

**FOREIGN POLICY, TRAVEL ADVISORIES AND  
TOURISM INDUSTRY IN KENYA**

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## DECLARATION

### Declaration by the Student

This research project is my original work and has not been presented for a degree in any other University. No part of this research may be reproduced without the prior written permission of the author.

  
Date: ..... 16<sup>th</sup> NOVEMBER 2016 .....

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### Declaration by Supervisor

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

**Dr. Anita Kiamba**

  
Date: ..... 16<sup>th</sup> NOV. 2016 .....

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To my supervisor, Dr. Anita Kiamba, who has guided me very well and has dedicated her precious time to this research project not only to see it sail through but also to develop me. Your thoroughness cannot go unrecognized which has immensely contributed to the completion of this wonderful academic research project. Whenever I felt like giving up you were there to show the way which is very kind of you. I really appreciate you Madam.

To the Almighty God through whom all things come to pass, I could not have managed on my own. But through your omnipresent love, grace, mercy and strength; I have made a break through.

To my family, for their continued love, care and encouragement that this is not just a journey that have to go through but a lesson in life that we have to have a deep foundation in order to build a tall building.

To my colleagues both at work and in campus, for their constant support and encouragement. It is through your mentoring that I was convinced that am not in this journey alone. I salute you all.

## **DEDICATION**

I dedicate this work to my wife, children and my parents, all who have been supportive in every stretch of the way during my studies. Their prayers and encouragement has been tremendous. Thank you for the immense support. God bless you all.

## ABSTRACT

Foreign policy consists of a set of self-interest strategies or activities chosen by one country in a bid to safeguard its national interests and achieve its goals within its international relations social environment. According to the 2014 Kenya's Foreign Policy, focuses on economic diplomacy which is one of the four pillars that guides Kenya's Foreign Policy. Kenya's socio-economic development cannot be achieved without regional peace. The fundamental aim of this study was to investigate how Kenya's foreign policy is interlinked with tourism industry performance. The study was qualitative research and it used the Survey Research Design to explain the relationship between Kenya's foreign policy, travel advisories and the tourism industry in Kenya. The Survey Research Design employed questionnaires which were administered to collect data from the selected sample population. The population of the study was a sample of some of the employees working with the Ministry of Foreign Affairs and International Trade, the tour companies and the Tourism Board of Kenya. Out of the sample population, the researcher sampled 50 respondents from the departments and institutions relevant to the study. The study used a closed and open-ended questionnaire to collect data from the respondents. Both qualitative and quantitative methods of data analysis were employed. Collected data was analyzed and coded. The study established that Kenyans foreign policy is concerned with protecting and promoting the nations interest abroad, security and regional integration, political and economic development and promoting business relations between states. The findings also indicated that the Ministry of Foreign Affairs and international development is mandated with the creation of regional diplomacy, creating room for tourism business to be conducted at optimum, organizing trade forms internationally, collaborating with key tourism stakeholders and facilitating activities geared at promoting

Kenya as a favored tourist destination. The study concluded that travel advisories have impacted negatively on Tourism in Kenya. The study recommended that Kenyan government should do much to implement tighter security in the country so as to attract tourists.

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## **LIST OF ABBREVIATIONS**

- ACP-EU** - African Caribbean and pacific-European Union
- ATA** - Anti-Terrorism Assistance
- ATPU** - Anti-Terror Police Unit
- COMESA** - Common Market for Eastern and Southern Africa
- EAC** - East African community
- FCO** - Foreign and Commonwealth Office
- FDI** - Foreign Direct Investment
- IBSA** - India-Brazil South Africa Forum
- IGAD** - Intergovernmental Authority on development
- IMF** - International Monetary Fund
- KTB** – Kenya Tourist Board
- NATO** - North Atlantic Treaty Organization
- ODA** - Official Development Assistant
- SPSS** - Statistical Package for the Social Sciences
- TSMPP** - Tourism Strategic Marketing and Promotion Program
- UN** - United Nations
- UNTAG** - United nations Transitional Assistance Group
- WTO** – World Trade Organizations

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background to the Study

Foreign policy is viewed as those strategies or activities chosen by one country or state in a bid to obtain its national objectives. According to Beasley, the world has experienced globalization with its far-reaching implications which have left world leaders and policymakers with governance challenges.<sup>1</sup> These changes have brought with them high levels of interdependence in terms of trade, communications, technology and global financial networks.

Consequently, many economies are opening up to the world markets as a result of broad pressures from need for globalization and economic liberalization. However, this interdependence among nations means the existence of an international system that limits the choices that can be made. Worldwide distribution of economic wealth, military power and actions of the powerful states, multinational corporations, international and transnational organizations limits the countries' power to pursue their preferred foreign policy.<sup>2</sup>

Neo-Liberalists believe globalization is creating borderless states, proliferation of multinational companies, increased mobility of labor and economic integration which consequently define global politics. Security concerns in the international system have led to shifts of power and challenge of the status quo. The global society is sharing

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<sup>1</sup>Beasley, L. (2013). *foreign policy in comparative. second edition*. Washington DC: Sage publications, 18-20

<sup>2</sup>Ibid

global concerns which ultimately increase interdependence. International trade has become more liberalized driven by market forces rather than government regulations. The aftermath of the cold war presented the world with major fundamental changes. These changes are witnessed in global politics and international engagements.

The practice of diplomacy has drastically changed to fit the current global power alignment. The end of Cold war has presented the world with increased interactions which are evident in all spheres of life. These interactions have resulted a globalized world. As a result of globalization, global interdependence has resulted to security dilemma and increased international trade coupled with global environmental common concerns. Common environmental concerns among world's population, drive them to seek common environmental solution in consensus. Due to globalization, the world driven by information revolution can respond to humanitarian causes in real time. Issues of international migration as well as the status of refugees are common concerns resulting from globalization.

An event occurring somewhere is a global event. For instance terrorism and environmental concerns presents common global concerns. States are joining liberal institutions to achieve these common concerns as well achieving their collective security. States being rational actors have developed different strategies to face this globalized world. This is manifested by the types of foreign policies states pursue. The natures of foreign policies reflect states interests which are designed to achieve the states objectives. To achieve these objectives states employ a combination of diplomatic engagements and other persuasive tactics.

Foreign policies are the blueprints which direct the diplomatic practices adopted by states to relate in globalized world. They are (foreign policies) primarily the ambitions and aspirations of nationals of a given state carrying the bold message of their politics, economics and social alignments. In other words foreign policies are an extension of domestic policies. This research study seeks to make an investigation on how Kenya's foreign policy has contributed to performance of tourism industry by studying the recent travel advisories issued by foreign states.

### **1.2 Statement of the Problem**

Kenya has for a long time continued to experience terror attacks owing to a combination of geographical, historical, regional, economic and socio-cultural factors. These attacks have had a devastating impact on Kenya's socio-economic fabric, as well, defining the course of her politics. Although terrorist attacks date back to 1975, when the country experienced well-orchestrated terrorist attack, the recent attacks occurring in the period 2012-2015 have re-defined entirely all spheres of the state. These terrorists' attacks have resulted to varied consequences which have re-defined Kenya's domestic and foreign policies.

Upon this background, other states have consequently re-defined their foreign engagement with Kenya citing their national interest as the drivers of their policies. Among the policies adopted by these foreign states include travel advisories issued by foreign countries prohibiting their citizens from visiting Kenya, and which have had varied impact on Kenya's economy. This research has established a gap in knowledge on



how these travel advisories resulted from foreign policies and how they affected Kenya's tourism industry.

### **1.3 Research Objectives**

The main objective of the study was to investigate Kenya's foreign policy, travel advisories and the tourism industry in Kenya.

The research will be guided by the following specific objectives:

- i. To examine the role of tourism on the Kenyan economy
- ii. To establish the role of the ministry of foreign affairs in shaping Kenyan foreign policy
- iii. To analyze the changing focus of Kenya's foreign policy in relation to the tourism industry

### **1.4 Literature Review**

This section will review literature related to the study concepts important for this study such as national interest, Kenya's national interest, travel advisories and tourism.

#### **1.4.1 Classification of interests**

Interests vary in scope. They include national interest, universal interest, partial interest as well as individual interests. States pursue their own security which in essence is the security of their populations as well as international recognition in the international system which constitutes what is referred to as universal interest.<sup>3</sup> States also pursue their own individualistic objectives which are particular to each state. All nations face

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<sup>3</sup>American Academy of Political and Social science, Philadelphia 1952 *The National Interest: Alone or With Others?* Edited by Norman D. Palmer. Annals, Vol. 282. Philadelphia: The Academy

significant challenges when they enter the arena of global affairs. Countries compete for scarce resources, seek to impose order and security in dangerous places, cooperate with some nations and come into conflict with others, and take any available actions to advance their national agendas. Navigating the chaos of global affairs will be one of the United States' most important challenges in the 21st century.

#### **1.4.2 Kenya's National interests**

National interests vary from one state to the other and they can be classified into various categories. They include political interests, security interests, economic interests, and cultural interests. Under each of these general categories interests can be subdivided into even more concrete interests.<sup>4</sup> Political interests can be divided into political independence and state sovereignty, as well as international recognition while security interests can be divided into military superiority, territorial integrity, and maritime interests. Kenya's national interests are manifest in each of all of these categories.

Kenya's security interest have seen the country protect its territorial boundaries by deploying Kenya's military to neighboring Somalia, where it faced constant attacks from Somalia's Islamic militia groups, which constantly violated her peace and security. This was primarily executed taking to account her national security and preserving her economic interest for instance, her tourism industry, which had experienced several kidnappings and killing of tourists. The Kenya's national interests in the international system are collectively pursued through the formulation, articulation and implementation of Kenya's foreign policy.

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<sup>4</sup>Finnemore M (1996) National Interests in International Society. N.Y.; Cornell University Press, 1996- p 44

### 1.4.3 Kenya's Foreign policy

Kenya's foreign policy is based on the belief that the present situation and the future of the country are highly dependent on the good relations between the county and other nations.<sup>5</sup>The benchmarks guiding this strong belief is that the world has become so interdependent that it is imperative to re-align goals at the international level to the turbulent and shifting dynamics, some of which have threatened to pull down major world economies. This policy is anchored on five interlinked pillars of diplomacy; economic, Peace, environmental, cultural and Diaspora.

The safety and protection of her citizens from both internal and external aggression is fundamentally enshrined in her foreign policy.<sup>6</sup> Kenya's security and safety has been a crucial ingredient for the travel and tourism sectors to thrive. According to Tarlow state security is at the core of every country's foreign policy. Security is today regarded as a major driver towards economic growth and a major precondition for the growth of major sectors especially tourism. <sup>7</sup>Kenya's security status has forced the government of Kenya to engage in the formulation of policies aimed at ensuring peace and security.

### 1.4.4 The link between national interests and international interests

While national states pursue their own individualistic interest, there are interests which are common to all states and which collectively are referred to as international interests. International interests constitute the universal aspirations and ambitions of all states.<sup>8</sup> The

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<sup>5</sup>Government of Kenya. (2014). *The Kenyan foreign policy*. Nairobi: Ministry of Foreign Affairs and International Trade

<sup>6</sup>Tarlow. (2002). *Event risk management and safety*. New York: John Wiley & Son.

<sup>7</sup>Korstanje. (2011). the fear of travelling: a new perspective for tourism and hospitality. *An international journal of tourism and hospitality research* 22 (2) , 222 - 233.

<sup>8</sup>bid

end of Cold war resulted to a capitalist dominated world with the USA emerging as hegemony. This happened due to fierce defending of her national interest which were embraced by other states and collectively became international interest. On the other hand the economic interest pursued by the rival side of the capitalism led by USSR disintegrated which in turn led to collapse of the Soviet Union.

Both national and international interests can be termed as diametrically opposite but in pursuit of their foreign policy objectives. While national interest form part of international interest not all of them constitute the interest of international system. For instance millennium development goals (MDGs) form part of international interests is designed for universal welfare of all humanity in the world. However, nuclear technology is pursued by individualist states with specific national interests which may not necessary reflect the interests of the entire international system. This however is in an ideal dream of an ideal world.

National interests define the characteristic of international interests. For the harmony of interests between those of the states and those of other actors the international community has developed institutions with authority to ensure achievement of that harmony. Collective security is a prerequisite if states are to survive in the anarchic system and achieve both socio-economic and political development. National interest should not be in contrary with international interest and interests pursued by all human beings. National interests are subject to order of priority. While some are more important than others and urgent, others are worthy waiting and less prioritized. States first thrive to achieve the security of their nationals before they embark on economic development.

Environmental concerns re universal to all states but states put them at the periphery and prioritize industrial development. Although, environmental concerns are more important both in short and long terms, states prefer to industrialize in a bid to achieve economic development. This creates a conflict of interest between national and international interests. Additionally, in pursuit of their security goals states can engage in typically security threatening strategies for instance, development of nuclear weapons which in essence threatens the international security as states engage in an arms race.

#### **1.4.5 The Effects of travel advisories on travel and Tourism**

Travel and tourism constitute the main export for majority of developing countries. Most countries in Africa particularly, rely on tourism for foreign exchange which contributes significantly to the country's GDPs. The issuance of travel advisories by western and particularly source countries hurts these countries' economies enormously. The acts of terrorism have contributed immensely to the issuance of travel advisories. Run-away insecurity in developing countries is to blame for the continual decline in tourism activities. Foreign countries fear that their national are prime targets by terrorist especially after 9/11 attacks in United States of America. For instance, Somalia terrorists have specifically targeted US interests in East African region and their nationals. This led to USA together with other western countries issuing travel advisories which consequently reduced tourist arrivals in Kenya for the period 2011-2015.<sup>9</sup>

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<sup>9</sup>Hall, M. (2002). *Travel safety, terrorism and the media the significance circle of the issue attention cycle*. *Current Issues in Tourism*, 5(5), 458-466.

Growth of global tourism can be attributed to a number of factors which include strong economic growth, increased disposal income, increased leisure time and eased means of travel. According to world travel and tourism council, the future of tourism looks extremely favorable with growth rates predicted to be over 4% annually. This calls for destination countries to create a conducive environment for tourism related investment and infrastructure. This includes increasing national security, revising their taxation policies and open visa regimes.

### **1.5 Justification of the Study**

Kenya's tourism industry is at the core of Kenya's economy. The sector accounts for so many jobs opportunities and attracts foreign direct investments. With frequent travel advisories from the United States, United Kingdom, Europe and other countries across the globe for various reasons ranging from terror threats, to insecurity and infectious diseases scare such as Ebola, means that so many people's livelihood is placed at stake. The findings of this study will inform policy makers and government officials in formulating immigration, travel and tourism policies and coming up with strategies that fit within the international structures and encourage strong partnerships and cooperation. Such informed policies will in turn assist in persuading countries that issue travel advisories against Kenya to eliminate issues of travel advisories. In the academic arena, the findings of the study will be made available to the public and thus academicians can refer to the results of this study. The recommendations of the study will provide an entry point for scholars and researchers who wish to pursue new research areas in relation to this study.

## **1.6 Theoretical Framework**

This study will utilize liberalism theory to conceptualize foreign policy, travel advisories and tourism. Liberalism argues that there should be cooperation in the world. This theory was advanced by Andrew Moravcsik in 1970s and posits that politics is embedded in a social context. In this theory, Moravcsik argues that social and political order results from the aggregate interactions of nations but there are underlying preferences that motivate these international relations. Cooperation is seen as more rewarding than war and aggression. Morality is at the centerpiece of liberal thinking. The world has seen world peace as a result of liberal institutions which have fostered global peace since 1945. The world has created international institutions mandated with global security as well as development of international trade. All governments represent some segment of domestic society, whose interests are clearly reflected in their foreign policies in the process of dealing with other nations. Moravcsik adds that, foreign policies are at times ambitious and also sources of inherent conflicts among nations.

One core assumption of the liberalism theory is that the behavior of states and also the levels of international conflict and cooperation reflect the nature and configuration of state preferences. The theory asserts that convergent state preferences result in interstate cooperation, whereas divergent state preferences generate interstate conflict. The demand for international outcomes imposes constraints on state behavior.

The liberalism theory implores that foreign policy preferences of many states are directly influenced by some economically powerful states that determine the strategies to be pursued. This is because many nations are still heavily dependent on developed nations.

Consequently, foreign policies pursued by these economically powerful nations bear heavily on the economies of economically weaker nations. Therefore, in this theory Moravcsik concludes that poor nations always dance to the tune of the wealthy nations and therefore the poor nations' foreign policies are highly aligned towards the whims of wealthy nations than their internal social and political interests.

### **1.7 Hypotheses**

- i. Removal of travel advisories would help to boost Kenya's tourist industry internationally
- ii. Implementation of the look-east strategy in the removal of travel advisories by Western governments
- iii. Strict Travel advisories by Western government impacts heavily on the tourism sector in Kenya

### **1.8 Methodology**

The study methodology tackles the study's research design, target population and sampling techniques employed, as well as instruments of data collection and data analysis.

#### **1.8.1 Research Design**

The study was qualitative research and it used the Survey Research design to explain the relationship between Kenya's foreign policy, travel advisories and the tourism industry in Kenya. The Survey Research Design employed questionnaires which were administered to collect data from the selected sample population. They were a self-administered



questionnaires which had both closed and open-ended questions that enabled collection of sufficient data.

### **1.8.2 Population**

The population of the study was a sample of some of the employees working with the Kenya's ministry of foreign affairs and international trade, the tour companies and the tourism board of Kenya. This is because the ministry is the one vested with designing the foreign policy and also determining the impact of the travel advisories issued against the country. The tourism industry is influenced and affected by the foreign policy. The population was also accessible and appreciative of the role of research in development of knowledge in society.

### **1.8.3 Sample Size**

Out of the sample population, the researcher sampled 50 respondents from the departments and institutions relevant to the study. The views of the sampled group selected with the assumption that the views of the sample selected reflected views of the sample population. Sample size was achieved through sampling, where each member had an equal chance of being selected.

### **1.8.4 Data collection instruments**

The study used a closed and open-ended questionnaire to collect data from the respondents. The questionnaires were administered to the sampled population on hand delivery and email correspondence where physical presentation was not possible. The questionnaires were however pre-tested on a smaller sample to enable correction and validation. Interviews were also used to gain more information. The interview was

conducted on one-on-one basis in order to generate additional information that might not have been captured by the use of a questionnaire.

### **1.8.5 Data Analysis**

The study employed both qualitative and quantitative methods of data analysis where SPSS was utilized to summarize data obtained by employing measures of central tendency such as mean, standard deviation among others.

## **1.9 Chapter Outline**

### **1.9.1 Chapter One- Introduction**

This chapter introduces the topic of research study by first setting the broad context of the research study, the statement of the problem, literature review, justification, hypotheses and the theoretical framework. It briefly discusses the research methodology.

### **1.9.2 Chapter Two- Foreign policy, pursuit of national interest in immigration and migration policies**

This chapter will delve into the concept of foreign policy, its relationship to national interests and immigration and migration issues. The section will particularly explore how national interests of different states influence their foreign policy in relation to migration and immigration policies. Realism theoretical framework will be analyzed to understand the tourism migration nexus. This seeks to understand the effect of immigration on tourism and the dynamics of this impact in formulating migration and immigration policies both at the regional and international perspectives’.

### **1.9.3 Chapter Three- Kenya's foreign objectives and the management of travel advisories**

This chapter analyses the Kenya's foreign policy in relation to travel advisories and the impact of this on the tourism sector in Kenya. It will delve into the genesis of the travel advisories and discuss further the tourism sector in Kenya.

### **1.9.4 Chapter Four-The Kenya's Foreign policy and the tourism sector**

This chapter will provide a context analysis on the role of foreign policy in creating a positive international image and how that image affects the tourism sector in the Kenyan economy. The chapter will look at the role of the state in supporting the tourism industry. This section will rely on data provided throughout the study.

### **1.9.5 Chapter Five- Summary, Conclusion and Recommendations**

This chapter will reflect on the study and the process of data collection and analysis, present the summary of the research findings, and discuss the limitations and significance of the study. It will give recommendations for further research on the Kenyan Foreign policy, travel advisories and the tourism sector in Kenya.

## CHAPTER TWO

### FOREIGN POLICY, PURSUIT OF NATIONAL INTEREST IN IMMIGRATION AND MIGRATION POLICIES

#### 2.0 Introduction

This chapter will delve into the concept of foreign policy, its relationship to national interests and immigration and migration issues. The section will particularly explore how national interests of different states influence their foreign policy in relation to migration and immigration policies. Realism theoretical framework will be analyzed to understand the tourism migration nexus. This seeks to understand the effect of immigration on tourism and the dynamics of this impact in formulating migration and immigration policies both at the regional and international perspectives’.

#### 2.1 Realist approach to the concept of foreign policy, Immigration and Tourism

Foreign policy is examined under realist lenses. This theory expounds the central principles of statism developed by Hans Morgenthau.<sup>10</sup> At realism's core is the belief that international affairs are a struggle for power among self-interested states. Realist theory propounds that states are selfish actors who always seek to maximize their own interests, even at the cost of risking benefits that more than one country can share.

Realist argue that states interest in the international system include states survival, statehood and self-help. This self-help is in pursuit of power in order to establish its own security leads to a security dilemma. The more a particular state builds up its own power,

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<sup>10</sup>Morgenthau, H (1948) *Politics among Nations: The Struggle for Power and Peace* New York: Knopf; p 18-20

in order to improve its security, the less secure and more threatened its neighbors feel. They, in turn, then start to build their own power resources, for instance by enlarging their military forces, or by forming alliances.<sup>11</sup> Institutionalism theory is of the view that states are not only actors of international system. It propounds that international system also comprises non-state actors such as international organizations, international non-governmental organizations, non-governmental organizations, multinational companies, multinational corporations and also prominent individuals.<sup>12</sup> The roles of these institutions are sine qua non in international relations. States interact with these institutions in international arena. Foreign policy of states also affects these institutions mentioned above, and however they also shape the formulation of states' foreign policy. Several studies have been done focusing on tourism, but very limited information can be obtained, dealing with the relationship between country's foreign policy and tourism. While much time has been spent in explaining this relationship theoretically, the empirical literature on the subject lags behind.

## **2.2 Foreign Policy in International Migration**

International migration has grown in complexity where countries of origin serve as both countries of destination and transit countries. These international migrations have presented both opportunities and challenges to the international system. International migration has been termed as source of development and presents various opportunities to both the sending and receiving countries. The movement of people across national boundaries is controlled and regulated by international migration policies which in

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<sup>11</sup>Bull, H .(1977). *The Anarchical Society: A Study of Order in World Politics*. London and Basingstoke, UK: Macmillan; p- 64

<sup>12</sup>Hudson V, M. (2008).Vol. 16, No. 2 Foreign Policy Analysis. *Classic and Contemporary Theory*

broader sense reflect national interest of respective countries. The international migration is constituted majorly by skilled workers who migrate due to economic considerations, refugees and asylum seekers. International concern is focused on how well these groups can be utilized for development in the respective countries. Most countries have been developing policies aimed at harnessing the potential of the migrants while still maintaining their sovereignties.<sup>13</sup> There is also recognition that these migrants are human beings and they ought to be accorded their fundamental human rights.

### 2.3 Trends in International Migration

Trends and patterns of international migration keep on changing and vary from one country to another. Statistics indicate that number of international immigrants from 154 million in 1990 to 232 million in 2013. The number of refugees have grown from 59 million to 82 million. These migrations have been characterized by south-south and north south migration. This migration is usually driven by income inequality, common language and historical ties and colonial legacies.<sup>14</sup>

Most of these migrations have happened among the low-income countries for instance in African countries of Burkina Faso which has been a source of labor migration to the neighboring countries of Côte d'Ivoire and Ghana. In other cases, Nepalese farmers cross into north-east India during planting and harvesting seasons constituting considerable international migration.<sup>15</sup> Characteristically, majority of international migrants are young people between the age of 20 years and 29 years, majority of them being women.

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<sup>13</sup>Ibid

<sup>14</sup>Ghosh,,B.(2000). *Managing Migration :Time for a New International Regime*, Oxford: Oxford University Press

<sup>15</sup>Martin, P. and D. Papademetriou, (Eds). (1991). *the Unsettled Relationship: Migration and Economic Development*. Connecticut: Greenwood Press

Interestingly, among international migrants worldwide, in 2013, approximately half are women with 52 per cent in countries in more developed regions and 43 per cent in less developed regions. Women have increasingly constituted the majority of international migrants. Women are driven to migrate to seek employment since majorities are heads of their households. For example, statistics from immigration authorities indicates that in South and South-East Asia, some countries, for instance, Indonesia, the Philippines and Sri Lanka, issued 70 per cent of immigration permits to prospective female migrants.<sup>16</sup>

#### **2.4 Immigration Policies**

Migration policies are those policies aimed at influencing movement of people for permanent settlement, labor or family re-union. These policies generally respond to labor market needs and national objectives of destination countries.<sup>17</sup> These policies regulate the numbers and composition of migration flows. Migration policies have been harmonized to reflect regional agreements reached by states specifically in economic blocs. Most countries have unilaterally abolished limitations which hinder movement of people across their borders especially those countries in close geographical proximity.

The abolition of restrictive measures to movement of people is necessitated by ambition to realize larger markets and ease capital and labor movement. RECs have enabled states to redraft their migration policies for instance, the East Africa Community member states which currently are moving towards a common market have endeavored to eliminate travel permits and adopt a common immigration document The East African Passport.

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<sup>16</sup>Bommes, M. and A. Geddes (2000). *Immigration and Welfare: Challenging the Borders of the Welfare State*, London: Routledge.

<sup>17</sup>Jupp, J. (1998). *Immigration*. Melbourne: Oxford University Press.

## **2.5 International perspectives on Immigration and Tourism**

Globalization has been the greatest phenomenon in the 21st Century. This has seen global integration intensify where human mobility has increased and national consciousness has been aroused. The process of globalization has seen nation-states scrap visa and other travel documents which in essence has encouraged people to live and work wherever they wished.<sup>18</sup>

As a result, people have found it easier to move from their countries of origin with economic considerations for instance, better jobs. About four percent of the world's population lives outside their countries of origin.

## **2.6 Tourism Demand and Migration**

Recent studies have shown that, tourism and immigration are correlated that is tourism encourages migration. Population changes in a country could positively sustain tourism flows. It is worth noting other contributors to this relationship. For example, transport cost has a direct impact on performance of tourism. This has a significant and positive effect on tourism demand.<sup>19</sup> Tourism depends on immigrants of origin country, but also on the migration flows. Increase in population of the origin country would increase. An increase in population from the countries of origin has a significant increase in foreign tourist arrivals to Portugal. From the perspective in Portugal, we can conclude that international tourism demand is directly influenced by the distance from the countries of origin of tourists and tourism destination country.

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<sup>18</sup>Op cit

<sup>19</sup>Phakdisoth, L., Kim, D., "The determinants of inbound tourism in Laos", *ASEAN Economic Bulletin*, 24 (2), 2007, pp. 225-237



## **2.7 Conclusion**

This chapter analyzed the relationship between foreign policy, migration, tourism and bilateral trade with the aim of finding out whether policies on immigration and migration have an impact on the increase in tourism. As shown above, there exists a close relationship between international migration policies and tourism. International trade is as result of globalization which seems to accelerate international travel hence directly affecting tourism. Countries with less migration restriction tend to attract tourist than those with bureaucratic procedures of accessing migration documents. From the above, it is noteworthy to make a conclusion that there exists a close relationship between migration and tourism.

## CHAPTER THREE

### KENYA'S FOREIGN POLICY AND THE MANAGEMENT OF TRAVEL ADVISORIES

#### 3.0 Introduction

Kenya has since independence been putting in place mechanisms' in an effort to consolidate a written document outlining its Foreign policy direction. In 2014 the government came up with Kenya's Foreign Policy document outlining five important pillars on which the policy is anchored. These include the Peace diplomacy pillar, the economic diplomacy pillar, the cultural diplomacy pillar, the environmental diplomacy pillar and lastly, the Diaspora diplomacy pillar. To achieve her national interests Kenya needs to formulate and implement a robust foreign policy incorporating her economic, political and social aspirations.

The look East strategy has already born fruits since investments from China have greatly increased. Politically Kenya's focus on the East gained value when suspects of the post-election violence were indicted at the Hague. The infamous 'choices have consequences' assertion by the West was effectively thwarted by the Chinese presence in Kenya. To a large extent Kenya relied on Chinese tourists to counter the negative perception created by travel advisories that Kenya was unsafe. This chapter explores how Kenya utilized its foreign policy to manage the damaging travel advisories issued against Kenya with a view to mitigate the advance impact of these advisories on Kenya's economy especially the tourism sector.

### 3.1 The changing face of Kenya's Foreign Policy

For a period of 50 years has been in the process of developing her foreign policy. The process has been a rigorous one aimed at adapting Kenya to the international community in a globalized world. The development of foreign policy has been inspired by both the internal and external forces which shape Kenya's interest. In shaping Kenya's foreign policy, states interest have avoided extreme positions to a particular direction but rather have focused on peaceful co-existence, pragmatism, non-alignment and avoidance of military confrontation with other states.<sup>20</sup>

The responsibility of conducting foreign policy is vested with the presidency. The president is the chief director of Kenya's foreign policy. Since independence Kenyan presidents have pursued an outward looking foreign policy. From the late Mzee Jomo Kenyatta the founding president of Kenya to the current president Uhuru Kenyatta Kenya's foreign policy reflects the principle enshrined in the foreign policy framework. Although Kenya embraces the spirit of peaceful coexistence, the founding president engaged military intervention during Shifita insurgency in the then Northern Frontier District(NFD), while Kenya's third president Mwai Kibaki authorized military intervention dubbed Operation Linda Nchi to quell incursion originating from Somalia. The current president has pursued the same policy as his predecessors.

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<sup>20</sup>Government of Kenya .(2014).*The Kenyan foreign policy*. Nairobi: Ministry of foreign affairs and trade.

### 3.2 Kenya's Post-Colonial Foreign Policy

Kenya gained independence during the Cold War period when power shifts were in competition between capitalists USA and communist USSR. Kenya never aligned itself with any of the superpowers but rather chose to pursue a non-allied policy. This non-aligned movement fostered great sovereignty most to the newly independent states majority being African. The Cold war period ended with notable triumph of capitalism as the dominant global economic ideology. Kenya being a geo-strategic country in East-Africa was at the center of attraction between these Cold war rivalries but it managed to survive in the system through political and diplomatic engagements which reflected her national interests.

Kenya's ambition to develop national infrastructures as well as investment in education and research, had produced skilled man power which was perceived by the two world power blocs as gateways entry in to Africa. That's the explanation for the political divide witnessed among the political class ruling in Nairobi. This political divide endeared Kenya to both USA and USSR as well reflected a nation with divided foreign policy.<sup>21</sup>

This division manifested itself in all economic, political and social spheres. Kenya's vice president Jaramogi Odinga was viewed as sphere heading the communist ideology backed by USSR in this case a referral hospital being granted to him by the soviets in Kisumu. Mzee Jomo Kenyatta and the late Tom Mboya were perceived to be western inclined in which they were supported by the USA. This political dichotomy spread to all

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<sup>21</sup>Wanyama, L. (2013). The Economic Diplomacy of Kenya's Regional Interests. *A journal of African perspectives. Global insights*, 17 - 20

other sectors of Kenya's fabric while the Republic of China was enjoined in the supremacy battles.

In his memoirs, former US ambassador to Kenya William Attwood described a diplomatic row driven by both USSR and USA where he portrays USA as supporting Mzee Jomo Kenyatta while the USSR was supporting Jaramogi Odinga. Mzee Jomo Kenyatta pursued an outward looking foreign policy established on the principle of non-interference with internal matters of other states as well as good neighborliness. In this respect the president maintained two cabinet Ministers mandated with the duties of advancing Kenya's foreign agenda. There was a cabinet minister in charge of Pan African Affairs and another for foreign affairs.

### **3.3 The Nyayo Philosophy**

Upon the death of Mzee Jomo Kenyatta President Daniel Moi assumed power in 1978 with a political philosophy resembling that of Kenyatta famously known as Nyayo (Footprints). Moi embarked a mission to solidify Kenya's ties with the western capitalist countries. The period between 1983 and 1988 could be declared as Kenya's diplomatic golden age.<sup>22</sup> This is the period when president Moi visited very many countries while very many heads of the states visited Kenya.

The world order was rearranged when Cold war rivalry ended signified by the collapse of the Berlin war. Communism was defeated as capitalism emerged dominant. The collapse of communism resulted to collapse of numerous regimes in neighboring countries for instance the regime of Mengistu Haile Miriam's and Said Barre's in Ethiopia and

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<sup>22</sup>Beasley.L (2013).*Foreign policy in comparative. second edition.* Washington DC: Sage publications.

Somalia respectively. The government of Moi was caught unaware by the overthrow of such regimes with the spillover effects being felt in Kenya. This was characterized by influx of refugees from both Somalia and Ethiopia who became asylum seekers in Kenya. Additionally, Somalia's irredentism caused militia groups which destabilized and violated Kenya's territorial integrity in form of Shifta Insurgency. Moi responded to this insurgency forcefully by deploying the Kenya's military to the NFD.

During 1990s Moi's regime was characterized by authoritarianism where political opposition was abolished and clamors for multiparty was taking root. The international relations between Moi's government and the West were at all-time low, given calls for democratic space were spear headed by the western countries against Moi's.

#### **3.4 The tilt to the East- "Facing East Policy"**

Moi's rule of 24 years was brought to an end in December 2002 by coalition of opposition parties. This marked the beginning of another regime headed by Mwai Kibaki consequently, Kenya's foreign policy entered a new dispensation. New global players were emerging which included China, India, Brazil and South Korea. These new global players were a great challenge to the great hegemonic stability that capitalist USA enjoyed. Kenya's foreign policy was anchored on economic interest which shaped the country's foreign focus.<sup>23</sup> The foreign policy was initiated and perfected by President Kibaki culminating in the look East strategy.<sup>24</sup>

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<sup>23</sup>Obado,O. (2011). 'Institutional actors in Kenya's foreign policy'.*The Diplomatic Post Foreign Policy Review*.(P 13 – 21).

<sup>24</sup>Ibid

The look East policy mastered by Mwai Kibaki has seen the country changed from western dominated business companies to engage in economic transformation driven by East Asian countries. For instance, mega infrastructural developments initiated in the country have been undertaken by China relegating the western companies aside.<sup>25</sup> These infrastructural developments are evidenced by construction of Thika Super Highway, Standard Gauge Railway, Geothermal Energy production among others. All these are a consequence of the look East policy pursued by the government of Mwai Kibaki and Uhuru Kenyatta.

### **3.5 Kenya's Foreign Policy under Jubilee Government**

The President of Kenya and his deputy assumed political power in Kenya with the International Criminal Court cases against them. Upon assuming power, President Kenyatta made it clear he will steer Kenya and other African countries on a common agenda relating to the debate on ICC. The president embarked his career at the helm with a visit to a number of countries, a move directed towards improving the country's profile which had been tainted by the ICC prosecutions.

The foreign affairs of Kenya are headed by cabinet secretary who drives the foreign agenda of the country. Currently, Amina Mohammed is the CS mandated with all international engagements pertaining Kenya. President Kenyatta has managed to restore the international reputation exhibited by the high profile international delegations arriving

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<sup>25</sup>Kefa, O. (2009). A transaction cost perspective on foreign market entry strategies of U.S. and Japanese firms. *Thunderbird international business review* 40 , 306 - 312.

in Nairobi all aimed at strengthening Kenya's relations with international systems of state.<sup>26</sup>

The Jubilee administration is walking on footprints marked by his predecessor Mwai Kibaki as far as foreign policy of Kenya is concerned. The country is observing tremendous increment in both direct and indirect foreign investments majorly driven by East Asian countries.<sup>27</sup>

### **3.6 Travel Advisories issued against Kenya**

Travel advisories are alerts, warning issued by a government to warn its citizen against travelling to particular destinations due to a variety of reasons such as terrorism, natural disasters, political unrest, wars, health emergencies and outbreaks of crime. Travelers and particularly international travelers are guided by travel guidelines issued by their respective countries regarding security perception of their country's destination. In the last decade, Kenya has been a victim of travel advisories and the tourism Industry on which so many Kenyans depends for their livelihood, has suffered a blow as a direct result of travel advisories issued following terrorist attacks. Travel advisories may be internally or externally issued.

The main reason for internal travel advisories is to ensure the prevailing cause of the travel advisories is not escalated and the situation has as limited effects in the lives of the people as much as possible. External travel advisories on the other hand are given by one state as precautionary measure to its citizens who may be traveling or planning to travel

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<sup>26</sup>Obado, O. (2011). 'Institutional actors in Kenya's foreign policy'.*The Diplomatic Post Foreign Policy Review*.(P 13 – 21).

<sup>27</sup>Ibid



to other countries for leisure, business or on official duties. These measures and advisories are undertaken by states as a way of putting the interests of its citizens before anything else. Travel advisories have had very devastating effects on the economy of the countries affected. Critiques have criticized the Western countries for being too fast to give travel advisories against developing or more precisely against African countries whenever there is an epidemic.

This response is not the same when there are security or health risks in the Western countries and rarely would you find African countries giving travel advisories against affected Western countries.<sup>28</sup> For instance after the 7 July 2005 attacks in London no single African country issued travel advisories. Additionally, following the 9 November 2001 attacks of World trade center in America most countries united with the victims of the attack but refrained from issuing any advisories residing in America. Amazingly British Prime Minister visited Ground Zero to offer moral support to Americans and solidify their support to global war against terrorism.

In contrast to the above, when African countries were severely hit by terrorists attacks the western countries responded with travel advisories constituting double standards and sending a negative message that they were on their own.

### **3.7 Events that has led to Travel Advisories issued against Kenya**

There are various causes why a state may deem it necessary to provide travel advisories to its citizens against visiting certain countries. However in most cases it's to protect its citizens although there has been an argument that travel advisories have sometimes been

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<sup>28</sup>Cilliers, J. (2003). Terrorism and Africa. African Security Review, 12(4), 92-103

used as a political tool. Kenya constantly struggles with travel advisories from European as well as Western countries. This continues to have very devastating effects on the Kenya's tourism sector as well as other industries that relies on the tourism sector. This has had an overall down trail on the economy of the country.<sup>29</sup>

Tourism contributes a significant proportion of national; hence any slump in the industry is a cause for alarm in government circles. A slight meltdown causes ripple effects to the whole industry with several layoffs of staff mainly in Hotels, Airlines and in tours and travel .This section will focus on the causes of travel advisories against Kenya and the effects on the tourism industry in Kenya with a keen focus on terrorism since this has been the main cause of travel advisories in the last decade. Kenya has been a victim of travel advisories due to Terror attacks. Several reasons explain why Kenya has been targeted by terrorists in the recent past. Some of the reason includes her border polarity and corruption which mix with Islamic fundamentalism to produce a dangerous cocktail of insecurity. Combination of factors such as; Proximity to Arabian peninsula, infrastructure, unmonitored coastline and porous borders shared with its five neighbors renders Kenya vulnerable to terrorist attacks. It is easy to enter and travel within Kenya undetected.

The weak law enforcement and judicial institutions and pervasive corruption also make Kenya vulnerable to terrorist attacks. Unstable Somalia that has lacked a legitimate government over 15 years has made it possible for movement of terrorist and provided an enabling environment for violent extremist groups to operate in Kenya. Influx of refugees

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<sup>29</sup>Korstanje, M. E., & Clayton, A. (2012). *Tourism and terrorism: conflicts and commonalities*. *Worldwide Hospitality and Tourism Themes*, 4(1), 8-25.

from war-torn neighboring countries has also contributed to the challenge of insecurity and also provided a soft target group for radicalization by terror groups.

### **3.8 Terrorism and the linkage to Travel Advisories**

Several studies have demonstrated that foreign tourist in developing countries specifically those in sub-Saharan Africa remain prime targets of terrorist attacks. This is widely driven by the fact that western countries have been in the fore front fighting global terrorism. In retaliation terrorist groups have targeted soft spots and western instillations, since they cannot match their hard power. This has seen several kidnappings of tourists with claims of ransoms from these terrorist groups. A case in particular involved tourists kidnapped by Somalia terrorists and killed when their respective states failed to honor ransoms claims.

### **3.9 Economic Impact of Travel Advisories**

The tourism Industry on which so many Kenyans depend for their livelihood, has suffered a blow as a direct result of travel advisories issued due to terrorist attacks. Fear is often enough to make holidaymakers cancel their safari or beach holiday. Visitors are prohibited from visiting some parts of the country which are deemed unsafe by their foreign missions. These advisories suggest that tourists should avoid all but essential travel to Kenya. The attacks are indiscriminate and target Kenyan institutions as well as places where expatriates and foreign travelers gather, such as hotels, shopping malls and beaches. For instance, the governments of most western countries led by UK evacuated their nationals from Mombasa resort hotels. With most of Kenya's tourism occurring at the Coast, the effects were adversely felt there with massive lay-offs and hotel closures.

A sustained spate of terrorism in Nairobi and some other major towns in Kenya, have seen foreign states issuing prohibitive guidelines to their nationals against visiting such towns. The attack on a university in Garissa captured the attention of world leaders and there was condemnation on the attack from all quarters.

### **3.10 Impact on Hotel and Resort Occupancy at the Coast and other areas**

According to Kenya Association of Hotelkeepers and Caterers Kilifi branch Chairman Philip Chai, some hotels were shut down. Most of the hotels affected were in Kenya's south coast. The CEO of Kenya Association of Hotel Keepers and Caterers, Mike Macharia in an interview with the daily nation newspaper stated about 900 tourists left the country in 2013/2014..

The national broadcaster (KBC) announced that the government of Britain and the United States had issues travel advisories warning their citizens against travelling to Kenya's coastal town of Mombasa and its environs on account terrorists were planning to abduct. Several hotels for instance the Baobab Resort in the South Coast of Mombasa Island registered minimal occupancy leading to many layoffs and firing of staff.

### **3.11 Impact on Kenya's Government Reputation**

The government viewed that the countries which issued travel advisories had blown the terrorism issue out of proportion. All Africa quoted a senior member of the ruling Jubilee Alliance in Kenya who said, "We see the travel advisories and the stand by western nations led by the United Kingdom as a deliberate effort to crumble the Jubilee government through economic sabotage. We will however count on true friends like China to support us in these times". Kenya's reputation plummeted and this led to the

loss of its competitive value. Kenya was no longer an option to be considered for vacation or investment.<sup>30</sup>

The negative publicity relayed by both local and international media tarnished Kenya's image among other nations which made their tourists paranoid to visit Kenya. UK essays published that for example, tourism businesses were terribly affected by the travel warnings. Tourism brought in US\$500million in annual revenue and was losing at least \$1 million everyday due to the decline in tourism. Consequently, Kenya's tourism industry was paralyzed. Kenya suffered a decrease in tourist arrivals and that had a ripple effect on all sectors of the industry.<sup>31</sup>

### **3.12 Impact on Kenya's Commerce, Finance and Industry**

According to the Chairman of KNCCI; Mr. Kipronoh Kittony, the aforementioned travel advisories had a massive negative impact on the tourism sector. He termed the advisories as highly catastrophic to Kenya's tourism industry. Issuance of the travel advisories by foreign countries dealt a major blow to once a vibrant industry bringing it to its knees. Another hindrance to Kenya's tourism industry in light of the travel advisories is the slump in FDI.

Most of foreign investors nullified their intentions to invest in the country expressing fears of terrorist attacks. They cited direct destruction of infrastructure and increased cost

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<sup>30</sup>East Africa Business Week, Kenya: Advisories Hit Kenya Tourism, <http://allafrica.com/stories/201405261811.html>, 21 September 2014

<sup>31</sup>UK Essays, Analyzing the Impact of Terrorism on Kenya Tourism Essay, <http://www.ukessays.com/essays/tourism/analysing-the-impact-of-terrorism-on-kenya-tourism-essay.php>, 15 January 2015.

of doing business in the country.<sup>32</sup> Most of projects initiated were cash-starved as financiers withdrew their funding throwing many development projects in limbo.

### **3.13 Foreign Policy and promotion of Tourism in Kenya**

Foreign policy aims at attaining national economic interests of a country. Tourism is regarded as a valuable asset for Kenya's economic development. Essentially, the place of tourism on Kenya's GDP is undisputable.<sup>33</sup> Since 1987, tourism is Kenya's largest single source of foreign exchange earnings, with receipts accounting to about 10% of the country's GDP. The continual growth of tourism over the years has resulted to growth of country's GDP. This has led to job creation, accelerated growth and improved standards of living.<sup>34</sup>

Tourism in Kenya can grow stronger and contribute further economic gains if the government commits to policy reform that enhances the enabling environment, comprehensively protects the sector's asset base, and builds capacity. The ministry of Foreign Affairs and international trade in collaboration with Kenya Tourist Board (KTB) is mandated with marketing of Kenya's image in tourism markets.

In this undertaking the KTB manages promotional offices in various countries including those in the United States and Canada, China, Spain, Germany, the United Kingdom, Netherlands, Sweden, Italy, and France which coordinate closely with Kenya's foreign missions in those countries. In the wake of damaging travel advisories the KTB and the

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<sup>32</sup>Ngugi, B.(2001). Equal Times, Kenya: tourism sector reeling in the wake of coastal terror attacks. <http://www.equaltimes.org/kenya-tourism-sector-reeling-in#.VOYIjizEon0>, 22 July 2014

<sup>33</sup>UNEP. (1995). *Industry and environment*. Geneva: UNEP.

<sup>34</sup>Ondicho, T. G. (1988). Tourism and socio-economic development in developing countries. *Journal of Sustainable development* 15 (6) , 735 - 748.

Ministry of Foreign Affairs have been aggressively promoting Kenya as tourism destination through policy initiatives, advertising in source countries, and creating innovative partnerships with the private sector to develop new markets.<sup>35</sup>

Additionally, the KTB and Kenya Airways also recently announced a Kshs. 50 million (US\$625,000) marketing partnership campaign to promote Kenya's tourist attractions in other African countries. With the KTB and Kenya Airways both contributing Kshs .25 million each, funds are available for organizing familiarization trips for African travel agents as well as awareness campaigns through advertising in print, electronic media, and through the Internet. The campaign is expected to target 30 destinations to which Kenya Airways flies. While it may take some time to increase intra-African tourism traffic into Kenya, this innovative partnership approach is likely to help reduce Kenya's dependence on European and American tourists who are the chief originators of travel advisories.

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<sup>35</sup>Ibid

## **CHAPTER FOUR**

### **THE ROLE OF KENYA'S FOREIGN POLICY, TRAVEL ADVISORIES AND THE TOURISM INDUSTRY IN KENYA**

#### **4.1 Introduction**

This chapter presents data analysis and findings of the research. The study findings are presented on the role of tourism on the Kenyan economy, the role of the ministry of foreign affairs in shaping Kenyan foreign policy and the changing focus of Kenya's foreign policy in relation to the tourism industry. The data was gathered using questionnaires. The instruments were guided and designed in line with the objectives of the study

#### **4.2 Demographic Information**

The study sought to establish the demographic information of the respondents in terms of gender distribution, age, job rank and period of service. On respondent's gender, the studies revealed that majority of the respondents as shown by 55% were male whereas 45% of the respondents were female. The study findings thus ensured a fair representation on gender basis.

On respondent's age category, the study revealed that majority of the respondents as shown by 35% were aged between 31-40 years, 27.5% of the respondents were aged between 21-30 years, 15% were aged between 41-50 years, 12.5% were aged between 51-60 years whereas 10% of the respondents 60 and above. This implies that respondents



were well distributed in terms of their age and would answer the questions with effectiveness.

#### **4.2.1 Job Rank of the Respondents**

The study established the job ranks of the respondents which revealed that majority of the respondents 25% were top level managers while 11% were middle level managers, 8% were normal employees, 15% were lower level manager whereas 12.5% of the respondents were casual employees. This implies that respondents were fairly distributed, represented the population across board and they would give credible and diverse information.

#### **4.2.2 Period of Service**

The research sought to establish the period of service the respondent's had worked in the tourism industry. Results indicated that majority of the respondents, that is 30%, had worked in the tourism industry for a period between 7-10 years with 27.5% of them indicating that they had worked for a period of more than 10 years, while 25% had worked for a period of between 3-7 years. Additionally, 17.5% of them had worked for a period below 3 years. This indicated that majority of the respondents had worked in the tourism industry for a reasonable time and were well versed with the matters relating to this topic. The range in years gives a representation on the different periods.

#### **4.3 Kenya's foreign policy, travel advisories and the tourism industry in Kenya**

##### **4.3.1 Major concerns of Kenyans foreign policy**

The study sought to establish the major concerns of Kenyans foreign policy. From the findings, majority of the respondents indicated that the Kenyans foreign policy is concerned with protecting and promoting the nations interest abroad, security and regional integration, political and economic development and promoting business between Kenya and the rest of the world. Other respondents indicated that it is concerned with conservation of the environment, employment for the youth and access to studies in other countries abroad. It also ensures that the foreigners are comfortable in the country and their rights are respected. It is also concerned with the operations of foreigners, promoting clean and healthy environment, promoting Kenya's rich culture and also promoting bilateral trade between Kenya and nations abroad.

##### **4.3.2 Ways that Ministry of Foreign Affairs has shaped Kenya's foreign policy in relation to promoting the tourism sector**

From the findings, the respondents indicated that the Ministry of Foreign Affairs has dwelt in the creation of regional diplomacy, creating room for tourism business to be conducted at optimum, organizing trade forms internationally, collaborating with key tourism stakeholders, facilitating activities geared at promoting Kenya as a favored tourist destination. The respondents also indicated that the Ministry of Foreign Affairs has restructured the industry by electing new employees for various positions in industries that have underperformed.

It has also made the process of acquiring visa, passport and entry permits into Kenya easier. It has ensured that there are diplomatic engagements with other states during official visits by the tourism and foreign affairs cabinet secretaries. Further, the respondents indicated that the ministry has partnered with key parastatals in Kenya which are concerned with the tourism industry for the marketing and promotion of the industry. It enhances environmental and wildlife protection, it has promoted the access of Kenyans to the international labour market. It has also opened boarder through tripartite agreement and sending high profile officers to go to foreign countries to market tourism.

The findings are in line with Ngugi who posits that local tourism has thrived despites various challenges stemming from terrorism. This has been achieved due to government's policy action of creating tourist police department, in addition to anti-terrorism police unit to safeguard the industry. A lot of funds were channeled to purchase of security related equipment and installation for instance, surveillance cameras, metal detectors and development of security vehicles for use by the police.

#### **4.3.3 Kenya's foreign policy response to the travel advisories and terrorism threat activities since its inception**

The research sought to establish whether the current Kenya's foreign policy has responded to the travel advisories and the terrorism threat activities since its inception. Majority of the respondents gave a positive answer by stating that it has emphasized on the security of tourists visiting the country. It has collaborated with regional institutions to bring peace to the country. The Kenya foreign policy has ensured that the country's

security is improved and the tourists are convinced through their embassies that Kenya is a safer destination.

The respondents also stated that the government has sought to engage foreign governments to advise them against issuing travel advisories and reassure them that the country is secure. Through engagement with different countries, Kenya has been able to explain its efforts to stem terrorism threats and to reassure about safety for tourists in Kenya. The policy has also emphasized on the security of the tourist visiting the country. Many of the countries have dropped the travel advisories due to the security and political development in the country.

The findings are in line with Lee that indicated that the government of Kenya viewed that the countries which issued travel advisories had blown the terrorism issue out of proportion.<sup>36</sup> All Africa quoted a senior member of the ruling Jubilee Alliance in Kenya who said, "We see the travel advisories and the stand by western nations led by the United Kingdom as a deliberate effort to crumble the Jubilee government through economic sabotage. We will however count on true friends like China to support us in these times".<sup>37</sup> Kenya's reputation plummeted and this led to the loss of its competitive value. Under terrorism threat activities Ringa stated that to counter the terrorism threat, the government of Kenya has embarked on a multidimensional antiterrorism strategy which incorporates both diplomatic and military practices.<sup>38</sup>

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<sup>36</sup>Lee, S. (2010). A Discontent of the Modern International Political System. *A journal of political review*.

<sup>37</sup>East Africa Business Week, Kenya: Advisories Hit Kenya Tourism, <http://allafrica.com/stories/201405261811.html>, 21 September 2014

<sup>38</sup>Ringa, W., & Sandler, T. (2013). What do we know about the substitution effect in transnational terrorism. *Researching terrorism: Trends, achievements, failures*, 119, 137.

#### **4.3.4 Efforts of Ministry of foreign Affairs in Kenya's foreign policy in relation to promoting the tourism sector**

The research sought to establish the ways in which the Ministry of foreign Affairs has shaped the Kenya's foreign policy in relation to promoting the tourism sector. According to the respondents, the Ministry of foreign Affairs has marketed Kenya as a preferred tourism destination. It has enhanced security in the beaches, subsidized rates in the parks, it has facilitated tourism related events, provisioned policies and guidelines that promote the tourism sector. It has also been involved in signing of bilateral tourism agreements and diplomatic engagements. Kenyan foreign policy has been emphasizing on strengthening regional integration and fostering bilateral relations.<sup>39</sup>

#### **4.3.5 Kenya's foreign policy in relation to travel advisories**

From the research findings majority of the respondents strongly agreed that, travel advisories have shaped the current foreign policy as shown by a mean of 4.55, Kenya's foreign policy is influenced by both internal and external political interests as shown by a mean of 4.40. Others agreed that the Ministry of Foreign Affairs informs the Kenyan policy abroad as shown by a mean of 4.25, Kenya's foreign policy seeks to curb travel advisories as shown by a mean of 4.10 and Kenya's foreign policy influences the Kenya's image internationally as shown by a mean of 4.03.

The findings concur with Forest who stated that the ministry of Foreign Affairs in conjunction with the Kenya Tourist Board (KTB) is responsible for destination marketing

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<sup>39</sup>Mburu, B. (2013). *A strategic framework for terrorism prevention and mitigation in tourism destinations. Tourism Management*, 28(6), 1560-1573.

creating and marketing Kenya's image in tourism markets with the aim of making the country attractive to the foreigners.<sup>40</sup> Kenyan foreign policy seeks to ensure the security is enhanced in the country so as to curb the prevailing cause of the travel advisories.

#### **4.3.6 Factors that have influenced the Kenya's foreign policy in response to curbing international terrorism activities**

The respondents observed that political, economic and cultural factors have been influenced the Kenya's foreign policy in response to curbing international terrorism activities. They stated that major state powers and international organizations such as United Nations have also been of influence. Kenya has partnered with other like-minded states to fight terrorism given her attacks record. Due to her strategic location in the Eastern Africa coupled with sound economic base her stability dictates the stability of the region, hence international community had to intervene.

#### **4.3.7 International terrorism as the priority concern of Kenya's foreign policy**

Majority of the respondents who participated in this research stated that tourism is one of Kenya's major earners and therefore security is key to ensure that the number of tourists from other countries increases by joining hands to curb international terrorism. This is because international terrorism affects the number of foreign tourists travelling to Kenya as foreign countries deny their citizens the opportunity of travelling for security reasons.

The republic of Kenya permitted the government of US to utilize her territory for counterterrorism efforts. This saw Kenya being used as launch pad for US military to

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<sup>40</sup>Forest, J. (2011). Al-Qaeda's influence in Sub-saaharan Africa: Myths, realities and possibilities. *Perspectives on Terrorism* 5(3) , 63 - 80.

fight Islamic fundamentalism specifically, in the Horn of Africa countries of Somalia and Eritrea. The government of Kenya has been proactive in bringing stability in the war-torn republic of South Sudan, which has been war-torn for decades

#### **4.3.8 Impact of travel advisories on Kenya's tourism sector**

From the research findings majority of the respondents agreed that Kenyan tourism is dependent on international factors as shown by a mean of 4.28 and travel advisories is more a political tool than economic tool as shown by a mean of 4.20.

The findings are in line with Vitisia who indicated that travel advisories suggest that tourists should avoid all but essential travel to Kenya.<sup>41</sup> The attacks are indiscriminate and target Kenyan institutions as well as places where expatriates and foreign travelers gather, such as hotels, shopping malls and beaches which affect the economy. Another hindrance to Kenya's tourism industry in light of the travel advisories is the slump in FDI.

#### **4.3.9 Effects of Kenyan economy by the happenings in the tourism sector**

The study sought to establish whether the Kenyan economy has been affected by the happenings in the tourism sector. Majority of the respondents indicated that the Kenyan economy has been affected as there have struggles of importation and exportation of tourists due to insecurity in the country. Kenya greatly relies on tourism as it is its greatest fortune and the largest percentage of government's income comes from the tourism sector. The happenings in the tourism sector have reduced foreign exchange,

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<sup>41</sup>Vitisia, R. M. (2015). *Travel advisories and their impact on tourism-case study of Kenya 2000-2014* (Doctoral dissertation, University of Nairobi)

increased unemployment as some tourists facilities are shut down due to security reasons. So many Kenyans depend on the tourism industry for their livelihood. This is the reason why most of them suffered a blow as a direct result of travel advisories issued due to terrorist attacks.

The findings concur with Tatjana and Biljana who stated that tourism industries are engines driving economic growth, national development, international cooperation, international trade as well as global peace.<sup>42</sup> It is every country's ambition to develop a vibrant tourism industry capable of turning its micro and macro-economic wellbeing. In micro economy the influences take place by improving the quality of labor employed in tourism industries. Tourism has a multiplier effect resonating very well with developing countries like Kenya, which are struggling with high levels of unemployment and underdevelopment. To them, tourism nets in the much needed foreign exchange earnings necessary for driving economic development.

#### **4.4 The actors (state and non-state) who have played a role in Kenya's foreign policy response to international terrorism activities**

The study sought to establish the actors (state and non-state) who have played a role in Kenya's foreign policy response to international terrorism activities. The findings revealed that government ministries of foreign affairs and international trade together with the ministry of tourism in collaboration with private sectors related to tourism and non-governmental organizations such as the Kenya Red Cross as well as civil society

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<sup>42</sup>ibid



groups in Kenya have all played a role in Kenya's foreign policy response to international terrorism activities.

#### **4.4.1 Role played in the Kenya's foreign policy response to international terrorism activities**

The study sought to establish the roles played by the state and non-state actors in Kenya's foreign policy response to international terrorism activities. The respondents indicated that the police have provided security, the National Police Service has carried out investigations and helped in securing the country and its borders, the judiciary has prosecuted the suspects, and the government and ministry of tourism have addressed the challenges. The international organizations have helped in financial, technical, advisory and intelligence assistance to the government of Kenya on any terrorism related activities in the anti-terrorism campaign.

According to Aronson, the state and non-state actors have worked as a team to market Kenya and come up with policies that will help curb the international terrorism activities.<sup>43</sup> They have also partnered with regional and international governments to help in terrorism related activities. They have also been implementing policy change that enhances security and reduce the risk of travel advisories.

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ronson, S. (2012). United states aid to Kenya: A study on regional security and counter-terrorism assistance before and after 9/11. *African journal of criminology and justice studies* 5 (1) , 119 - 126.

## **CHAPTER FIVE**

### **CONCLUSION AND RECOMMENDATIONS**

#### **5.1 Introduction**

This chapter presents summary of the findings, conclusions based on the findings and recommendations there-to on the role of tourism on the Kenyan economy, the role of the ministry of foreign affairs in shaping Kenyan foreign policy and the changing focus of Kenya's foreign policy in relation to the tourism industry. The chapter also presents recommendations for further studies.

#### **5.2 Summary of the Findings**

The study aimed to assess the influence of foreign policy, travel advisories and tourism industry in Kenya. The study established that Kenyans foreign policy is concerned with protecting and promoting the nations interest abroad, security and regional integration, political and economic development and promoting business between Kenya and the rest of the world. It is also concerned with conservation of the environment, employment for the youth and access to studies in other countries abroad, operations of foreigners, promoting clean and healthy environment, promoting Kenya's rich culture and also promoting bilateral trade between Kenya and nations abroad.

The findings established that the Ministry of Foreign Affairs has dwelt in the creation of regional diplomacy, creating room for tourism business to be conducted at optimum, organizing trade forms internationally, collaborating with key tourism stakeholders, facilitating activities geared at promoting Kenya as a favored tourist destination. It has

restructured the industry by electing new employees for various positions in industries that have underperformed and made the process of acquiring visa, passport and entry permits into Kenya easier. It has also ensured that there are diplomatic engagements with other states during official visits by the tourism and foreign affairs cabinet secretaries.

Under travel advisories, the findings indicated that the government has sought to engage foreign governments to advise them against issuing travel advisories and reassure them that the country is secure. Through engagement with different countries, Kenya has been able to explain its efforts to stem terrorism threats and to reassure about safety for tourists in Kenya. The policy has also emphasized on the security of the tourist visiting the country. Many of the countries have dropped the travel advisories due to the security and political development in the country.

### **5.3 Discussion of the findings**

#### **5.3.1 The role of Tourism on the Kenyan Economy**

The findings established that tourism can be harnessed to drive economic development as well catalyze the process of globalization, while still fostering international peace and cooperation. This research has demonstrated the interrelationship between foreign policy objectives and international cooperation as defining concept driving tourism. Economic sanctions for instance, travel advisories issued by foreign countries hurt international cooperation consequently hurt tourism industry. Being a primary foreign exchange earner in the country tourism has been affected directly by travel advisories, hence a negative effect on Kenya's GDP.

From the research findings, it was found that Kenyan economy has been affected by travel advisories as there have been struggles of importation and exportation of tourists due to insecurity in the country. The findings indicated that Kenya greatly relies on tourism as it is its greatest fortune and the largest percentage of government's income comes from the tourism sector. The happenings in the tourism sector have reduced foreign exchange, increased unemployment as some tourists facilities are shut down due to security reasons. So many Kenyans depend on the tourism industry for their livelihood. This is the reason why most of them suffered a blow as a direct result of travel advisories issued due to terrorist attacks.

The study found that Kenyans foreign policy is concerned with protecting and promoting the nations interest abroad, security and regional integration, political and economic development and promoting business between Kenya and the rest of the world. It was also found that it is concerned with the operations of foreigners, promoting clean and healthy environment, promoting Kenya's rich culture and also promoting bilateral trade between Kenya and nations abroad. It was further found that security and terrorism threats are the main causes of travel advisories. The findings also established that travel advisories have had an adverse effect on the tourism sector in Kenya.

### **5.3.2 The role of the Ministry of Foreign Affairs in shaping Kenyan Foreign Policy**

The ministry of foreign affairs has shaped the Kenya's foreign policy in relation to promoting the tourism through creating conducive environment for conducting international trade by organizing trade expos and summits in Nairobi and other major towns in Kenya. This has been achieved through collaborating with key tourism

stakeholders and facilitating activities aimed at promoting Kenya as a favored tourist destination. The Ministry of Foreign Affairs has restructured the industry by electing new employees for various positions in industries that have underperformed. It has also made the process of acquiring visa, passport and entry permits into Kenya easier. It has also ensured that there are diplomatic engagements with other states during official visits by the tourism and foreign affairs cabinet secretaries.

The findings established that the Ministry of foreign Affairs has marketed Kenya as a preferred tourism destination. It has enhanced security in the beaches, subsidized rates in the parks, facilitated tourism related events, provisioned policies and guidelines that promote the tourism sector. It has also been involved in signing of bilateral tourism agreements and diplomatic engagements. Economic and cultural factors have influenced the Kenya's foreign policy in response to curbing international terrorism activities. The major state powers and international organizations such as United Nations, National Counter Terrorism Center and the internal security have also influenced Kenya's foreign policy in response to curbing international terrorism activities.

### **5.3.3 The changing focus of Kenya's Foreign Policy in relation to the Tourism Industry**

The findings established that the Kenyan foreign policy has emphasized on the security of tourists visiting the country. It has collaborated with regional institutions to bring peace to the country. It was also found that the Kenya foreign policy has ensured that the country's security is improved and the tourists are convinced through their embassies that Kenya is a safer destination. The government has sought to engage foreign governments

to advise them against issuing travel advisories and reassure them that the country is secure.

Through engagement with different countries, Kenya has been able to explain its efforts to stem terrorism threats and to reassure about safety for tourists in Kenya. The policy has also emphasized on the security of the tourist visiting the country. Many of the countries have dropped the travel advisories due to the security and political development in the country. It was also found that travel advisories have shaped the current foreign policy. Kenya's foreign policy is influenced by both internal and external political interests. Kenya's foreign policy seeks to curb travel advisories and it also influences the Kenya's image internationally.

#### **5.4 Conclusion**

The research identified that Kenya's foreign policy behavior has been aiming at the development of measures to curb terrorism. The Ministry of Foreign Affairs has made the process of acquiring visa, passport and entry permits into Kenya easier. It has ensured that there are diplomatic engagements with other states during official visits by the tourism and foreign affairs cabinet secretaries. The ministry has partnered with key parastatals in Kenya which are concerned with the tourism industry for the marketing and promotion of the industry.

The ministry of foreign affairs and international trade has marketed Kenya as a preferred tourism destination. It has enhanced security in the beaches, subsidized rates in the parks, it has facilitated tourism related events, provisioned policies and guidelines that promote the tourism sector. It has also been involved in signing of bilateral tourism agreements and diplomatic engagements. It has partnered with key parastatals in Kenya which are concerned with the tourism industry for the marketing and promotion of the industry. It enhances environmental and wildlife protection, it has promoted the access of Kenyans to the international labour market. It has also opened boarder through tripartite agreement and sending high profile officers to go to foreign countries to market tourism.

Travel advisories have impacted negatively on Tourism in Kenya. The negative effects have trickled to other sectors related to tourism for instance, tours and travel companies and curio shops. The happenings in the tourism sector have reduced foreign exchange, increased unemployment as some tourists facilities are shut down due to security reasons.

## **5.5 Recommendations**

The study makes the following recommendations:-

### **5.5.1 Recommendation for Further Studies**

The study researched on the influence of foreign policy, travel advisories and tourism industry in Kenya. A similar study need to be carried out to discuss the importance of Kenyan foreign relations to the development of tourism sector. Also, another study should be done on the efficacy of tourism as a tool for economic development in Kenya.

### **5.5.2 Policy recommendations**

The Kenyan government should employ hard power to neutralize militia group's power as well as persuasive strategies to win Muslims support against war on terror. This entails investing in deradicalization and improving socio-economic lives of marginalized groups. The government needs to work closely with other grassroots leaders in developing security strategies which are tailor-made to fit home grown security concerns. This calls for political goodwill in formulating anti-terrorism legislation which incorporates values and beliefs of many people.

Finally, this research recommends that the government should encourage and boost domestic tourism to cushion the industry against tourism shocks which emanates from external factors. There is also need to diversify tourism industry with inclusion of cultural and geographical diversity of Kenya.



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## APPENDIX I: QUESTIONNAIRE

### INTRODUCTORY REMARKS

**Dear Respondent,**

I am carrying out a study on Kenya's foreign policy, travel advisories and tourism industry in Kenya. The findings and recommendations of the study will contribute to the knowledge base on Kenya's foreign policy in relation to travel advisories and tourism industry in Kenya. In this regard, I would like to collect data that will assist in accomplishing the objectives of this study. Kindly answer the question by ticking and/or explaining. Your contribution will be much appreciated and the information provided will be treated with utmost confidentiality.

### PART A: RESPONDENTS' BIODATA

i. What is the name of the organization you work with:

-----  
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ii. What is your gender? (Please tick in the boxes provided)

a) Male

b) Female

iii. Please tick the age bracket in which you fall.

21-30 years ( )                      31-40 years ( )                      41-50 years ( )

51-60 years ( )    above 60 years ( )

iv. What is your job rank in this organization? (Please tick)

Top level manager

Middle level manager (Departmental head)

- Lower level manager (Supervisor) [ ]
- Normal employee [ ]
- Casual employee [ ]

v. How long have you worked with the organization?

Below 3 years ( )      3-7 years ( )    7-10 years ( )    above 10 years ( )

**PART B: Kenya's foreign policy, travel advisories and the tourism industry in Kenya**

1. In your opinion what are the major concerns of Kenya's foreign policy?

.....

.....

.....

Can you please state some of the ways by which the Ministry of foreign Affairs has shaped the Kenya's foreign policy in relation to promoting the tourism sector.

.....

.....

.....

.....

2. In your opinion, has the current Kenya's foreign policy responded to the travel advisories and the terrorism threat activities since its inception?

Yes ( )      No ( )

If yes, explain.....

.....  
.....  
If no, explain.....  
.....  
.....

3. Can you please state some of the ways by which the Ministry of foreign Affairs has shaped the Kenya's foreign policy in relation to promoting the tourism sector
- .....  
.....  
.....

4. On a scale of 1-5 where 1-Strongly Disagree, 2-Disagree, 3- No Opinion, 4- Agree, 5- Strongly Agree, indicate whether you agree with the following statements on the Kenya's foreign policy in relation to travel advisories.

	Statement	1	2	3	4	5
i.	Kenya's foreign policy influences the Kenya's image internationally					
ii.	Kenya's foreign policy seeks to curb travel advisories					
iii.	Kenya's foreign policy is influenced by both internal and external political interests					
iv.	The Ministry of Foreign Affairs informs the Kenyan policy abroad					
v.	Travel advisories has shaped the current foreign policy					

5. What other actors have influenced the Kenya's foreign policy in response to curbing international terrorism activities?

.....  
.....

6. In your opinion, is international terrorism the priority concern of Kenya's foreign policy?

Yes ( )      No ( )

If yes explain

.....  
.....  
.....  
.....

If no explain

.....  
.....  
.....

7. On a scale of 1-5 where 1-Strongly Disagree, 2-Disagree, 3- No Opinion, 4- Agree, 5- Strongly Agree, indicate whether you agree with the following statements on the impact of travel advisories on Kenya's tourism sector.

	Statement	1	2	3	4	5
a.	Travel advisories have had an adverse effect on the tourism sector in Kenya					
b.	Security and terrorism threats are the main causes of travel advisories					
c.	There are other sectors of the economy that are affected by the travel advisories apart from the tourism sector					
d.	Kenyan tourism is dependent on international factors					
e.	Travel advisories is more a political tool than economic tool					

8. Do you think the Kenyan economy has been affected by the happenings in the tourism sector?

Yes ( )      No ( )

if yes, explain.....

.....

.....

.....

.....

if no, explain.....

.....

.....

.....

.....



9. List the actors (state and non-state) who have played a role in Kenya's foreign policy response to international terrorism activities

1. ....  
.....
2. ....  
.....
3. ....  
.....
4. ....  
.....
5. ....  
.....

10. What role have the named actors above played in the Kenya's foreign policy response to international terrorism activities?

.....  
.....  
.....

**Thank you for your participation**