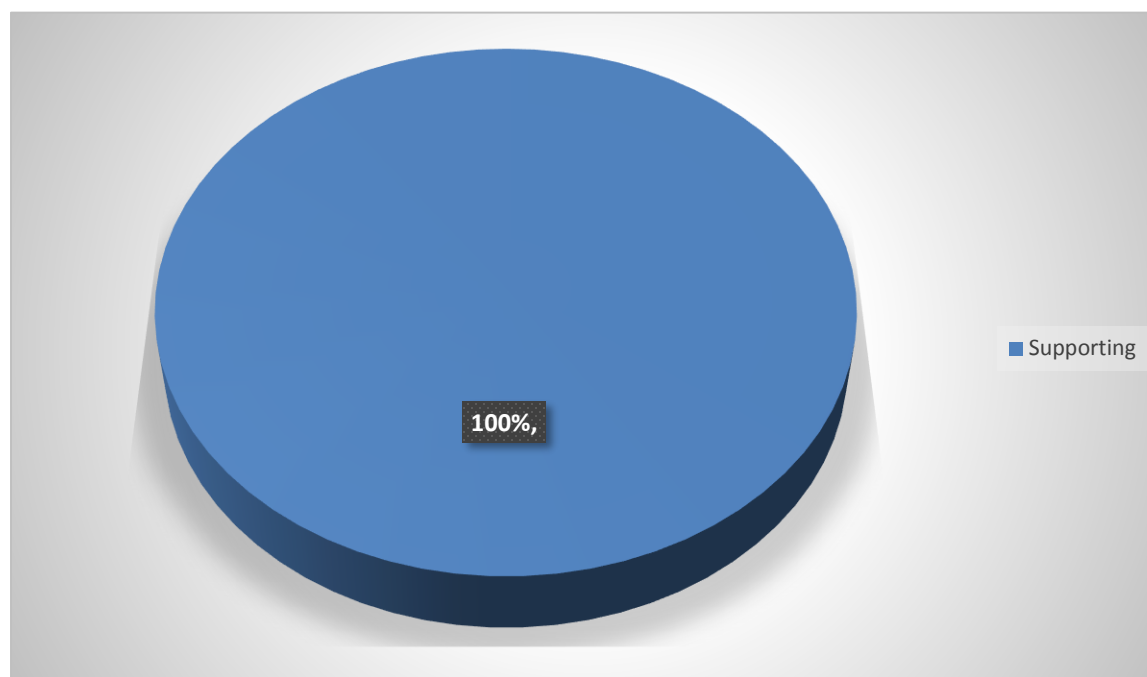
On the question of the effect of lack of resources on sports diplomacy, a football fun shared that lack of resources has led to no budgetary allocation for sports diplomacy implementation, and because of this Kenya's athletes have been motivated to play for other countries, because of lack of motivation which includes giving allowances and better pay for the sportspeople. He also stated that lack of resources has promoted under development of sporting areas this is due to the lack of top-notch sporting types of equipment. This is limiting Kenya in promoting sports diplomacy as it cant invite the majority of international teams to come to Kenya and train or exchange programs in sports. He added complaints by sports personnel are an embarrassment to the Kenyan government as no foreign country would like to invest in a country that is not paying its athletes the money it deserves. ¹²³

A board member from Sports Kenya (SK), elaborated on the fact that lack of resources has put the board in a very tight spot as it can not promote sports diplomacy efficiently, it has made it difficult for Kenya to host more mega-events as this is key for Kenya to showcase its capabilities in hosting international standard sporting events. Team Kenya doesn't get the opportunity to participate in all global sporting events, The inability to collect enough resources to properly support the sector especially in youth talents development is also a factor affecting sports diplomacy.¹²⁴

¹²³ An interview with a football fun, on the effects of lack of resources on sports diplomacy

¹²⁴ An oral interview with a Board member of Sports Kenya ; effects of lack of resources on sports diplomacy.

Figure 4.9: What has been the Effects of Lack of Resources on Sports Diplomacy in Kenya



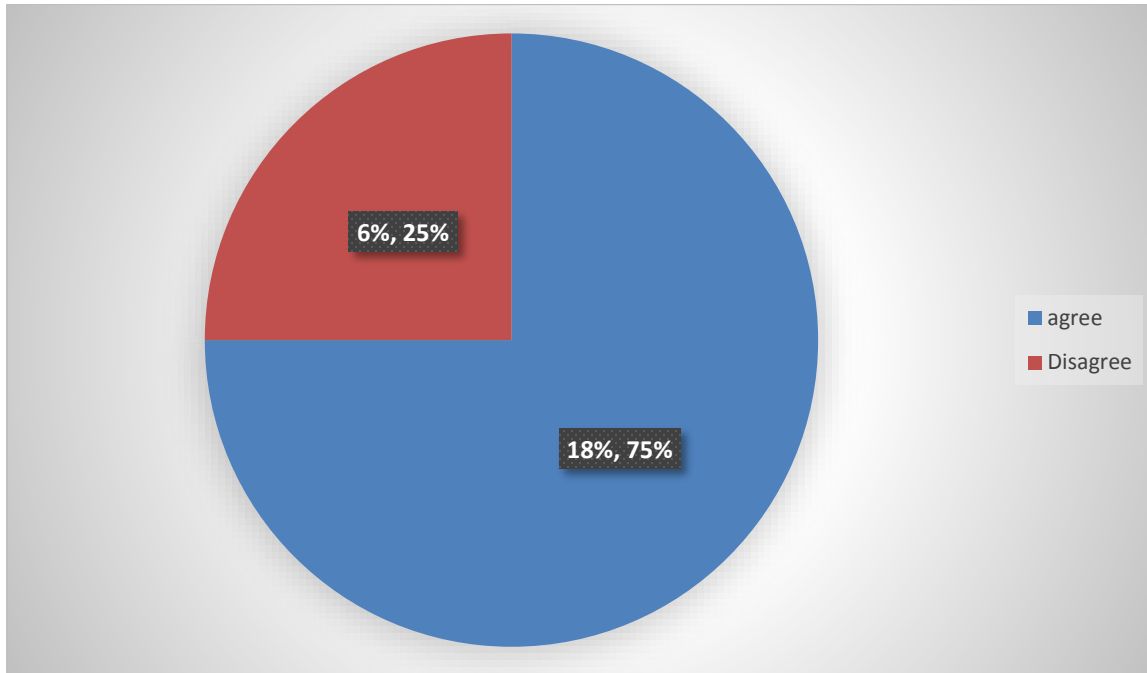
The chart shows that all the respondents which are 100% indicated that lack of resources has a great effect on sports diplomacy in Kenya.

4.9.1.1 What has been the effect of lack of resources on sports diplomacy in England?

To find out the effect of lack of resources on sports diplomacy in England, officials from the British high commission were interviewed, and out of the 24 returned questionnaires. 18% agreed that lack of resources has affected sports diplomacy, while 6% did not share the same opinion. In an interview with a public relations officer, she stated that lack of resources doesn't affect the sportspeople as the sport is taken seriously especially in football as it is full-time work, unlike other countries where those involved in football have to look for alternative jobs. In England, they are paid a decent amount that allows them to depend on their talents alone. England has put more effort into the promotion of sports diplomacy mainly through the English Premier League (EPL), this has affected less popular sports in the country if paid attention to can enhance the country's national image. 6% of the respondents disagreed with this and one of the officials stated that lack

of resources has contributed to England not doing enough for less popular sporting activities as this was a danger to the sports diplomacy of the country.

Figure 4.10: What has been the Effect of Lack of Resources on Sports Diplomacy in Kenya



From the above, the majority at 6% agrees that the lack of resources is a great factor to sports diplomacy in England while 18% disagree with it, as sports diplomacy in England is celebrated and given the attention needed.

4.10 What has been the Effect of COVID-19 on Sports Diplomacy in Kenya and England

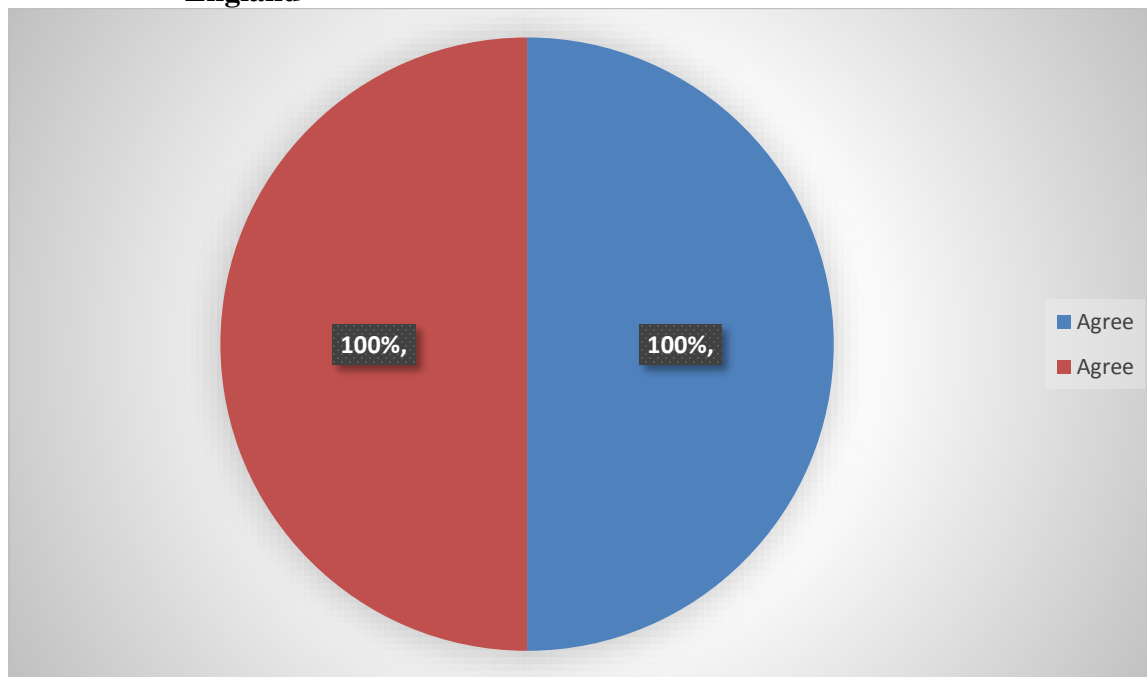
The respondents 100% stated that covid-19 has effects on sports diplomacy in Kenya and England. An interview was done speaking to an enthusiast fun of the Kenya athletes, she stated that she was disappointed with the just concluded 2020 Tokyo Olympics and Paralympics, as team Kenya did not perform to her expectations, she attributed the performs to Covid-19 pandemic.¹²⁵ On the question, the effect of COVID-19 on sports diplomacy an official from the Ministry of Sports,

¹²⁵ Interview carried out with an athletes fun : The effect of Covid-19 on sports diplomacy.

Culture, and Heritage, made the remarks that the pandemic has mostly affected the sporting sectors as countries such as England has listed Kenya as a coronavirus restricted area or ‘Red List’.¹²⁶

In an oral interview with a British National, he states that Covid-19 has prevented people from engaging and traveling to other countries to see the culture of other countries, and learn more about the countries and in the process promoting sports diplomacy as no country in the world isn’t partaking in sporting activities even if not at the international level but at least within the country.

Figure 4.11: What has been the Effect of COVID-19 on Sports Diplomacy in Kenya and England



The information above on the effect of Covid-19 on sports diplomacy in Kenya and England is the same as the effect is felt all across.

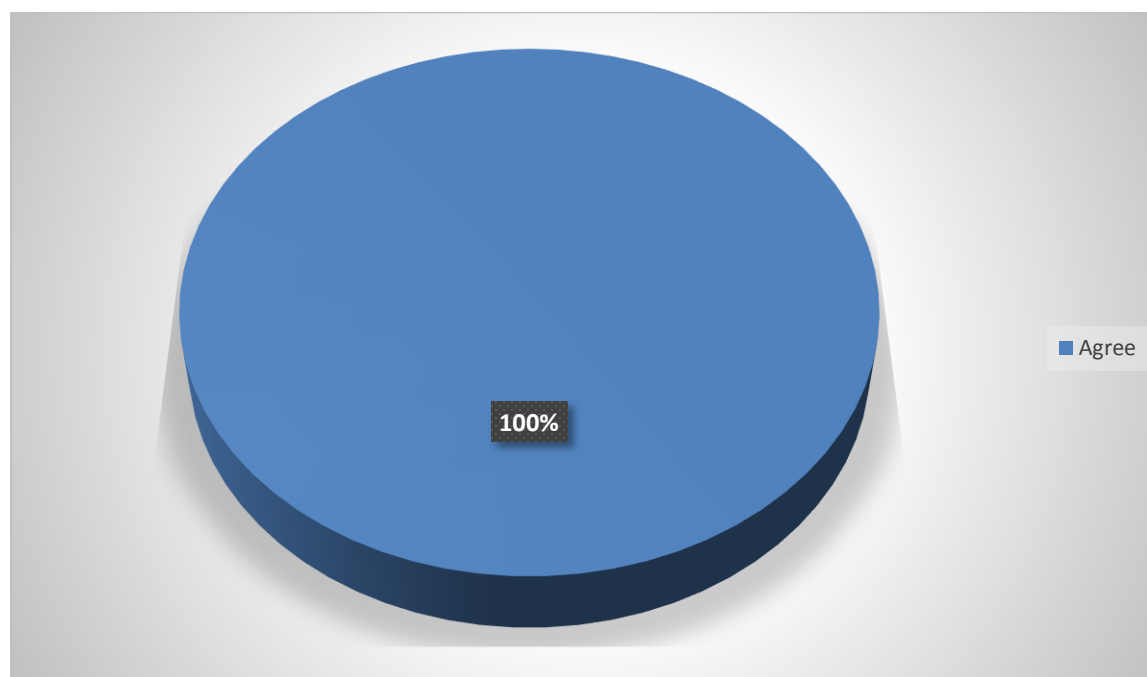
¹²⁶ Press Statement on the Decision by United Kingdom to ‘RED LIST’ Kenya, Ministry of Foreign Affairs <https://www.mfa.go.ke>

4.11 What has been the effect of doping on sports diplomacy in Kenya?

On the questions on the effect of doping on sports diplomacy in Kenya, 100% of the respondents agreed that doping has affected sports diplomacy in Kenya. An interview with an athlete from team Kenya stated that doping over the years has killed young talents, which if they were nurtured they individual could be raising the Kenyan flag so high, he spoke of a personal story he had with a young upcoming athlete, prevented the young athlete from participating in the event. In addition to that, he said doping brings down the authenticity of sports in Kenya which is very sad because there are very many hardworking sportspeople in the country.

An official from the Ministry of Sports was interviewed on the question of doping as a challenge of sports diplomacy and its implications on the national image of Kenya, he stated that doping was one of the key factors affecting sports in the Republic of Kenya which should be taken seriously by the coaches, government and the sportspeople.

Figure 4.12: What has been the Effects of Doping on Sports Diplomacy in Kenya



Doping has affected sports diplomacy in Kenya as supported by 100% of the respondents as in the pie chart above.

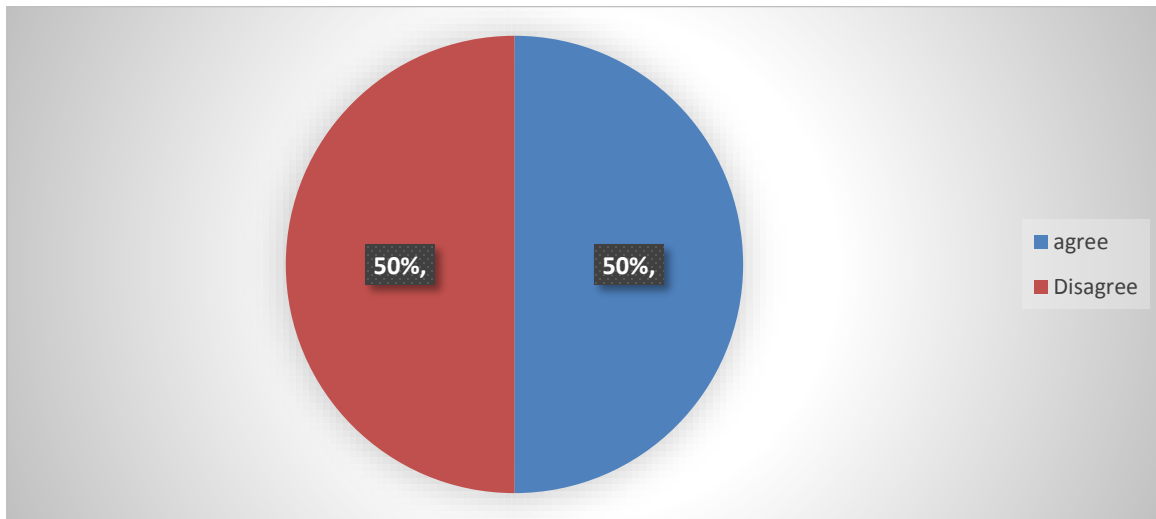
4.11.1 What has been the effect of doping on sports diplomacy in England?

On the question on the effect of doping on sports diplomacy in England 50% of the respondents agreed that doping has affected sports diplomacy in England while 50% disagreed.

Interviewed a British national, she affirms the fact that doping is a major challenge in sports diplomacy in England, but not too much can be said about doping affecting the national image of England.

An official from British High Commission Nairobi expressed that doping has immensely affected sports diplomacy in England subsequently, doping has affected the national image of England stating that the world is in the 21st century and vices such as doping should belong to the past.

Figure 4.13: What has been the Effect of Doping on Sports Diplomacy in England



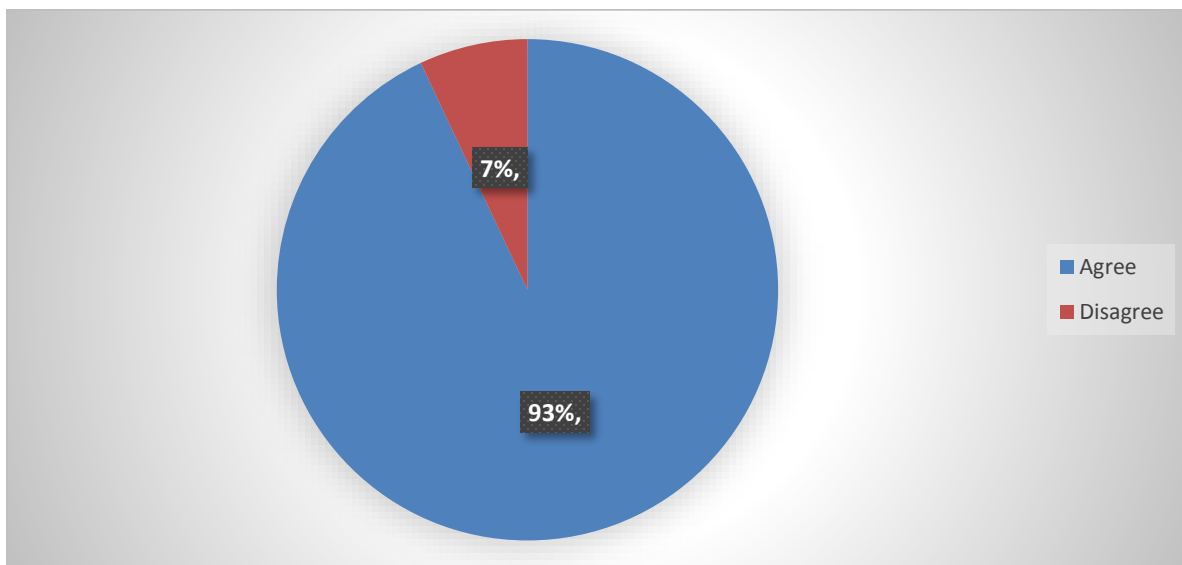
The respondents are in equal measure believe that sports doping has affected sports diplomacy in England 50% while 50% disagree and believe doping has not affected sports diplomacy in England.

4.12 What has been the effect of travel advisories on sports diplomacy in Kenya?

Responding to the question on the effect of travel advisories on sports diplomacy in Kenya, 93% of the respondents agreed that this has affected sports diplomacy in Kenya while 7% disagreed.

On the question of the Effect of travel advisories on Sports Diplomacy in Kenya, the interviewee stated that because of travel advisories Kenya can't exhibit its culture, which includes its sporting activities to the countries that have imposed travel advisories on Kenya, and that travel advisories have also prevented the youths from exploring their talents and sharing it with the world, that the majority of the youths can not afford to play out of Kenya and the only way their talents can be exposed is by foreigners coming into Kenya to see what the youth got to offer and luck enough some are taken through sponsorships program to go and enhance their talents abroad especially in football.¹²⁷

Figure 4.14: What has been the effect of travel advisories on sports diplomacy in Kenya



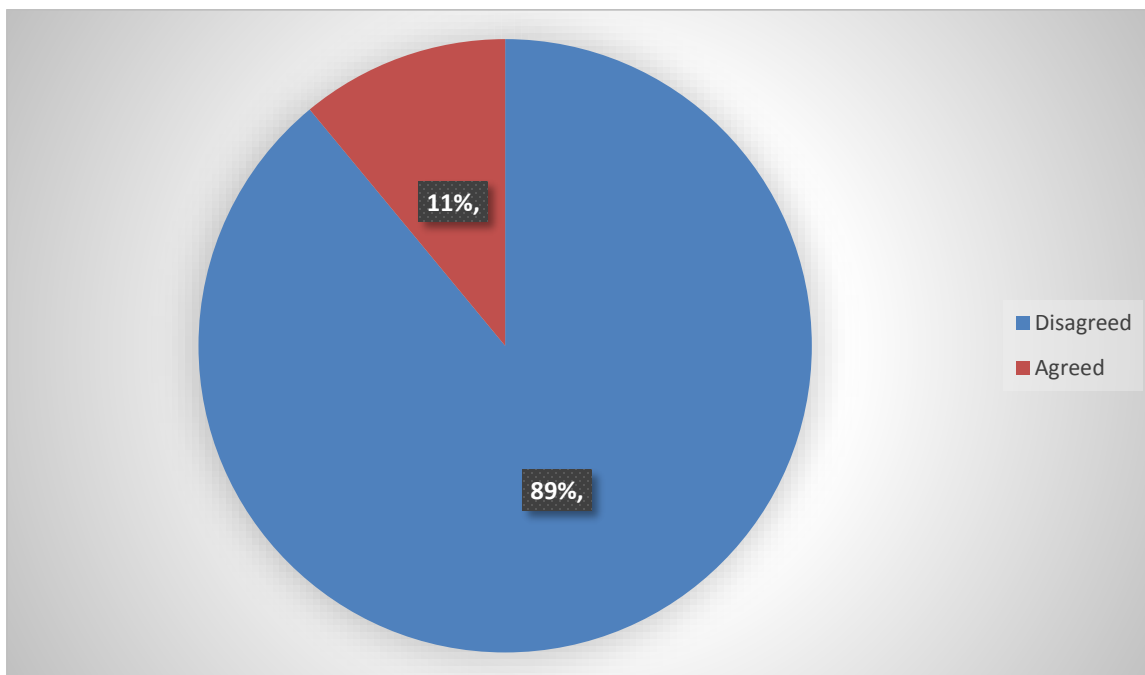
¹²⁷ Interview with a young athlete from Kasarani Stadium, examined the effect of travel advisory on sports diplomacy

93% of the respondents agree with the notion that travel advisories have affected sports diplomacy in Kenya while 7% have disagreed with it stating that Kenya has not been practicing sports diplomacy hence the travel advisory can affect the sector.

4.12.1 What has been the effect of travel advisory on sports diplomacy in England?

On the issue of the effect of travel advisory on sports diplomacy in England, 89% of the respondents disagreed with the statement as in rare cases does England get travel advisory, 11% agreed that this has affected sports diplomacy in England. An official from the British High Commission Public Relations, added that travel advisories instructed by England on other states have limited the engagement of England with the respective countries which is not good for either country in the utilization of sports diplomacy in enhancing the national image of countries internationally.

Figure 4.15: What has been the Effect of Travel Advisory on Sports Diplomacy in England



89% disagreed that travel advisories have affected sports diplomacy in England, because in most cases it puts travel advice on other states, while 11% stated indeed this has been a problem to sports diplomacy in England.

4.13 What can be done better to ensure the challenges facing sports diplomacy are minimized?

Below are the respondents of 286 returned questionnaires on what can be done to minimize the challenges.

Table 4.5: How can the challenges be maximized

What can be done	Frequency	Percentage (%)
Accountability in Sports Diplomacy	85	33
Creation of Policies and Implementation	50	15
Integration of sports diplomacy	18	7
Educating the masses on the importance of Sports Diplomacy	47	13
Budgetary allocation	63	23
Collaboration of governments and Private Institutions	23	9
Total	286	100%

From the respondents on what can be done to minimize the challenges of sports diplomacy in Kenya and England, the majority at 33% indicated that accountability is the key, then followed by 23% on budgetary allocation, creation of policies and implementation at 15%, educating the masses on the importance of sports diplomacy at 13%, the collaboration of governments and private institutions 9%, finally 7% integration of sports diplomacy.

4.14 Conclusion

This chapter dealt with the analysis of the responses from the research study. Understanding the role of sports diplomacy in enhancing the national image of Kenya and England, as a soft power instrument as indicated by Joseph Nye on the application of soft power. Sports Diplomacy in promoting Kenya and England's national image has several challenges. For sports diplomacy to be effective in enhancing the national image of the respective countries then the challenges need to be tackled to have a smooth run with the implementation of sports diplomacy as an important tool in international relations in enhancing cooperation among states. Despite Kenya and England's achievements in sports and sports exchange which is the key foundation in sports diplomacy this is not enough for the countries. So much potential is represented by sports diplomacy, the setbacks need to be addressed by each country. Scandals in sports diplomacy are a step back to the progress such as mismanagement of sports funds, embezzlement of funds that belong to sportspeople, corruption in the departments. Should be avoided at all cost as this will also reflect on the performance of the sportspeople, such scandals are the reasons why sports diplomacy can't be used to a large extent to enhance the national image of any country. The following chapter will tackle the summary, conclusion, and recommendations of the research study.

CHAPTER FIVE SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.0 Introduction

This chapter provides a summary of the study findings on the assessment of the role of sports diplomacy in enhancing the national image of Kenya and England, the main focus is on the study-specific study objectives that sought to examine the role of sports diplomacy in enhancing the national image in Kenya and England, compare the strategies and effectiveness of sports diplomacy in enhancing the national image in Kenya and England, analysis the challenges of sports diplomacy in enhancing the national image in Kenya and England. The chapter will further make conclusions based on the study findings and tender recommendations on the problem of the study.

5.1 Summary of the Findings

This section makes up for the summary of the study finding which is driven by each specific objective. The study established that the nexus that exists between sports diplomacy and enhancement of national image cannot be ignored in the international system, being that it was established that it has a strong theoretical foundation which is promulgated by Joseph Nye on the application of soft power as a form of public diplomacy.

5.1.1 Examine the Role of Sports Diplomacy in Enhancing the National Image in Kenya and England

The primary goal of this research study's first objective was to find out the role of sports diplomacy in enhancing the national image in Kenya and England. The study established that sports diplomacy has enhanced the national image of Kenya and England. Sports diplomacy has been utilized as an instrument to enhance the national image of Kenya and England, which emerges from the established roles of sports diplomacy. First, this is through the promotion of national interests in Kenya and England through sports diplomacy, which is a significant role that arises

from the utilization of sports diplomacy. Sports diplomacy as a form of soft power is used to achieve economic advancement which is a key factor in economic development and growth.

Secondly, through sports diplomacy, the national image has been enhanced by the promotion of sports tourism, having foreigners come to the countries for sports exchange or cultural exchange.

It is important to note that sports tourism is one of the key factors that England and Kenya have used to enhance their national image over the years and in return, it has been an effective tool for the sports diplomacy sector in collaboration with the hospitality sectors in the respective countries.

In addition, the study established that national branding is an integral part of sports diplomacy, this is on how one country can sell or showcase itself to the rest of the world internationally, which England and Kenya have done quite remarkably. On the political front, the study has established that it plays an important role in sports diplomacy as it has the greatest shareholdings in terms of funding, and the creation of relations with other countries.

All over the world, Kenya has been known for her excellent performance in athletics, rugby, netball among others while on the other hand World wide England is Known for her English Premier League (ELP), the above has enhanced the national image of the countries on a global platform.

Also, sports diplomacy has been used to promote integration within the international system from region to region, and finally, foreign development has been possible due to sports diplomacy as the key factor for major development. On the role of government agencies in the implementation of sports diplomacy as a public diplomacy avenue, it was established that Kenya and England have not put into place policies that can be used in support of sports diplomacy so that it can effectively and efficiently yield results, accountability has not yet been giving the importance it holds which should not be the case.

5.1.2 Compare the Strategies and Effectiveness of Sports Diplomacy in enhancing the National Image in Kenya and England

In responding to the second objective which examined the strategies and effectiveness of sports diplomacy in enhancing the national image in Kenya and England, it was found that the government of Kenya has put strategies, which are geared toward the development and growth of the economy which the utilization of sports diplomacy the majority of the strategies are on Kenya's sports personalities. In comparing the strategies to those of England, England has been very successful the strategies application and it has been effective in enhancing the national image of England not much can be said on its effectiveness in Kenya.

It was noted that Kenya and England have used individual country's sports superiority as a strategy to push for its national objectives, Kenya has explored the use of athletics to encourage foreign direct investments in the country, England has also applied its dominance in the English Premier League, this has contributed to the country's foreign investment as the entire world is united by football it is a language of love. It was also established that both governments have used hosting mega-events as a strategy in enhancing the national image. This has been effective as both countries can pride themselves in hosting international sporting events, which has been productive in enhancing the national image, and in line with the achievement of vision 2030.

Furthermore, Kenya and England have used sports ambassadors to promote sports diplomacy in their respective countries, however, the use of sports ambassadors has been on the national level and this has limited the access to the upcoming sports personality, who if given the opportunity can showcase the country at the international level. This is has contributed to the wasting of talents at the local level, which should be looked into the ambassadorial sportsmanship should be localized but trained for the international stage.

5.1.3 Challenges of Sports Diplomacy in Enhancing the National Image in Kenya and England

The third objective's primary goal was to find out the challenges of sports diplomacy in enhancing the national image in Kenya and England. The study established various challenges facing sports diplomacy in both countries and what measures can be put into place to tackle the challenges. The challenges include the effect of doping on sports diplomacy, the study found out that doping hurts a country's national image. The doping scandal is one vice that countries all over the world do not like to be associated with. Kenya has but measures to deal with doping which is the establishment of the Anti-Doping Agency of Kenya, this is because Kenya is a signatory to the 2005 UNESCO Convention, same with England it has the United Kingdom Anti-Doping (UKAD). In collaboration with the authorities if one is caught in the act of doping the individual is arrested and banned from both local, regional and international sports competitions in an attempt to promote clean sports.

On another challenge, the study established that travel advisories put on countries are a key element frustrating the utilization and implementation of the process of sports diplomacy in Kenya and England. Over the years Kenya has received so many travel advisories from countries warning their populations not to visit Kenya as this is attributed to the rampant terrorist attacks on the country. This generally has affected Kenya in applying sports diplomacy, countries with travel advisories can not come to Kenya for cultural exchange which includes athletics. The study also established that England has been criticized by countries across the globe for putting travel advisories on countries even one there is no alarm for danger, this has also limited its access to the countries it has advisory on, hence England to can not promote sports diplomacy. For the realization of sports diplomacy, it needs the majority of countries to come together and cooperate.

Lack of resources or funding, as indicated by the study is another challenge affecting sports diplomacy, especially in Kenya. With the culture of mismanagement of fund, the Kenya government has lost much of its funds through corruption. The study established that the Kenya government has not prioritized sports diplomacy, the outcome is that the sector is not funded the way it is required. This results in its ineffectiveness to be used as a tool to enhance the national image. Kenya has focused so much on infrastructure development but not on sports diplomacy on the other hand England yes has invested in her sports diplomacy especially in the English Premier League, the flip side is that it is underfunding the less popular sporting activities in the countries, thus making the sports dominant at the local level which if funded the right way it can be another avenue for England to enhance its national image on other forms of sports apart from just football.

Concerning emerging issues in the international system and the challenges to sports diplomacy, COVID-19 is currently a global predicament that has immensely affected sports diplomacy. The study established that since the emergence of the coronavirus most of the sporting activities have been stopped or suspended to contain the coronavirus. This also includes a restriction to the movement of persons across the world. Kenya stops all its sporting activities in the country at the beginning of covid-19, this affected the practice of sports diplomacy in the country the same applies to England no one could travel to watch the live football matches which is a core to its sports diplomacy. The study further established that media all over the world have for the longest time since the pandemic began, the media house has focused so much on the coronavirus, and giving sports diplomacy a back seat. This has affected the practice of sports diplomacy in the world. The above challenges have limited Kenya and England to promote sports diplomacy in their respective countries.

5.2 Conclusion

From the study, it is evident that Kenya and England have undertaken various strides toward promoting sports diplomacy. On the role of sports diplomacy in enhancing the national image of Kenya and England, sports diplomacy is significant to Kenya because of vision 2030 realization, sports is one of its pillars moving in the direction of the vision. Both countries have used sports diplomacy at certain points and times to achieve their national set objectives, which inform bettering the countries in terms of political, economical, and social development. Sports Diplomacy if given the ingredients it requires then it will yield the best results, for instance, Kenya and England are both known internationally to be the powerhouse they are in athletics and football respectively. Kenya having Eliud Kipchoge, who is the greatest of all time as he is known (GOAT) and England has one of the celebrated footballers of all time David Beckham. The countries pride themselves in having such sports personalities, as the key to sports diplomacy advancement. From this argument hypothesis, one on sports diplomacy has positively enhanced Kenya's image internationally can be confirmed.

Sports diplomacy from a strategic point of view has not all time been effective, especially since the Kenyan government has not put much work into it. Sports should be developed in Kenya from a younger age in schools, for example, those who are not good with the school academics but performs well in sports should be allowed to develop and nurture his or her talent. Strategies should be well noted by the government as part of the law to preserve the culture of Kenya and in addition, it should be well implemented, the strategies available in Kenya on sports diplomacy are not part of the government policies to promote sports diplomacy. For example, strategies such as using sports athletes to enhance the national image in Kenya. From the study it is evident that they are not paid their allowance and willing medals in international competitions they are not paid what

they deserve, this creates a lack of moral to carry the Kenyan flag, and represent the country as opposed to England which sports are a fulltime job in addition to that sports personalities are paid what they deserve. From this argument, we can confirm that hypothesis two on the strategies used by Kenya on sports diplomacy have been ineffective compared to those used in England.

Sports diplomacy is key to a major development in Kenya and England as it has brought a sense of pride to the countries in the respective sports they excel in. In Kenya sports diplomacy has put the country on the global map, creating a home to multiple internationally known athletes when they come to the country to train with the country's excellent performing athletes. England on the other has created an atmosphere of competitiveness on matters of sports diplomacy over the years it has hosting some of the historical mega-events, which have stayed in the minds of the international community up to date. With all the achievements of Kenya and England it has not been a walk in the park for the two countries, challenges have arisen from the practice of sports diplomacy. Which range from lack of resources, promoted by corruption, doping scandals, travel advisory, and finally the coronavirus. This needs urgent attention from the Kenya and England government, from the above hypothesis three on sports diplomacy in Kenya has been ineffective due to the numerous challenges it faces confirmed.

5.3 Recommendation

The recommendations were based on the study findings, which are based on policy and academic recommendations.

5.3. 1 Policy Recommendation

This research study aims to identify areas of interest that policymakers can use to develop rules, regulations, and laws that can help in enhancing the national image through sports diplomacy. This can also be accomplished by improving the already available policies and strategies in the

implementation of sports diplomacy in Kenya and England. For instance, government representatives can use culture and sports to influence other governments on specific topics such as domain, exchange rights, and other substantial national interests.

All emerging, active, and retired sportsperson in the republic of Kenya needs to be recognized by the Kenyan government. The retired athletes for example are valuable assets since they represent Kenya's brand internationally. Their participation in international sporting activities serves to symbolize Kenya's values, culture, and beliefs, making the retired athletes very valuable in the country's branding and rebranding efforts. Sportsperson must collaborate so that sports can be used as a diplomatic weapon on other countries. Sports excellent performance enhances the national image, therefore athletes must foster the unity of a country, and in addition, they need to feel the full weight of the government, sports agencies, supportive personnel around them to improve sports performance and to keep them representing the home country. Accountability should be key in sports diplomacy, sportsperson should be paid all they deserve so that they can be motivated to partake in the journey of sports diplomacy.

5.3.2 Academic Recommendation

This research study has provided a platform, where academia has an opportunity to use the study as a resource to further their expertise in the subject of sports diplomacy with the referencing to its contribution in enhancing the national image and achieving national objectives.

5.3.3 Suggestions for Further Reading

This study suggests that future studies should look into the challenges of sports diplomacy, internet diplomacy, and their impact on sports diplomacy in Kenya. Sports diplomacy and diaspora ties in terms of national interest. Finally, the researcher should look into the sports Act 2013 on its implication on Kenya's sports diplomacy.

REFERENCES

- Akama, J.S. "Tourism development in Kenya problems and policies alternatives", Progress in Tourism and Hospitality Research (1997) vol 3 (2), pp. 95-105
- Anderson D and Lochery E. Violence and exodus in Kenya's Rift valley: Predictable and preventable? Journal of Eastern African Studies 2(2): 328-343 (2008)
- Andreff W. Les multinationales et le sports dans les pays en développement, Revue Tiers Monde ,(1988) 113, 73-100
- Anna Koffi; Universal language of Sports brings people together, teaches teamwork, tolerance, Secretary-General says at launch of International Year. UN Press Release SG/SM/9579, (2004)
- BBC News, " Tymoshenko case: Europe pressure on Ukraine intensifies," BBC World News, Web. June 8, 2021, <https://www.bbc.co.uk/news/world-europe-17892514>
- BBC News, " UK criticizes 'Falklands Olympic ad, 'BBC World News, Web June 8th 2021, [https://www.bbc.co.uk/news/world-latin-america -17946838](https://www.bbc.co.uk/news/world-latin-america-17946838).
- Branding as Global Diplomacy', (PD Magazine, 2013)
- British Council. Playing the game: The soft power of sports. (2015) <https://www.britishcouncil.org/organization/policy-insight-research/insight/playing-game-soft-power-sports>
- Butler, G. (Director) and Lynn, H.R. (Producer). BBC coverage: Rio Olympics. BBC Sport. United Kingdom: British Broadcasting Corporation. (2016)
- Chemunshenko, D. Promoting Sport through Sport. An Industry Professional looks back and forward and issues a Challenge, (2011)
- Chemushenko, D. Promoting Sports through sports: An industry Professional looks back and forward and issues a challenge(2011)
- Costa, C.A and Chalip, L. "Adventure Sports Tourism in Rural Revitalisation – An Ethnographic Evaluation ", Journal of European Sports Management Quarterly, Vol 5, No.3, pp 257-279 (2005)
- D.Black and J. Van der Westhuizen, ' The allure of global games for "semi-peripheral" polities and spaces: a research agenda,' Third world Quarterly 25:7 (2004), 1195-214; and J. Horne and W.Manzenreiter, Sports Mega Event: Social Scientific Analyses of a Global

- Phenomenon (Oxford: Blackwell, 2006)
- Darnell, Simon. Sport for Development and Peace: A critical sociology, Bloomsbury Books, London, (2012) pp 3-4.
- Defrance, Jacques and Chamot, Jean Marc. The voice of Sports: Expressing a foreign policy through silent cultural action: The case of French foreign policy after the Second World war, sport in society 11(4) (2008), pp. 395-413
- Discover Diplomacy, <http://diplomacy.state.gov/discoverdiplomacy/>. Accessed on 8th June 8, 2021
- Dunning, E, and Malcolm, D. Sport: Critical Concepts in Sociology. London: Routledge, (2003), p.67
- Dunning, Eric, and Malcolm, Dominic, Sport: Critical Concepts in Sociology. London: Routledge, (2003), p. 67.
- Farred, Grant Fiaca, and Veron-ismo: race and silence in Argentine football, in Leisure Studies, London: Routledge. (2004)
- FCO Public Diplomacy: The Olympics and Paralympics Games 2012- Foreign Affairs Committee, <http://publications.parliament.uk/pa/cm201011/cmselect/cmfaff/581/58107.htm>.
- FIFA, World Cup Regulations (The 2010 FIFA)
- Fordyce, T. Ennis, Farah, and Rutherford give GB athletics its finest hour. BBC Sport. Retrieved from <http://www.bbc.com/news/sport/olympics/19125682>.
- G. Orwell, ‘the Sporting Spirit,’ Tribune, 14 December 1945.
- Gilbert, K. The Wrong-way Around (2006), In Wolff, E., et.al, Sport and Human Rights- ICSSPE Bulletin. Edition (2006) pp. 57-59
- Hall, C.M. Hallmark tourist events: Impact, management, and planning,(1992) London; Belhaven
- Hazlewood Arthur. The Economy of Kenya. The Kenyatta Era (New York; Oxford University Press, 1979)
- International Rugby Board (IRB). IRB Sevens 2004/2005 series review. A Statistical Review and Analysis of the Sevens Legs of 2004/2005 Tournament IRB, Wales (2005)
- IOC. ‘IOC Made UN Observer’. (Olympic Review: 2009.)

- IOC. 'IOC Made UN Observer'. (Olympic Review: 2009.)
- John Dubber, Head of Policy and External Relations, and John Worne, King College London.
- John T. R, "International Politics on the World Stage," (4th edn), (Connecticut, USA: The Dushkin Publishing Group, Inc., 1993)
- Jones, SG. State intervention in sports and leisure in Britain between the wars. *Journal of Contemporary History* 22(1) (1987) 163-182
- Kenya, M. O. East Africa Community Military Games and Cultural Events Official Opening. (2006) Retrieved from Ministry of Defence [http:// www.mod.go.ke](http://www.mod.go.ke)
- Keohane, R.O., 'Power and Governance in a Partially Globalized World' (London: Routledge, 2002)
- Keohane, R.O., 'Power and Government in a Partially Globalized World ' (London: Routledge, 2002)
- Kobierecki, M.M. Sports Diplomacy of Norway. *Interdisciplinary Political and Cultural Journal*, 20, (2017), 131-146.doi:10.1515/ipcj-2017-0021
- Laverty A, 'Sports Diplomacy and Apartheid South Africa' (2010) p.12.
- MacClancy, J. Sport, Identity, and Ethnicity, Berg: Oxford, (1996) p.22
- Makinda S.M., "From Quiet Diplomacy to Cold War politics," (*Third World Quarterly*, 5(2) 1983)
- Makumi Mwangiri., "The Elusive Quest: Conflict Diplomacy and Foreign Policy in Kenya," in P.G Okoth (ed) "Conflict in post-colonial Africa," (Nairobi, Jomo Kenyatta Foundation: 1999)
- Mc Evoy C, 'shifting Priorities Kenya's changing approach to peacebuilding and Peace. making.' (NOREF Report, 2013)
- McClory, J. The Soft Power 30: a goal measurement of soft power. (2015) <http://softpower30.portland->
- Morgenthau H, *Politics among Nations: The struggle for power and peace*, Alfred Knopf, New York (1967)
- Murray S., 'Sports Diplomacy In The Australian Context: A Case Study Of The Department Of Foreign Affairs And Trade'. (*Sports Law eJournal*, 2013)

- Murray S., 'Sports Diplomacy In The Australian Context: A Case Study Of The Department Of Foreign Affairs And Trade'. (Sports Law eJournal, 2013)
- Mwisukha A, Njorai W.W.S. & Onywera. V.O., 'Contribution of Sports Toward National Development in Kenya'. (East African Journal of Physical Education, Sports Science, Leisure
- Mwisukha A, Njoral W.W.S. and Onywera. V.O. ' ' Contribution of Sport Toward National Development in Kenya'. East African Journal of Physical Education, Sport Science, Leisure and Recreation Management. Vol 1 Issue 2, September, (2003), p. 73-81
- Nauright J., 'Selling Nations to the World through sports: Mega-Events and Nation Branding as Global Diplomacy', (PD Magazine, 2013)
- Nauright J., 'Selling Nations to the World through sports: Mega-Events and Nation Branding as Global Diplomacy', (PD Magazine, 2013)
- Nauright J., 'Selling Nations to the World through sports: Mega-Events and Nation
- Nauright J., 'Selling Nations to the World through sports: Mega-Events and National Branding as Global Diplomacy' (2013) PD Magazine p. 23
- Nauright, J. *Bhola Lethu: Football in Urban South Africa: Football Cultures and Identities*, (Macmillan Press Ltd, London, 1999)
- Nguru Martin., 'National Interest and Foreign Policy', (unpublished)
- Njoroge, JM., Akama, J.S. and Buyeke, E., ' ' Challenges of sustainable tourism development in a non-metropolitan region in Kenya; A case study of Iten township' '. (2005)
- Ochieng, W. R., (Ed.), "A Modern History of Kenya, 1895-1980" (Nairobi: Evans Brothers, 1989),
- Okumu J, ' ' Some Thoughts on Kenya's Foreign Policy,' (The African Review, 1973)
- Okumu. J, "Kenya's Foreign Policy," in Aluko, Olajide, ed, "The Foreign Policies of African States," (Hodder band Stoughton,1997)
- Promoting African Sports Diplomacy Through Football;
- Qingming, Z., *Sports Diplomacy: The Chinese Experience and Perspective*. (The Hague Journal of Diplomacy, Martinus Publishers. 2013)
- Qingming, Z., *Sports Diplomacy: The Chinese Experience and Perspective*. (The Hague Journal of Diplomacy, Martinus Publishers. 2013)

- 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 Sports and Peacebuilding Symposium, United States Institute for Peace, Washington, DC (2010)
- Riordan, James, and Krüger, A. 'The International Politics of Sport in the 20th Century.
- Rofe, J . Sport and diplomacy: sport and Manchester United as cultural diplomacy. Paper delivered at the University of Edinburgh, March 10th. (2015) Accessed 8th June 8, 2021.
- Rofe, J. 'it is a squad game: Manchester United as a diplomatic non-state actor in international affairs', Sport in Society, Vol 17, Nr. 9, pp 1136-1154
- Rose, A. K and Spiegel, M.M. Do mega sport events promote international trade? SAIS Review of International Affairs, 31, 77-85 (2011)
- Sam, J. The Football Business and the Merseyside Economic, Football Industry Group. Retrieved on 20 March 2013 from: <http://www.liv.ac.uk/footballindustry/impact.htm> (2013)
- Sambu, P. East Africa Rally Challenge Launched. Capital FM. (2009) Retrieved from <https://www.capitalfm.co.ke>
- Simon Chadwick, University of Saltford. (December 5th, 2019)
- Smothers, Ronald. ' OLYMPICS; Bitterness Lingering Over Carter's Boycott'. The New York Times (July 19, 1996)
- Sports for Development and Peace Towards Achieving the Millennium Development Goal, UN Inter-Agency Taskforce on Sports for Development Peace (2003) p.2
- Steen-Johnsen, K and Straume, S. On the Terms of the Recipient? Norwegian Sports Development Aid to Tanzania in the 1980s. International Review for the sociology of sports, 47(No1), 95-112 (2012)
- Stone D., ' Does Sports Diplomacy Work?', National Geographic., [2013]:
- Stuart M., The Two Halves of Sports-Diplomacy, (Diplomacy & Statecraft, 2012)
- T. Blair, A Journey (London: Hutchinson Random House, 2010)
- The Ministry of sports, culture, and Heritage
- Troaca, F., 'Didier Drogba Signed with Samsung: But not to play football', (online)<https://news.softpedia.com/news/Didier-Drogba-signed-with-samsung->

82984.shtml. (2008)

UN System-wide web platform Sports for Development and Peace. The UN system in Action, (2007), p.89

Ushkovsha M., ‘Diplomacy and Lobbying: Methods for securing National Goal. In Macedonian’, (unpublished master’s thesis, Skopje: Ss, Cyril and Methodius University) (2013)

Ushkovska M., ‘Diplomacy and Lobbying: Methods for Securing National Goals. In Macedonian’, (Unpublished Master’s thesis, Skopje: Ss. Cyril and Methodius University, 2013)

Wallen E.N & Fraenkel R.J. ., ‘How to Design and Evaluate Research in Education. 4th

Wartsila Corporation, Wartsila’s donation helps children at Telga Loroupe Peace Academy Kenya. (2014) Retrieved from <https://www.wartsila.com>

What Presidential Awards, Orders, and Medals in Kenya Mean’’ Kenyans.co.ke. Retrieved 14 June 2021.

Wilson, E. J. Hard Power, Soft Power, Smart Power. (ANNALS of the American Academy of Political and Social Sciences, 2008)

Wilson, E.J Hard Power, Soft Power, Smart Power. (ANNALS of the American Academy of Political and Social Sciences, 2008)

Websites

<http://www.standardmedia.co.ke>

<https://www.mfa.go.ke>

[https:// www.sportsnews.africa](https://www.sportsnews.africa)

[https:// www.unicef.org](https://www.unicef.org)

<https://www.airportwatch.org.uk>

<https://www.bbc.co.ke>

<https://www.bbc.com/news/uk-53979648>

<https://www.britishcouncil.org>

<https://www.dailymail.co.uk>

<https://www.standardmedia.co.ke>

<https://www.theeastafrican.co.ke>

Promoting African Sports Diplomacy Through Football:
<https://www.kenyaembassy.org.tr/en/blag/2013/african-sports-diplomacy>

APPENDICES

APPENDIX I: RESEARCH QUESTIONNAIRE

Dear Respondent,

My name is Mboya Valentine Auma, a student at the University of Nairobi pursuing a Master of Arts Degree in International Studies and currently doing my Research Project. The general objective of this study is to establish the role of sports diplomacy in enhancing the national image. A comparative study of Kenya and England. However, this study is guided by the following 3 specific objectives. 1. To examine the role of sports diplomacy in enhancing the national image in Kenya and England. 2. To compare the strategies and effectiveness of sports diplomacy in enhancing the national image of Kenya and England. 3. To analysis the challenges of sports diplomacy in enhancing the national image in Kenya and England. The study targets government officials from the Ministry of Foreign Affairs, the Ministry for Sports, Culture, and Heritage, the British High Commission Nairobi, the Sports fraternity (Athletes, footballers coaches, fans), and policymakers who are familiar with the concept of sports diplomacy.

Kindly respond to the following questions as honestly as possible to the best of your knowledge and the interview is voluntary. Strictly for academic use only. Information obtained will be treated with the utmost confidentiality. Your cooperation is highly appreciated.

Thank You.

PART A,

PERSONAL DATA

1. Sex

Male [] Female []

2. Age

18 – 24 [] 46 – 55 []

25 – 35 [] 56 – 65 []

36 – 45 [] Over 66 []

3. Nationality

Kenyan []

Britain []

3. Education Level

Secondary []

Degree []

Post Graduate []

4 Name of institution

.....

.....

5. Years in service at the organization

Below 5 years []

5- 10 years []

Over 10 years []

PART B, OBJECTIVES

The Role of Sports Diplomacy in Enhancing National Image

1. Can sports be used as a tool for advancing national image?

.....
.....

2. In what ways do sports promote a country's image?

.....
.....

3. How have sports promoted Kenya's national image?

.....
.....

3b. How have sports promoted England's national image?

.....
.....

Strategies and effectiveness of sports diplomacy

4. How has Kenya utilized hosting Mega events to enhance its image?

.....
.....

4b. How has England utilized hosting Mega events to enhance its National Image?

.....
.....

5. How has Kenya used sports ambassadors to enhance its National image?

.....
.....

5b. How has England used sports ambassadors to enhance its National Image?

.....
.....

6. How has Kenya used superiority in Athletics to enhance its national image?

.....
.....

6b. How has England used superiority in Football to enhance its national image?

.....
.....

7. How has Kenya used Sports tourism to enhance its National image?

.....
.....

7b. How has England used Sports tourism to enhance its National image?

.....
.....

8. How effective are these strategies in enhancing Kenya's National image?

.....
.....

8b. How effective are these strategies in enhancing England's National image?

.....
.....

Challenges of sports diplomacy

9. What has been the effect of lack of resources on sports diplomacy in Kenya?

.....
.....

9b. What has been the effect of lack of resources on sports diplomacy in England?

.....
.....

10. What has been the effect of Covid-19 on sports diplomacy in Kenya?

.....
.....

10b. What has been the effect of Covid-19 on sports diplomacy in England?

.....
.....

11. What has been the effect of doping on sports diplomacy in Kenya?

.....
.....

11b. What has been the effect of doping on sports diplomacy in England?

.....
.....

12. What has been the effect of travel advisory on sports diplomacy in Kenya?

.....
.....

12b. What has been the effect of travel advisory on sports diplomacy in England?

.....
.....

13. What can be done better to ensure the challenges facing sports diplomacy are minimized?

.....
.....

APPENDIX II: INTRODUCTORY LETTER



UNIVERSITY OF NAIROBI
College of Humanities and Social Sciences
Institute of Diplomacy and International Studies

Tel : (02) 318262
Telefax : 254-2-245566
Fax : 254-2-245566
Website : www.uonbi.ac.ke
Telex : 22095 Varsity Ke Nairobi, Kenya
E-mail : director-idis@uonbi.ac.ke

P.O. Box 30197
Nairobi
Kenya

August 06, 2021

TO WHOM IT MAY CONCERN

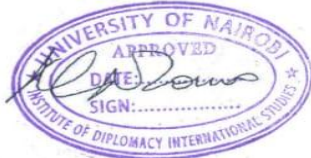
RE: MBOYA VALENTINE AUMA – R50/35191/2019

This is to confirm that the above-mentioned person is a bona fide student at the Institute of Diplomacy and International Studies (IDIS), University of Nairobi pursuing a **Master of Arts Degree in International Studies**. She is working on a research project titled, **“THE ROLE OF SPORTS DIPLOMACY IN ENHANCING NATIONAL IMAGE: A COMPARATIVE STUDY OF KENYA AND ENGLAND”**.

The research project is a requirement for students undertaking Masters programme at the University of Nairobi, whose results will inform policy and learning.




Any assistance given to her to facilitate data collection for her research project will be highly appreciated.

Thank you in advance for your consideration.



Professor Maria Nzomo,
Director, IDIS
&
Professor of International Relations and Governance

APPENDIX III: RESEARCH PERMIT

 REPUBLIC OF KENYA	 NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
Ref No: 184437	Date of Issue: 12/August/2021
RESEARCH LICENSE	
	
This is to Certify that Miss. valentine Auma mboya of University of Nairobi, has been licensed to conduct research in Nairobi on the topic: The Role of Sports Diplomacy in Enhancing National Image. A Comparative Study of Kenya and England for the period ending : 12/August/2022.	
License No: NACOSTIP/21/12326	
184437	
Applicant Identification Number	Director General NATIONAL COMMISSION FOR SCIENCE, TECHNOLOGY & INNOVATION
	Verification QR Code
	
NOTE: This is a computer generated License. To verify the authenticity of this document, Scan the QR Code using QR scanner application.	

APPENDIX IV: ANTI PLAGIARISM REPORT

THE ROLE OF SPORTS DIPLOMACY IN ENHANCING NATIONAL IMAGE: A COMPARATIVE STUDY OF KENYA AND ENGLAND

ORIGINALITY REPORT

11 % SIMILARITY INDEX	10 % INTERNET SOURCES	3 % PUBLICATIONS	5 % STUDENT PAPERS
---------------------------------	---------------------------------	----------------------------	------------------------------

PRIMARY SOURCES

1	www.eusportdiplomacy.info <small>Internet Source</small>	3 %
2	erepository.uonbi.ac.ke:8080 <small>Internet Source</small>	1 %
3	Submitted to Kenyatta University <small>Student Paper</small>	1 %
4	erepository.uonbi.ac.ke <small>Internet Source</small>	<1 %
5	www.britishcouncil.org <small>Internet Source</small>	<1 %
6	ir-library.ku.ac.ke <small>Internet Source</small>	<1 %
7	Submitted to University of Ghana <small>Student Paper</small>	<1 %
8	www.researchgate.net <small>Internet Source</small>	<1 %
9	hdl.handle.net <small>Internet Source</small>	<1 %
10	Joseph Muiruri Njoroge, Lucy Atieno, Daniele Vieira Do Nascimento. "SPORTS TOURISM AND PERCEIVED SOCIO-ECONOMIC IMPACT IN KENYA: THE CASE OF MACHAKOS COUNTY", Tourism and hospitality management, 2017 <small>Publication</small>	<1 %
11	www.tandfonline.com <small>Internet Source</small>	<1 %
12	digijournals.uni.lodz.pl <small>Internet Source</small>	<1 %
13	static1.squarespace.com <small>Internet Source</small>	<1 %
14	moam.info <small>Internet Source</small>	<1 %