

**UNIVERSITY OF NAIROBI**

**INSTITUTE OF DIPLOMACY AND INTERNATIONAL STUDIES**

**TRAVEL ADVISORIES AND THEIR IMPACT ON TOURISM-**

**CASE STUDY OF KENYA 2000 – 2014**

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## DECLARATION

This project is my original work and has never been presented to any other university for the award of a Master's Degree.

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### **Supervisor**

This project has been submitted for examination with my approval as university supervisor.

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## **DEDICATION**

I dedicate this work to my family: my husband Ken Vitisia, my son Brian Vitisia and my daughter Brenda Vitisia. One would never ask for a better family than what I have. Thanks for your moral support and understanding during my study period. To God be the Glory for His sufficient Grace and Mercies.

## **ACKNOWLEDGEMENT**

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Special thanks to my parents, siblings, and friends for supporting and encouraging me the entire time.

I can attest to the saying “What has a beginning has an end”.

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## **LIST OF ACRONYMS**

ASEAN	- Association of SouthEast Asian Nations
EA	- East African
EU	- European Union
FCO	-Foreign and Commonwealth Office (FCO)
FDI	- Foreign Direct Investment
IED	- Improvised Explosive Devices
IDP	- Internally Displaced Person
JKIA	- Jomo Kenyatta International Airport
KANU	- Kenya African National Union
KDF	- Kenya Defense Forces
KICC	- Kenyatta International Convention Centre
KTB	- Kenya Tourism Board
KTDC	- Kenya Tourist Development Corporation
KTF	- Kenya Tourism Federation
NGO	- Non Governmental Organisation
S.E. Asian	- South East Asian
UK	- United Kingdom
U.K. FCO	- United Kingdom Foreign and Commonwealth Office
UN	- United Nations
UN WTO	- United Nations World Tourism Organization
US	- United States
USA	- United States of America
U.S. DOS	- United States Department of State

## **ABSTRACT**

This study attempts to identify the degree to which travel advisories influence the decision to travel to Kenya by International tourists and to examine the consequences they have on Tourism and related business.

Kenya's Tourism Industry has been affected by the threat of terrorism and subsequent travel advisories issued by traditional source markets. The purpose of this study therefore is to examine and find out the exact impact of travel advisories on the tourism industry. The study was guided by the experience Kenya has had from 2000-2014.

The study heavily relied on secondary data that was collected from publications, journals, Kenya National Bureau of statistics, and oral interviews of employees in tourist related businesses such as Hotels, Travel Agencies, Tour operators, Kenya Tourist board and conference organizers.

From the findings of the study, it is concluded that travel advisories have adverse effects on the tourism industry and the economy of Kenya at large as tourists opt for other destinations resulting into reduced levels of employment and loss of income for many families.

The study recommends several measures to be taken to protect and rebuild the image of Kenya, and boost tourists and investors confidence.

# CHAPTER ONE

## INTRODUCTION

### 1.0 Background of the Study

Tourism is seen as a popular global leisure activity. It can be domestic or international. Tourism has both incoming and outgoing implications on a country's balance of payments.<sup>1</sup> Today tourism is a major source of income for many countries, and affects the economy of both the source and host countries. In Kenya , Tourism is currently the second largest source of foreign exchange revenue followed by agriculture.

Through improved Information, Communication and Technology the world has become a global village and there is so much awareness due to media coverage, of world events and places, entertainment, TVdocumentaries, film and Education. Advances in travel technologyprovide a wider range of ways to travel. Transport has become quicker, easier and cheaper enabling free movement of goods and services in the shortest time possible.

Kenya as destination has several factors that have influenced its tourism industry: open economic policies such as liberalization of trade, which allow foreign direct investment in tourism, infrastructure that supports tourism activities, good financial services delivery with international standards in the banking system that have allowed efficient transfer of money and good international relations with its neighbours and trading partners. which promotes economic development .

Tourism has however been affected by security challenges from violent extremists and terror groups like Al-Shabaab. Due to the terrorist attacks and subsequent travel

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<sup>1</sup>World Tourism Organization, UNWTO technical manual: Collection of Tourism Expenditure Statistics, 1995.

advisories from source markets, tourist earning and contribution to the GDP has dropped.

### **1.1 Statement of the Research Problem**

Most research done on Impacts on Tourism focused on terrorism, political instability, negative media, war and crimes. However, much has not been covered on Travel advisories yet it is equally a salient feature that affects Tourism in the emerging economies. Authors like VB Teye analyzes how political instability can cause tourist activities to stop or be cancelled because of war or a coup'detat. Scholars like Hall & O'Sullivan describe terrorism objectives when they target tourist. Sonmez points out how terrorism causes fear and discourages visitors towards certain travel destination and how negative images portrayed during terrorist attacks, or war affect prospective tourist destination.

International terrorism has brought into the limelight the significance of Travel Advisories as a safety measure for travellers, however its impact on tourism more so in emerging economies has not been explored. The study's research problem is travel advisories and their effects on Kenya's tourism. As such, the study aims to answer these questions. What is the role of tourism on the Kenyan economy? What is the role of terrorism in Kenya's tourism sector and its economy overall? What are the impacts of travel advisories on tourism in Kenya.

### **1.2 Research Questions**

1. What are the impacts of travel advisories on tourism in Kenya
2. What is the role of terrorism on tourism and the economy in Kenya.
3. What is the role of tourism on the Kenyan economy

### **1.3 Objectives of the Study**

- To determine the impacts of travel advisories on Kenya's tourism.
- To examine role of terrorism on Kenya's tourism sector and economy overall.
- To determine the role of Tourism on Kenyan Economy.

### **1.4 Literature Review**

This section will review existing literature on travel advisories and their impact on tourism and in extension economy with special emphasis on Kenya. The country has been a victim of several terror attacks targeting international tourists and political turmoil witnessed in 2007-2008. As a result, foreign governments have issued travel advisories to Kenya warning their citizens against travelling to the East African nation. This has had serious consequences not only to the sector but also to the economy as a whole since the industry is a key contributor to the country's Gross Domestic Product (GDP).

Tourism is a sensitive sector that largely depends on availability of security, when security cannot be guaranteed governments advise their citizens to shun risky destinations. Analysts have long noted that terrorism being a political endeavour seeks wide media coverage. This can easily be obtained free of charge by targeting international tourists. The media is observed to give incidents of terror attacks on foreigners a lot of attention which in one way or the other perpetuates terrorist networks motives. It has to be noted however that the media also happens to be a major source of credible information during such attacks as governments may distort information for damage control inter alia.

Reviewed literature in the study is divided into five sub-sections. First the study will analyze literature on relationship between terrorism and tourism, secondly, literature on the political instability, war and tourism, thirdly literature on terrorism, crime and tourism, lastly literature on media inflammation and negative image.

#### **1.4.1 Reasons for Issuance of Travel Advisories.**

Advisories are issued as a security measure, however some authors like Shapley argue that it is used as political weapon by some countries against others to influence or shape policy. Politics is a major force in tourism and it can be positive, neutral or dangerous depending on whose hands are controlling it. Governments can put a lot of pressure through tourism and use it as a promotional vehicle to convey a positive image for their countries or as a sanction against others. It also depends on what a particular government intends to achieve, whether it is genuineness or outmaneuvering a rival that has similar tourism interests. Sharpley and Sharpley<sup>2</sup> Sönmez<sup>3</sup> further urges that it is every government's prerogative to issue travel advisories against countries it chooses, in response to political or environmental occurrences to protect its own citizens

#### **1.4.2 Factors and Relationships that Contribute to Travel Advisories**

Scholars have continued to understand the linkage between terrorism especially international terrorism and issuance of travel advisories. For instance there have been arguments on the relationship between terrorism and tourism which cause travel advisories. Sönmez and Graefe<sup>4</sup> argue that the fear of terrorism cause travel anxiety towards a destination. They point out that an individual with negative attitudes

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<sup>2</sup>Sharpley, R., & J. Sharpley, 'Travel Advice: Security or Politics?' in Proceedings of the Talk at the Top Conference, *Security and Risks in Travel and Tourism* (Ostersund: Mid-Sweden University, 1995) pp. 168-182.

<sup>3</sup>Sönmez, S., 'Tourism, Terrorism and Political Instability', *Annals of Tourism Research*, Vol. 25(2), (1998).

<sup>4</sup>Sönmez, S.F (1998) "Tourism, terrorism and political instability"

toward a destination due to terrorist incident, may exhibit high levels of concern for safety, and this is likely to result in a negative outcome for the travel decision.

External factors related to tourism such as media reports about terrorist incidents, tourism authorized travel advisories, recovery campaigns have an influence on tourists perceptions of the affected destination. According to Schlagheck,<sup>5</sup> terrorist activities intimidate tourists and affect flow of tourism activities. In some countries, it completely tarnishes the destination's positive image leading to travel advisories and subsequent tourism losses.

Hall and O'Sullivan<sup>6</sup> stressed that tourism is a significant economic activity, terrorist attacks on tourists cause foreign exchange to decline, thereby allowing terrorists to impose indirect costs on the government and to gain political advantage. 'Sonmez, Apostolopoulos, and Tarlow, noted in their book on tourism that terrorists have recognized the political significance of international tourism and have repeatedly and tragically communicated this. Terrorism that targets tourism can be disastrous and the consequent events can result in a serious tourism crisis.'<sup>7</sup>

Political Instability and War cause travel advisories. According to Gartner and Shen<sup>8</sup> Terrorism occurs quickly and briefly and assures immediate public attention through intense and dramatic media coverage, While Political violence has lingering effects that can impede travel to affected areas and create an enduring barrier to international tourism. Gartner confirms the Impact of Tianmen Square on China's Tourism Image . In his Journal he quotes: "The People 's Republic of China (PRC)

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<sup>5</sup>Schlaheck, 1998 cited in Sonmez S.F(1998)

<sup>6</sup>CMHall, VO'Sullivan Tourism, crime and international security

<sup>7</sup>Sönmez, S., Y. Apostolopoulos, &P. Tarlow, 'Tourism in crisis: Managing the effects of terrorism', *Journal of Travel Research*, Vol. 38 (6), (1999) pp. 3

<sup>8</sup>Gartner and Shen 1992, *Journal of Travel Research*, 1992 - ..com



has yet to recover from a dramatic drop in tourism due to the Tianmen Square Conflict. Occupancy levels remain lower than those existing before the conflict”

Edgell<sup>9</sup> points out that tourist decisions to stay home or choose "safer" destinations are translated into significant losses for the industry of the country.

### **1.4.3 Media Inflammation and Negative Image**

The media plays two roles when terrorists attack. They communicate what the terrorist want to the global audience. Secondly, provides information at the time of crisis. Media provides instant access to international audience thus contributing to the surge of terrorism and travel advisories. Bradwell and Rawding<sup>10</sup> argue that war on terrorism is not complete without considering the news media and the effects.

Negative media coverage can impact attitude formation quite easily. Because of the nature of the tourism experience, destinations depend heavily on positive images. As a result, the image becomes a crucial factor in travel choice and tourism marketing. The mind takes information that seems reliable from the most readily available sources and cling to that. Images develop internally as a result of actual experience and processes information from advertisements, publicity, or news reports.

Since political conflicts and terrorism will continue at some level, the importance of developing strategies for managing the relationship becomes evident because most people around the world rely on their own volition to visit a country. Moreover, people are generally optimistic in life and no tourist or traveller ever thinks that he or she will be the victim of terror, political violence or crime. Sönmez<sup>11</sup> writes that media coverage of terrorism or political upheaval has the potential to shape the induced image individuals have of destinations.

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<sup>9</sup>David L. Edgell, Sr, Maria DelMastro Allen, *Tourism Policy and Planning, Yesterday, Today and Tomorrow*, 2008 – Butterworth - Heinemann

<sup>10</sup>Bradwell & Rawding, "Destination Marketing. 1996 ( Handling negative publicity p.294)

<sup>11</sup>Sönmez, S., 'Tourism, Terrorism and Political Instability', *Annals of Tourism Research, Vol. 25(2)*, (1998).

This statement is especially true for occurrences that receive global media coverage and was aptly demonstrated by China's 1989 Tiananmen Square incident which brought about a negative image whose trickle effect led to declining hotel occupancy rates and lost tourism revenues. The televised images may have lasted for a brief time but their impact was very powerful.

### 1.5 Theoretical Framework

This study will employ the Calgary Model of Tourism Competitiveness as developed by Ritchie and Crouch. In their attempt to understand the factors that determine the ability of a tourism destination to compete, they proposed the Calgary model of Tourism Competitiveness. They recognize five key constructs of destination competitiveness: *destination appeal, destination management, destination organization, destination information and destination efficiency*; each construct being a function of a number of destination related factors as presented in table below:

#### The Calgary Model of Competitiveness in Tourism

<b>Destination Appeal</b>	<b>Destination management</b>	<b>Destination organization</b>	<b>Destination information</b>	<b>Destination efficiency</b>
Destination Attractiveness (ATTRACT)	Managerial efforts (MANAGER)	Management Organization capability (DMO)	Internal management information system(MIS)	Integrity of experience(IOE)
Destination Deterrents	Marketing	Strategic Alliances	Research	Productivity

Attractors include: Natural features, climate, cultural and social characteristics, general infrastructure, basic services infrastructure,. Access and transportation facilities, and attitudes towards tourists, cost/price levels, economic and social ties and uniqueness. Among destination deterrents are security and safety(political instability, health and medical concerns, laws and regulations (such as visa requirements). Such factors are a barrier to visiting a particular destination and affecting tourism growth. According to Wilde and Cox, travel advisory is thus a deterrent that affects tourism growth.

The model further emphasizes that a carefully selected and well executed program of destination management can serve to improve the tourism competitiveness of a destination. In particular, as Wilde and Cox(2008) observe, marketing efforts have the potential to enhance the perceived appeal (for example image) of a destination. Further, destination competitiveness can be enhanced through management of organization capabilities and strategic alliances.

The Internal Management information system provides the ability to better manage performance of destination product. The Destination Efficiency draws on the integrity of experience to provide an appropriate (expected and promised) experience. This provides a tourism industry specific model of measuring destination competitiveness and covers a broad base of aspects that are significant to destination competitiveness, the model is apt and relevant to the study as it will provide Tourism competitive performance 2000-2014 and the role of its deterrent and touch on the other five key constructs that influence destination competitiveness.

## **1.6Hypotheses**

- i. Tourism contributes significantly to Kenya's overall economy
- ii. Travel Advisories have impacted negatively on the economy of Kenya.

## **1.7 Justification of the Study**

This study is guided by the following justifications.

### **1.7.1 Academic Justifications**

Tourism being a major contributor to the economy of many countries has received a lot of attention from academicians. Its centrality in not only earning foreign exchange for countries but also being a key employer has elicited interest and much research has been done on its role, health and future in a rapidly globalizing world. Studies looking at effect of terrorism and political instability on tourism have been conducted globally and it's now undisputed that the two negatively affect the tourism and travel business. Be it large scale events like the terrorist attacks on the United States on September 11th in 2001 (9/11), the Gulf War, or civil war in Ivory Coast, the effect is seen not only in the affected countries but also neighbouring states and regions.

While it is known that governments react to occurrence of the terrorism and political instability through travel advisories, the dynamics of this has not been fully explored. Whether the move is motivated by genuine concern for tourist's safety or is meant to apply political pressure to countries, its upshots are undeniable. Indeed, there does seem to be a gap in the existing literature on the precise effects of travel advisories issued by foreign governments in Africa where political instability and terrorism is on the rise.

Thus, this study will bridge this knowledge gap by analyzing what travel advisories have done to the Kenyan tourism sector and Kenya's economy as a whole in the last fourteen years. The study will also provide an entry point for future scholars who wish to further explore this intricate relationship. Ultimately, this study will give rise to new areas of study.

### **1.7.2 Policy Justifications**

Travel advisories being policies adopted by governments vis-a-vis certain tourist destinations will elicit counter policies by affected countries. This study will thus offer useful insights to governments in response to such advisories as it'll comprehensively detail the consequences of such. Specifically, policy makers in governments will find the findings of the study useful in developing strategies to deal with terrorism and political instabilities. Government officials could also use the study to plan for diversification of economies to mitigate losses incurred from tourism due to unpredictable terror attacks. The findings will also prove useful in drafting appropriate responses by countries who have been issued with travel advisories.

Stakeholders including hoteliers, tour operators, carriers, farmers, investors and tourism analysts will also use the study to better manage and predict business volumes in divergent environments. These stakeholders could use this study's findings to pressure governments to do more to ensure stable political environments that favour the tourism and travel industry. Finally, the study will also help local communities living around tourist attraction destinations and NGOs develop closer working relations with governments in developing policies that address a common enemy.

### **1.8 Research Methodology**

The study used causal research design to study impacts of Travel advisories, using time series to compare causes and effects. This design is majorly quantitative and aims at revealing the cause and effect between variables. This is its distinguishing feature that sets it apart from other types of researches. The causal effect relationship between variables is sought to explain social phenomena in a more comprehensive

manner. The main objectives of causal research design are (a) gain precise understanding as to which variables can be attributed to cause and which can be attributed to effect and (b) to establish the nature of relationship between cause and effect in variables which allows prediction.

This research design has several advantages including (a) it identifies reasons behind social phenomena and examines the effects of a change in existing social interactions, (b) studies conducted using this design are easily replicable, (c) the design offers high level internal validity owing to its systematic approach. Notwithstanding these benefits, causal research design also has its disadvantages like, (a) coincidences in social interaction could easily be mistaken for cause-effect relationship, (b) it's difficult to effectively reach a truly conclusive outcome owing to a multitude social factors/influences and the complexity of social interactions, (c) it's challenging to determine which variables are the cause and which are the effect even when correlation exists. Causal research design is appropriate for this study as it will better explain the effect of travel advisories not only on tourism but also on the economy as a whole.

### **1.8.1 Data Collection and Analysis**

Data collected was analyzed through descriptive and explanatory analysis.

For better observation and comparison, tables were used to summarize the data, while Bar Graphs were used because they enable the reader to see the trends

### **1.8.2 Scope and Limitations of the Study**

The study though investigating a global phenomenon mostly focused on Kenya in the period from 2000 to 2014. The researcher relocated duty stations while in the middle of research and therefore collecting data through questionnaires became a challenge.

## **1.9 Chapter Outline**

The study is organized as follows:

### **Chapter 1**

The chapter introduces the study in general and borrows from existing literature. It contains the background, objectives, literature review, problem statement, methodology and the theoretical framework employed in the study. The first chapter also defines the key terms used in the study. Overall, the chapter embeds the study in the field of International Studies and provides a chapter outline as to how the rest of the chapters are structured.

### **Chapter 2: The Role of Tourism in Kenya's Economy.**

This chapter explains the relevance of Tourism in the Kenyan Economy as a Revenue earner, source of Foreign Exchange and source of livelihood for many Kenyan households. It analyzes the important role the sector plays in the country both at the micro and macro levels.

### **Chapter 3: The Effects of Terrorism and Kenya's Experience**

This chapter details the events/terrorist attacks that led to travel advisories and their effect on the Tourism Industry and Businesses in Kenya. The chapter analyzes how political instability of any sort has affected the sector over the last one decade and almost half decades.

### **Chapter 4: Impact of Travel Advisories on Kenya's Tourism and Role of Diplomacy**

This chapter discusses the impact of travel advisories. Government response to advisories and role of diplomacy.

## Chapter 5: Summary, Conclusion and Recommendations

This chapter provides a brief summary on the subject, it contains a conclusion of the discourse and the recommendations arising from the study.

### 1.10 Definition of Terms

**“Travel advisory”** According to Business dictionary, travel advisory is a formal warning issued by a governmental or international organization, such as the UN, advising caution in traveling to specified destinations due to reasons such as armed violence, civil or political unrest, high incidence of crime, specially kidnapping and/or murder, natural disaster, or outbreak of one or more contagious diseases.<sup>12</sup>

**“Regulation”** orbach B describes regulation as: a legal norm intended to shape conduct that is a byproduct of imperfection. A regulation may be used to prescribe or proscribe conduct, to calibrate incentives, or to change preferences. it is generally a written instrument containing rules having the force of statist law.<sup>13</sup>

**“FDI”** It is a controlling ownership in a business enterprise in one Country by an entity based in another country.

**“Tourism”** According to world Tourism Organization : **Tourism** is travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. Tourism is commonly associated with international travel, but may also refer to travel to another place within the same country.<sup>14</sup>

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<sup>12</sup>Travel advisory, <http://www.businessdictionary.com/definition/travel-advisory.html>, 15th May, 2015.

<sup>13</sup>Orbach, B., *What Is Regulation? 30 Yale Journal on Regulation Online*

<sup>14</sup>World Tourism Organization, *UNWTO technical manual: Collection of Tourism Expenditure Statistics*, 1995. p. 10



## **CHAPTER TWO**

### **ROLE OF TOURISM IN KENYA'S ECONOMY**

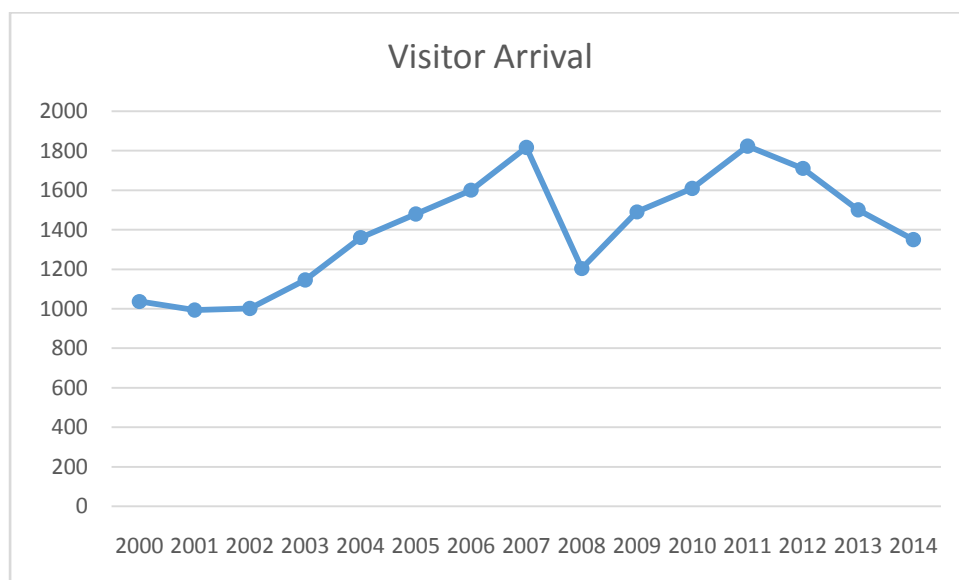
#### **2.1 Introduction**

This chapter will evaluate the role that tourism plays in the economy of Kenya. The country is well endowed with various tourist attraction destinations and warm climate which attracts international tourists. Being a developing country, Kenya recognizes the need of growing its services sector to supplement its commodities which have shown declining prices over the last 3-4 decades. The country prioritizes tourism not only because it earns needed foreign exchange but also because of the trickle down effect it has to the economy as a whole.

As alluded to, like most other nations globally, tourism plays a major role in Kenya. According to Kenya National Bureau of Statistics, Tourism sector is one of the key economic drivers generating approximately 10% of the country's GDP. The country has identified tourism as a driver of economy and has invested in this sector to make Kenya a favourite tourist destination. Tourism contributes to foreign exchange earnings, employment generation, poverty eradication, and economic growth.

A large proportion of Kenya's tourism centres on safaris and tours of its great national parks and game reserves. While most tourists do visit for safari, there are also great cultural aspects of the country to explore in cities like Mombasa and Lamu on the Coast and the Great Rift valley. Kenya has tourism products such as Beach tourism, eco-tourism, cultural tourism and conference Tourism that attract large number of visitors from Europe and Asia each year. Travel Advisories are therefore a deterrent to Kenya's Tourism competitiveness.

**Figure 2.1: Visitor Arrival in Kenya, 2000-2014**



**Source: Kenya National Bureau of Statistics (KNBS)**

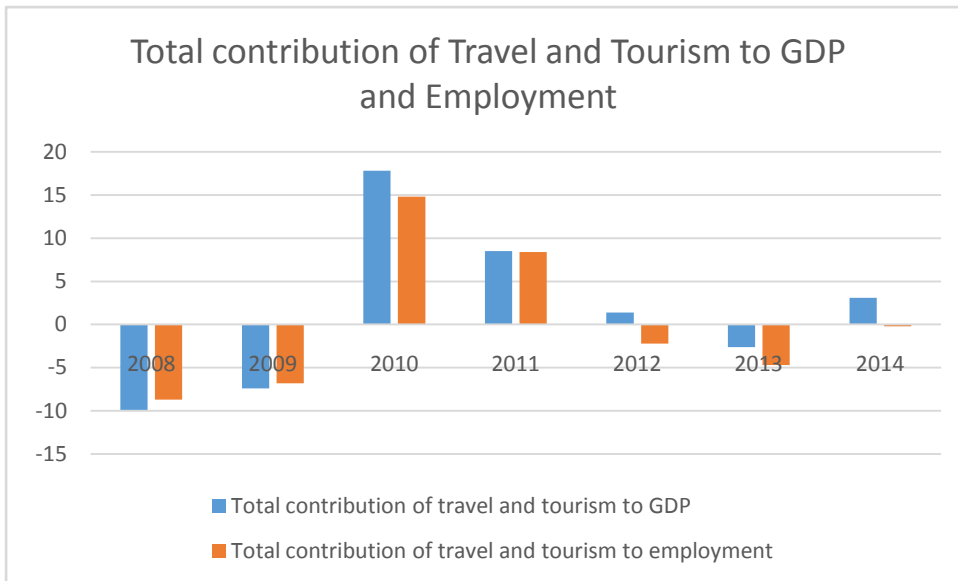
According to Fig 2.1, the number of visitor arrivals increased gradually from 2002 – 2007. Arrivals had a deep fall in 2007, picked up from 2008 and reached peak 2012 then reduced from 2013 to 2014.<sup>15</sup> The deep fall in 2008 was attributed to the post 2007/2008 election violence. The reduction in 2013 is partially attributed to the 2013 General Elections that could have caused some fears on prospective tourists and visitors due to the 2007/2008 post election violence and due to travel advisories from source markets.

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<sup>15</sup>Kenya National Bureau of Statistics (KNBS), [http://www.knbs.or.ke/index.php?option=com\\_content&view=article&id=309:2015-economic-survey-report-highlights&catid=82:news&Itemid=593](http://www.knbs.or.ke/index.php?option=com_content&view=article&id=309:2015-economic-survey-report-highlights&catid=82:news&Itemid=593)

## 2.2 Contribution to GDP and Employment

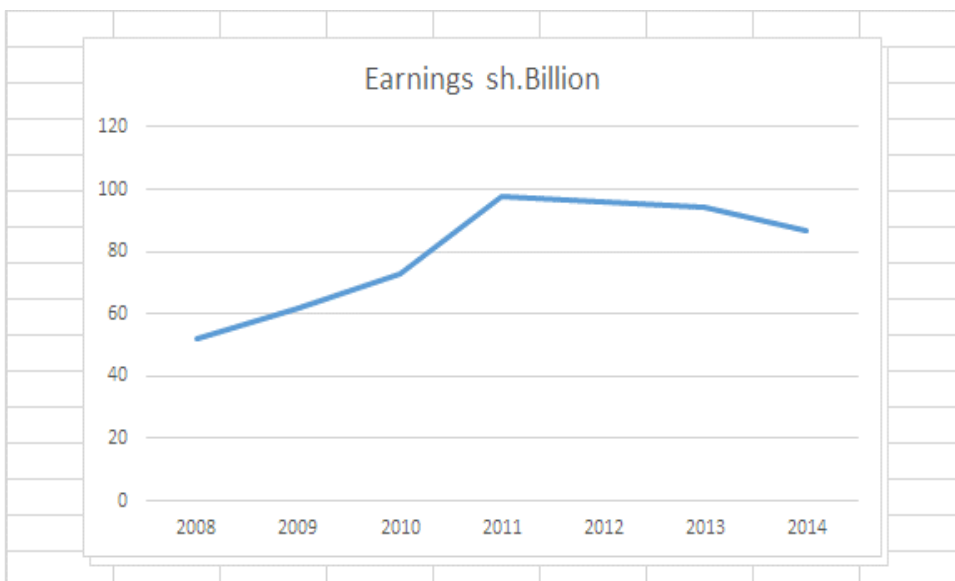
### Total contribution of Travel and Tourism to GDP and Employment 2008-2014



Source: World Travel & Tourism Council

As shown in figure 2.2, growth in contribution of tourism sector to the economy peaked in 2010, the total contribution of tourism to GDP was 17% but shrunk to just 3% in 2014.

Figure 2.2: Tourism Earnings from International Visitor Arrivals



**Source: Kenya National Bureau of Statistics**

Tourism earnings gradually increased from 2008 and reached peak in 2011 at 98 billion,

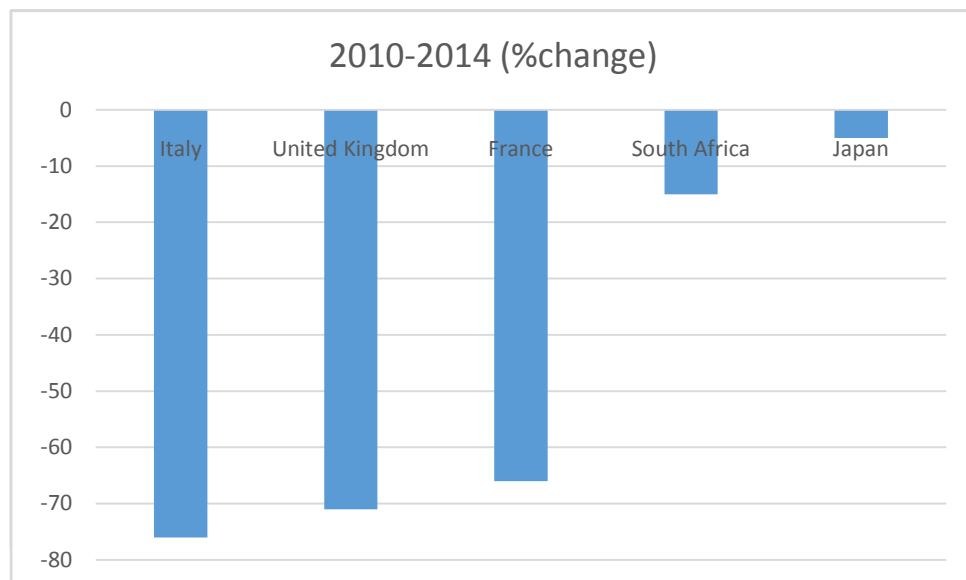
Earnings declined in 2012 from 98 billion to 96 billion, before sliding to 87 billion in 2014, due to terrorist attacks that prompted travel restrictions and advisories.

Tourism from traditional market fell. Travel alerts were issued by US and UK following the murder and kidnapping of foreign visitors in the coastal region and grenade attacks in the north east region.<sup>16</sup>

### 2.3 Travel Advisories and Visitor Arrivals

There is an assumption that visitors intending to come to Kenya, get discouraged by travel advisories, however analysis from Institute of Economic Affairs (IEA) proves that travel advisories have varying effects on tourist arrivals, depending on the country that issues them.

**Figure 2.3 Drop in the number of Visitors to Kenya 2010-2014(%)**



**Source: Kenya National Bureau of Statistics**

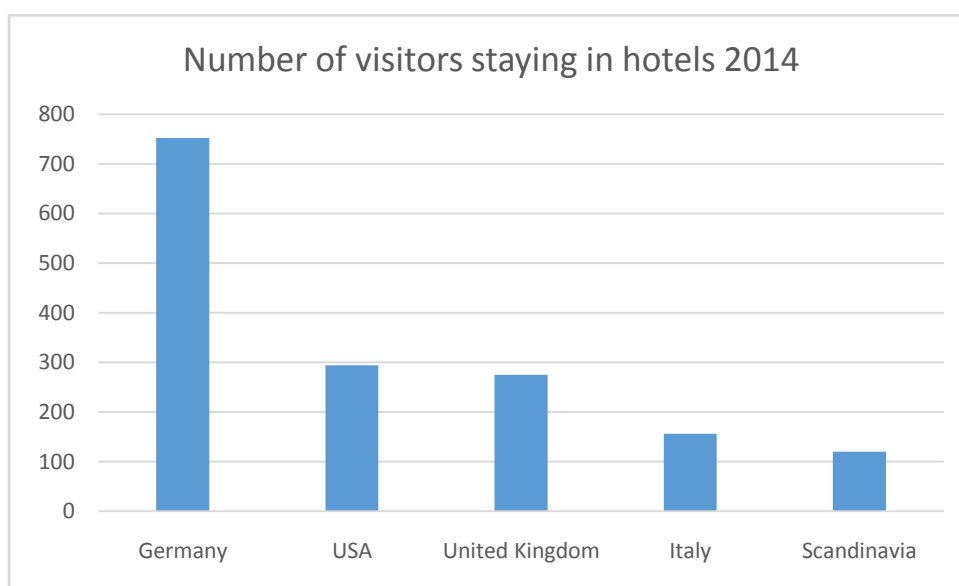
<sup>16</sup>Bloomberg business, March 27, 2003

As indicated by figure 2.4, Italy recorded the largest drop in visitors to Kenya at 76%, followed by the UK (71%), France (66%) and Japan (5%) in the last four years.

#### 2.4 Market Sources of Tourists in Kenya (2014)

According to the Institute of Economic affairs, Britons respond to travel advisories issued by their government more than Americans. The number of visitors from UK dropped by 71% between 2010 and 2014. Kenya National Bureau of Statistics data show that visitors from UK fell almost by half from 498,000 in 2013 to 275,000 in 2014.

**Fig 2.4: Market Sources of Tourists in Kenya (2014)**



**Source: Kenya National Bureau of Statistics**

The drop was attributed to the fact that the charter airlines were unwilling to have insurance cover for travels to a country where the government advised against all essential travel. Visitors from US increased by 16% from 254,000 in 2010 to 294,000 in 2014 despite the travel advisories issued from their government. The US government had issued at least eight travel warnings on Kenya during that period.

According to KNBS Germany became the top source market since 2011. Visitors rose from 563,000 in 2010 to 752,000 in 2014.

Majority of tourists visit during the month of July/August/September and December/January/February. During these periods, Tourism provides employment to Millions of Kenyans directly and indirectly and the country earns a lot of money in foreign exchange.

## **2.5 Tourist Attractions and Activities in Kenya**

Kenya is endowed with a lot of natural resources that have become tourist attractions and it was among the first developing countries to develop mass tourism in the 1970's. There are numerous attractions and activities that tourism provides for foreign and local visitors.

The tourist attractions are listed below in detail:

### **2.5.1 The Great Migration from Serengeti National Park to Maasai Mara**

The Great Migration has been described by some as the seventh natural wonder of Africa, ten natural travel wonders of the world and is also known as “The World Cup of Wildlife.”<sup>17</sup> It is estimated that close to two and a half million animals migrate from Tanzania's Serengeti National Park to Kenya's Maasai Mara National Reserve in between July and October annually in search of pasture.<sup>18</sup> The main group of these animals are grazers including Wildebeests, Thomson's gazelle, 300,000 zebra and 12,000 eland.<sup>19</sup> The migration is known world over as no other wildlife migration in matches its sheer size in terms of the number of animals and countries involved.

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<sup>17</sup>The MaasaiMara.com <http://www.maasaimara.com/entries/great-wildebeest-migration-maasai-mara>  
Accessed October 15, 2015

<sup>18</sup>Great Wildebeest Migration, <http://www.maasaimara.com/entries/great-wildebeest-migration-maasai-mara>, June 2015.

<sup>19</sup>The MaasaiMara.com <http://www.maasaimara.com/entries/great-wildebeest-migration-maasai-mara>  
Accessed October 15, 2015

The migration route of these herbivours takes them across the Mara River in the Maasai Mara. The crossing is usually a risky affair due to the crocodiles that inhabit the river, the scene captivates tourists who travel long distances to watch crocodiles have an annual feast. The dangers of the journey do not end after the animals cross the river, they have to move cross ranges that are home to around 250,000 other resident herbivores and carnivores including other herbivours like buffaloes, and carnivours like lions, hyenas, leopards, cheetahs and other many lesser known predators.<sup>20</sup> The Mara National Park has a large lion population and has become one of the best places to watch lions in their natural social groups. Many documentaries and films have been made detailing animal behaviour in their natural setting by international filmmakers and photographers which has only fanned the fame of Maasai Mara. Approximately 70 larger mammal and 500 bird species call the Mara thier home. This high diversity is attributable to diverse habitats of grasslands, riverine forests, swamps, kopjes, and woodlands.

### **2.5.2 World-Class Birding at Great Rift Valley Lakes**

Kenya's wetlands and lakes of the Great Rift Valley are vital ecosystems that support some of the most beautiful and diverse avi-fauna species on earth. The famous alkaline Lake Nakuru has millions of flamingos.<sup>21</sup> They mingle amongst one of the highest concentrations of long-crested eagles, as well as cormorants, goliath herons, African fish eagles, pink-backed pelicans and other speckled birds, all accounting for only a small sample of the more than 450 recorded species. Lake Bogoria is one of the richest of Kenya's important bird areas with over 373 recorded bird species. Similar to Lake Nakuru, it attracts millions of lesser and greater flamingos.

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<sup>20</sup>Kenya Wild beast Migration, <http://www.kenya-information-guide.com/wildebeest-migration.html>  
Accessed October 28, 2015

<sup>21</sup>African Mecca Safaris, <http://www.africanmeccasafaris.com/travel-guide/kenya/why-visit-for-vacations-holidays>, July 2015.

The raptors are most notable in fresh waters lakes like Baringo. Another cornucopia of avi-fauna is found at Lake Naivasha, a freshwater lake that is situated at an elevation of 1890 metres. Set amidst a volcanic landscape, the lake attracts many of the most-desired birds that are black herons, great white egrets, black-lored babblers, kingfishers and many other of the over 450 species that have been recorded at the lake. Another smaller alkaline lake is Elementaita, sandwiched between Naivasha and Nakuru.

### **2.5.3 Pioneer Private Conservancies**

Much of Kenya's success in protecting fauna and its wilderness is due to the private conservancies that border national parks and reserves. The conservancies encompass vital habitats and migration paths that would otherwise be lost. The possibilities are almost endless in what you may discover. The conservancies that surround Masai Mara take you into remote areas of the ecosystem with limited number of camps and guest vehicles. One can watch a pride of lions feast upon their night kill, and bush babies in a wooded outback.

One can also walk with a Maasai warrior through the bush to locate signs of animal activity such as scat, tracks, carcasses and slumbering areas. One experiences blossoms and insects, as well as listen to ancient folklore and learn the medicinal uses of plants. There is the availability of hiking to a secluded location in a conservancy and fly camp amidst the wildlife and wilderness, or floating above the plains in a hot air balloon. Exploration continues at private conservancies in Laikipia, from Lewa in the east to Mugie in the north.

### **2.5.4 Experiences with Fascinating Cultures**

Kenya being a diverse country of over 40 ethnicities offers tourists cultural tours of its multiple peoples. Tourists can experience tailor made and personal experiences with



popular groups including Maasai, Samburu, Swahili, Turkana, Pokot, El Molo, Rendille and other tribal people. Tourists wishing to participate in traditions and ceremonies of native tribes have the opportunity to do so.<sup>22</sup> This could be through invitations to attend authentic Maasai wedding, welcome stay at Swahili family homes in Lamu at the coast or even a visit to Samburu village where Samburu women demonstrate how to thier beautiful traditional ornaments. The Samburu are the close relatives of the Maasai and live in northern part of Kenya near the Koitogor-Ololokwe Mountains, Buffalo Springs wilderness and Shaba.

The two ethnic groups practise pastoralism and lead a semi-nomadic life which allows visistors to have a trully untainted wilderness experience of living close to animals and nature. Kenyas's coast gives visitors an unforgettable opportunity to interact with the the coastal Swahili people who have a mixed African and Arab heritage.Lamu a coastal island is known as a heaven of Taarab music which is the Swahili traditional music. The island has some of the earliest architectural designs in East Africa which attests that africa indeed has a rich history.<sup>23</sup> One of Lamu's interesting activietes one can partake in is visiting its many small markets where Swahili traders have on sale unique wares. Tourists enjoy chatting to vendors who are always welcoming and ready to tell a tale or two about their artistic offerings. These are but a few examples of what Kenya has to offer her visitors who wish to better understand the nation's diverse culture.

#### **2.5.5 Turquoise Waters, White Sand Beaches and Isolated Islands**

Kenya's boasts of a long coastline along the Indian Ocean and a number of islands which have clear warm waters and beautiful sandy beaches. Secluded islands like

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<sup>22</sup>African Mecca Safaris, <http://www.africanmeccasafaris.com/travel-guide/kenya/why-visit-for-vacations-holidays>, July 2015.

<sup>23</sup>African Mecca Safaris, <http://www.africanmeccasafaris.com/travel-guide/kenya/why-visit-for-vacations-holidays>, July 2015.

Funzi which lies to the South Coast provides a peaceful get away from the ever busy and fast moving modern life. Lamu Island has a long history dating back to the 13th-century as evidenced by its dominant architecture which has stood the test of time. Mombasa on the other side, has gorgeous beaches on the north and the south giving visitors a relaxed stay full of fun activities.<sup>24</sup> Located away from the coastline is Mombasa city which also has a lot to offer. The air in the city drifts with the sweet aroma of exotic spices and swahili traditional dishes. The city is truly diverse with mosques, churches and temples lining its streets with a distinctive arab architecture. The towns of Watamu and Kilifi offer visitors rare coral formations located on different bays the Mnarani Ruins of Kilifi which are thought to date as far back as the 14th and 17th centuries.<sup>25</sup> An unforgettable African holiday on the beach is to be had on Kenya's islands like Lamu, Funzi, Kiwayu, Manda, and Chale. Lamu island has some of the best preserved Swahili settlements in Kenya<sup>26</sup>It offers tourists and guests an enchanting vocation in an ancient setting often regarded as a well kept secret. The activities guests can indulge in range from sun bathing at the prestine beaches to deep sea diving and surfing which ensures that no matter ones preferences, there is something for everyone.

### **2.5.6 Underwater World**

The coastal region of Kenya has other fascinating features including the the world's second biggest coral reef (Kenyan Barrier Reef).<sup>27</sup>Kenya has over 140 miles of reef that stretches from the south to north (Shimoni to Malindi). The coral offers visitors

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<sup>24</sup>Adventure Africa Expedition <http://www.advenafrika.com/kenya-safaris/mombasa-beach-safaris/mombasa-island-safaris-kenya-south-coast/item/mombasa-island-safaris-kenya-south-coast.html>  
Accessed October 02, 2015

<sup>25</sup>National Museums of Kenya, Mnarani, <http://www.museums.or.ke/content/blogcategory/5/37/>  
Accssed October 02, 2015

<sup>26</sup>African Mecca Safaris, <http://www.africanmeccasafaris.com/travel-guide/kenya/why-visit-for-vacations-holidays>, July 2015.

<sup>27</sup>Blue Marine Diving <http://www.bluemarinediving.com/pgeDynamic.asp?SelectMenu=Home>  
Accessed October 02, 2015

opportunities to explore the marine of equatorial africa. Guestsh are spoilt of choice from the virtually endless repertoire of snorkel sites and dives.<sup>28</sup> These include the therapeutic Kisite Marine Park and the deep wall of Nyuli. Indeed, Kenya offers experienced and beginner scuba divers a wealth of variety to choose from. One can either decide to go diving with the manta rays on the ocean canyon or opt for the less daunting dive within the coral gardens.

For people who enjoy floating on the water, the Mombasa Marine Park and Kisite Mpunguti parks are a great place to observe the various aquatic life including scorpion fish, snapper and zebra fish. For the time one wishes to float on the surface, both Mombasa Marine Park and Kisite Mpunguti Marine Parks are the place to see snapper, zebra fish. Deep seas fishing is another popular activity available kenya being a preferred destination for anglers. There is a wide variety of aquatic lifeform like yellowfin tuna and Dorado that fascinate both amaters and lesser experienced anglers. Those lookin for more advanced experience of fishing have the opportunity to catch huge billfish, sailfish and other species.

### **2.5.7 Archaeological Sites**

Kenya has its place as home of some of the earliest hominids in the word. Many archaeologists from all over the globe visit the country aiming to discover Kenya's earliest artifacts and human remains. Kenya's Lake Turkana is a UNESCO World Heritage Site, it'sreknoved for its great contributions to archaeology and has earned the title of "Cradle of Mankind." Mfangano Island in Lake Victoria is also another well-known site with archaeological significance. Inside the Mawanga Cave, seeping light unveil rock art paintings believed to be thousands of years. Still other examples of early rock art is to be found at the Lewa Wildlife Conservancy. The paintings

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<sup>28</sup>African Mecca Safaris, <http://www.africanmeccasafaris.com/travel-guide/kenya/why-visit-for-vacations-holidays>, July 2015.

found in these sites are thought to be among the oldest in the country dating back to 1 to 3 millenias. Intricate geometric patterns of lines and circles still fascinate those who get to visit these sites even today.

### **2.5.8 Contrast and Diversity**

Kenya offered early explorers to Africa endless adventure. The evidence of this awe is still there as typified by the ancient remains in Mombasa or Lamu and bath one's eyes in the diverse architecture of these ancient towns. On the inland, Mount Kenya offered a challenge for those who sought to challenge themselves. Hunters could track game including lions in Laikipia offering a one stop adventure shop.<sup>29</sup> This great diversity of contrasting landscape of volcanoes, grasslands, dense forests, high peaks, elongated rivers, pristine beaches, marshlands, arid environments, deep ocean was and still is enough to excite any enthusiastic traveler and adventure.

The country presents different lifeforms as one makes his/her way inland from the coast. It has a rich ecosystem ranging from marine and aquatic life which inhabit the coastal coral reefs to land based animals large and small who thrive on its divergent vegetation as determined by its varying climate. All in all, the country offers all manner of fauna and flora which comes in different shapes, sizes and colour. Whether one is interested in the big five or with people who still maintain their traditional culture, it's all found in Kenya. The country is considered a dream destination in Africa.

### **2.5.9 Other Attractions and Activities for Tourists**

Kenya is blessed with a wide array of tourist attractions such as national parks and national reserves as shown below:

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<sup>29</sup>African Mecca Safaris, <http://www.africanmeccasafaris.com/travel-guide/kenya/why-visit-for-vacations-holidays>, July 2015.

### **2.5.9.1 National Parks**

Aberdare National Park, Amboseli National Park, Arabuko Sokoke National Park, Central Island National Park, Chyulu Hills National Park, Hell's Gate National Park, Kisite-Mpunguti Marine National Park, Lake Nakuru National Park, Malka Mari National Park, Malindi Marine National Park, Marsabit National Park, Meru National Park, Mombasa Marine Park, Mount Elgon National Park, Mount Kenya National Park, Mount Longonot National Park, Nairobi National Park, Ol Donyo Sabuk National Park, Ruma National Park, Saiwa Swamp National Park, Sibiloi National Park, Tsavo East National Park and Tsavo West National Park, Watamu Marine National Park.

### **2.5.9.2 National Reserves**

Arawale National Reserve, Boni National Reserve, Buffalo Springs National Reserve, Dodori National Reserve, Kakamega Forest National Reserve, Kisumu Impala Sanctuary, Mwaluganje elephant sanctuary, Mwea National Reserve, Samburu National Reserve, Shimba Hills National Reserve, Tana\_River\_Primate\_Reserve, Witu Forest Reserve (Utwani Forest Reserve), Lake Bogoria Game Reserve Marine Parks and Reserves: Kiunga Marine National Reserve, Kisite-Mpunguti Marine National Park, Malindi/Watamu Parks and Reserves, Mombasa Marine National Park and Reserve, Mpunguti Marine National Reserve, Tana Delta Reserve.

## **2.6 Benefits of Tourism in Kenya**

The Kenya government's Economic Recovery Strategy for Wealth and Employment Creation 2003–2007<sup>30</sup> emphasized tourism. The sector was identified as one of the country's major drivers of the economy together with trade and manufacturing for that period. Tourism creates employment opportunities and an increase in foreign direct

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<sup>30</sup>Government of Kenya. (2002), Economic recovery strategy for wealth and employment creation, 2003–2007, Nairobi: Government Press.

investment through the development of tourism facilities.<sup>31</sup>It provides alternative employment besides farming crops such as coffee, tea and pyrethrum and other exported primary products that are slowly going down in price. Provides a major source of income into Kenyan economy in form of 21% of foreign exchange earnings.<sup>32</sup>

Tourism also assists in the protection of wild animals and scenery and develops facilities, promotes understanding of culture, promotes positive links with other countries that may lead to trade. Tourism provides a cheaper alternative for diversification of the economy, particularly considering the country's competitive advantage in terms of environmental attraction suitable for nature tourism.

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<sup>31</sup>The Ocean Health Index, Travel and Touring Direct Contribution to Employment, <http://www.oceanhealthindex.org/methodology/components/travel-and-tourism-direct-contribution-to-employment> Accessed September, 22, 2015

<sup>32</sup>Kenya National Bureau of Statistics (KNBS), [http://www.knbs.or.ke/index.php?option=com\\_content&view=article&id=309:2015-economic-survey-report-highlights&catid=82:news&Itemid=593](http://www.knbs.or.ke/index.php?option=com_content&view=article&id=309:2015-economic-survey-report-highlights&catid=82:news&Itemid=593)

## CHAPTER THREE

### TERRORIST ATTACKS : THE KENYAN EXPERIENCE

#### 3.0 Introduction

The previous chapter analyzed the role that tourism plays in the Kenyan economy. It critically looked at the contributions the industry makes to the overall economy in terms of contribution to the GDP, as a source of employment, foreign currency earner and its role as a preserving force of wildlife. The chapter also looked at the various tourist attractions and destinations the country has offer and its inherent diversity. This chapter will evaluate how Kenya's tourism sector has been affected by terrorism and other forms of political instability and the effect of such events. It will attempt to determine how a series of such past events has led to the current state of the country's tourism sector.

Kenya has been a victim of travel advisories due to Terror attacks. A number of factors help explain why Kenya has been a victim of terrorist attacks. The main factors are geography, ethnic composition, political stability, unstable neighbours, poverty, Islamic fundamentalism and lax in law enforcement. Combination of factors such as; Proximity to Arabian peninsula, infrastructure, unmonitored coastline and porous borders shared with its five neighbours makes Kenya an attractive conduit and target for terrorist related activities. 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. Kenya is a significant destination for Tourists from Europe and Asia the many tourist resorts, diplomatic missions, and business investments in Kenya present attractive terrorist targets because they are

seen as soft targets. Unstable Somalia that has lacked 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

### 3.1 Events that have Led to Travel Advisories (2000-2014)

The following are some of the series of events that have led to travel advisories in Kenya.

**Table. 3.1: List of Terrorist Attacks that Caused Issuance of Travel Advisories 2011-2014.**

Date	Location	Event	Fatalities/injuries
October, 2011	Lamu	Kidnapping of a French citizen from her home	Kidnapping and killing one person
Nov.2012	Eastleigh	Series of explosions	Several people killed and others injured
September 2013	Westgate Mall Nairobi	Gunmen attacked Westgate shopping mall.	6 British nationals injured and some expatriates. Total number of 69 people died, more than 175 injured
1 <sup>st</sup> July 12	2 churches in Garissa	Masked Militants attacked worshippers with hand grenades and automatic gunfire	40+ people injured and 18 dead
30 <sup>th</sup> Sept, 2012	Nairobi and Garissa	Unknown assailants threw a grenade at a church Two policemen shot dead in Garissa	3 dead, 3 injured. One child killed and 3 others wounded in Nairobi
14 <sup>th</sup> Dec, 2013	Eastleigh	Hand grenade thrown into a minibus	4 dead. 36 wounded
2 <sup>nd</sup> January 2, 2014	Diani	Grenade attack at a night club in Diani	Several people injured
16 <sup>th</sup> May, 2014	Gikomba	Twin explosions	More than 10 people killed. Several injured
16 <sup>th</sup> June 2014	Mpeketoni	Gunmen attacked town of Mpeketoni shooting randomly at civilians	48 killed and several injured
11 <sup>th</sup> July, 2014	Lamu	Raid on the village of Pandanguo	40 people died, several displaced. Buildings burnt.
22 <sup>nd</sup> November, 2014	Mandera	Gunmen attacked civilians on a bus travelling from Mandera – Nairobi	Killing 28 people mostly teachers and Government workers.
2 <sup>nd</sup> Dec, 2014	Mandera	Alshabaab attacked and killed quarry workers who were non-muslims	36 people killed.

**Source: (Author- 2015)**



### **3.1.1 Terror Attacks (1998 & 2002)**

Kenya experienced two major terrorist attacks between 1998 and 2002. The U.S embassy bombing in 1998 and Paradise Hotel attacks in Kikambala on November 28, 2002 on the Northern Coast of Kenya. The two attacks have been attributed to individuals with links to Al Qaeda network. The effect of the two attacks was immediate, they set off panic across the hospitality industry leading to a reduction in the number of international tourists visiting the country. The two events marked the beginning of Kenya's struggle with international terrorism which threatens to decimate tourism across the globe. The government realizing the potential risk posed by terrorism laid greater emphasis and attention to a seemingly remote problem.

### **3.1.2 2007 – 2008 Kenyan Post-Election Violence**

After a period of relative economic prosperity and calm, Kenya witnessed political violence between 2007 and 2008. The post election violence after the disputed general elections of 2007 in which Mwai Kibaki was declared winner against his arch rival Raila Odinga brought the country to the brink of civil war.<sup>33</sup> The country had plunged into instability undoing all the gains it had made in the previous five years. During January and February 2008, hundreds of thousands of people were displaced from their homes, and more than 1,000 people died from the post-election violence.<sup>34</sup>

Tourism as a sector was hard hit by the political turmoil leading to international flights cancellation, withdrawal of tour operators from the Kenyan market and massive job losses of people working in the tourism and travel industry. Though only select areas were affected by the violence, the international media through its endless coverage portrayed the country as falling apart which only aggravated the situation. The loss Kenya suffered from the lack of visitation equals

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<sup>33</sup>Yamano, Takashi, Yuki Tanaka, and Raphael Gitau. *Haki Yetu (It's Our Right): Determinants of Post-Election Violence in Kenya*. No. 10-20. National Graduate Institute for Policy Studies, 2010.

<sup>34</sup>Report; "uto 1,000 killed in Kenyan crisis" Yedioth Abronoth, January 7, 2008

approximately \$47.6 million and the fragile state of the economy affected surrounding countries as well.<sup>35</sup> The post election violence which followed a disputed general election led to the decline of tourism, the sector's revenues plummeted 54 percent from 2007 in the first quarter of 2008. Revenues fell to 8.08 billion shillings (US\$130.5 million) from 17.5 billion shillings in January–March 2007, a total of 130,585 tourists arrived in Kenya compared to over 273,000 that year<sup>36</sup>. Tourist income from China dropped slightly (10.7%) compared to over 50% from traditional revenue earners, the US and Europe. There was however marked improvement in the domestic tourism which grew by 45%, earning the tourist sector 3.65 billion shillings out of the 8.08 billion in the period being reviewed.

Conference tourism especially experienced severe losses during the first quarter, dropping by 87.4% compared to the growth that was witnessed in 2007. Overall, only about 974 people arrived in Kenya in that period with multiple conferences being cancelled. Business travel was not spared either, it saw a decline of 21 per cent during the time period and 35,914 travellers came into the country compared to 45,338 during the same period the year before.<sup>37</sup>

### **3.1.3 Operation Linda Nchi**

Owing to separate attacks on tourists within Kenya by the Somalia's based Al Shabaab, the Kenya Defence Forces entered Somalia On 16 October 2011, to fight the Al Qaida linked terror group. Kenya joined the co-ordinated military operation with other partners including the Somali and Ethiopian military using the codename *Operation Linda Nchi*, Swahili for "Operation Protect the Country".<sup>38</sup> Following the invasion, Al Shabaab has carried several high profile

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<sup>35</sup>Lafargue J, General Election in Kenya, 2007 (Dar es Salaam, Mkuki Na Nyota, 2009)

<sup>36</sup>Holland H, "Post – poll violence halving Kenya Q1 tourism revenues" Reuters (www.reuters.com)

<sup>37</sup>Wangui Maina, Business Daily "Kenya Domestic Tourist help to cushion Travel Sector.

<sup>38</sup>International Crisis Group, "*The Kenyan Military Intervention in Somalia*" (PDF), 15 February 2012.

retaliatory attacks in Kenya. Perhaps the most notable was the Westgate Mall attack in upmarket Nairobi that lasted four days from 21 – 24 September 2013 and left at least 67 people dead and over 175 injured.<sup>39</sup> The mall was popular with Kenya's middle and upper consumer class, foreign officials and expatriates, which was the reason the dead and injured victims included citizens from UK, British-Australia, Canada, France, Netherlands, China, South Korea, India, Kenya, South Africa, Ghana, Peru, Trinidad and Tobago.

What prompted Kenya's Somalia incursion was a series of kidnappings in northern Kenya<sup>40</sup> Al Shabaab had killed a British man and kidnapped his wife from a resort in Lamu On September 11, 2011. Similarly a French woman was also kidnapped from her home in Kenya on October 1, 2011 and a few days later, two Spanish aid workers were also taken from Dadaab refugee camp on October 13, 2011.<sup>41</sup>

### **3.2 Attacks in Areas Bordering Somalia**

Although Kenya's border with Somalia is closed, it is porous and Somali militias and bandit groups have carried out cross-border attacks against foreigners and humanitarian workers in this region. Some of the more serious incidents involved the use of IEDs which has led to deaths of civilians in various parts including at the Dadaab Refugee Camp, 80 km from the Somali border. The Kenyan authorities in a bid to limit Somali incursions and gun-running activities have restricted travel to the northern areas near the Somali border. In 2011, two people were kidnapped during an attack leading to the death of one in captivity, the other was released however

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<sup>39</sup>The BBC, Inside Nairobi's Westgate mall two years after attacks <http://www.bbc.com/news/world-africa-33579369> Accessed July 13, 2015

<sup>40</sup>STRATFOR, *Kenya's Offensive Against al Shabaab in Somalia*, June 2015.

<sup>41</sup>The New York Times, Kenyan Motives in Somalia Predate Recent Abductions, [http://www.nytimes.com/2011/10/27/world/africa/kenya-planned-somalia-incursion-far-in-advance.html?\\_r=0](http://www.nytimes.com/2011/10/27/world/africa/kenya-planned-somalia-incursion-far-in-advance.html?_r=0) Accessed July 17, 2015

released several months later. Beachfront accommodations and boats sailing off the coast were identified as easy target due to proximity to Somalia. Since June 2014, groups of gunmen have attacked several areas along the Coast of Lamu County. On June 14, gunmen attacked the town of Mpeketoni, including two hotels, killing at least 48 people.<sup>42</sup> On July 11, more than 40 people died and buildings were burned during a raid in the village of Pandanguo.<sup>43</sup> An 18:30 to 06:30 curfew was declared in Lamu County on July 20, 2014.

### **3.2.1 Grenade Attacks and Violence in Mombasa**

There were violent demonstrations and rioting in Mombasa, following the killing of a prominent Mombasa cleric on April 1, 2014. In July 2014, two foreigners were killed near Fort Jesus in Mombasa.<sup>44</sup> The Daily mail reported that Kenya has experienced a wave of grenade attacks since invading Somalia in 2011 to subdue al-Shabaab militants. Several terror attacks linked to terrorist groups have taken place in Mombasa since 2013. On May 3, 2014, at least four people were killed when an explosive device was thrown at a bus, while another device exploded near a public beach bar without causing casualties. On March 22, 2014, many people were killed in an attack on a church in the Likoni area of Mombasa.<sup>45</sup>

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<sup>42</sup>The Daily Nation, Mpeketoni attack:Death toll rises to 48, <http://www.nation.co.ke/news/mpeketoni-Lamu-gunfire-al-shabaab-terrorism/-/1056/2349860/-/yf5qvgz/-/index.html> Accessed July 12, 2015

<sup>43</sup>Citizen Digital, Fresh Attacks in Pandanguo Villages, Lamu <http://citizentv.co.ke/news/fresh-attacks-in-pandanguo-villageslamu-73936/> Accessed July 14, 2015

<sup>44</sup>The Telegraph. Fresh Al Shabaab raids near Kenya's coast kill 29 as foreign tourist shot dead, <http://www.telegraph.co.uk/news/worldnews/africaandindianocean/kenya/10949736/Fresh-Al-Shabaab-raids-near-Kenyas-coast-kill-29-as-foreign-tourist-shot-dead.html> Accessed July 20, 2015

<sup>45</sup>Daily Mail, <http://www.dailymail.co.uk/news/article-2522426/British-tourists-targeted-grenade-attack-Mombasa-Kenya.html>, July 2015.

### **3.2.2 Explosions in Eastleigh neighbourhood of Nairobi**

There are heightened tensions in Nairobi's Eastleigh neighbourhood, where a series of explosions have occurred since late November 2012. Several people have been killed and many more have been injured.<sup>46</sup>

### **3.2.3 Northern Kenya**

Daily Nation<sup>47</sup> published that On 2 December 2014, 28 teachers were killed in Mandera when militiamen forced them out of a bus and shot them dead. Mandera is traditionally a dangerous region that normally has little security due to recurring prevalence of bandits, militia men and armed groups.

### **3.2.4 Westgate Shopping Mall Attack in 2013**

On 21 September 2013, unidentified gunmen attacked the upmarket Westgate and at least killed 67 people and wounded over 175 people in the mass shooting. As per media report, Al Shabaab claimed responsibility on their website.<sup>48</sup> The mall was frequented by Kenya's middle, upper class, and expatriates. Therefore, the dead and injured included citizens from other countries.

#### **Effects After Attack**

After the September 2013 Westgate shopping mall attack, people lost their businesses because the building was burnt to a shell.<sup>49</sup> The business affected most were: clothing and textiles stores, pharmacies, mobile phone retailers, Nakumatt supermarket, small kiosks that used to cater (prepare fresh meals) for employees

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<sup>46</sup>The Standard Digital, Tension as Climate of hate festers in Eastleigh Estate Nairobi, <http://www.standardmedia.co.ke/article/2000084906/tension-as-climate-of-hate-festers-in-eastleigh-estate-nairobi> Accessed July 3, 2015

<sup>47</sup>Kipsang, W., 'Union seeks Sh270m for Mandera victims', *Daily Nation*, 15 February 2015.

<sup>48</sup>The BBC, Somalia's Al Shabaab claims Nairobi Westgate Kenya attack, <http://www.bbc.co.uk/news/world-africa-24191606> Accessed June, 22, 2015

<sup>49</sup>SABC News, Kenya Business suffering the effect of Westgate mall attack, <http://www.sabc.co.za/news/a/0fa8528045880d66be46bfc7c599c9eb/Kenya-businesses-suffering-the-effect-of-Westgate-mall-attack-20140919> Accessed June 09, 2015

working in the mall, Taxi business because there were no tourists coming to buy African products such as assorted artefacts, paintings from the curio shop.

### **3.2.5 Mpeketoni, Lamu Attacks in 2014**

Between 15 June and 17 June 2014, more than 60 people were killed in attacks in and near Mpeketoni, Kenya. The Somalia-based Al-Shabaab militant group claimed responsibility.<sup>50</sup>

#### **Economic Effect**

Businesses in Mpeketoni experienced losses and some were closed due to the attacks and fears of other uncertain attacks.<sup>51</sup> Lamu residents often work in tourism like many others along Kenya's palm-fringed coastline, and they have seen visitors flee with each assault.<sup>52</sup> They are getting used to empty alleyways that once bustled with visitors and idle dhows awaiting clients on the waterfront. The Mpeketoni attack caused a serious threat that went beyond tourist trade, as it touched on the huge \$25.5 billion LAPSSSET port and transport scheme in the historic town of Lamu.<sup>53</sup> The project was conceived before Kenya or Uganda found commercial oil and is a bid to keep Kenya as East Africa's main trade gateway, easing pressure on its congested Mombasa port.

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<sup>50</sup>The Daily Nation, Al Shabaab claim responsibility for Mpeketoni attack, <http://www.nation.co.ke/news/Al-Shabaab-Mpeketoni-Lamu-Attack-Terrorism/-/1056/2350568/-/yxpm8y/-/index.html> Accessed June 08, 2015

<sup>51</sup>The Intelligence Unit, Terrorist attack kills 48, <http://country.eiu.com/article.aspx?articleid=1371916321&Country=Kenya&topic=Politics&subtopic=Forecast&subsubtopic=Political+stability&u=1&pid=373549221&oid=373549221&uid=1> Accessed August 14, 2014

<sup>52</sup>Seychelles News Agency, Insecurity leads to Kenya's tourism decline <http://www.seychellesnewsagency.com/articles/780/Insecurity+leads+to+Kenya's+tourism+decline> Accessed June 20, 2015

<sup>53</sup>Reuters, Kenya attacks undermine plans for east African trade hub, <http://www.reuters.com/article/2014/06/20/us-kenya-attacks-economy-idUSKBN0EV16320140620>, 16 June 2014. Accessed August 12, 2015

### **3.2.6 Garissa University College attack in 2015**

On 2 April 2015, gunmen stormed the Garissa University College in Garissa, Kenya, killing 147 people, and injuring 79 or more.<sup>54</sup> The militant group and Al-Qaeda offshoot, Al-Shabaab, which the gunmen claimed to be from, took responsibility for the attack. The gunmen took over 700 students hostage, freeing Muslims and killing those who identified as Christians. The siege ended the same day, when all four of the attackers were killed. Five men were later arrested in connection with the attack, and a bounty was placed for the arrest of a suspected organizer.

#### **Economic Effect**

Garissa University was forced to close and students had to return home swiftly, hence loss of lecture times and class hours. Businesses in Garissa made losses due to lack of customers in restaurants, entertainment joints, local transport vehicles, and lack of visitors to the town.<sup>55</sup> There was a huge ripple effect because tourists cancelled many bookings to several parts of Kenya after the Garissa attack, which was lamented by managers and owners of hotels and other tourist destinations around the country.<sup>56</sup> Along Kenya's coast, hotels also reported cancellations. Nineteen visitors canceled plans to stay at a game park camp about 375 miles from Garissa town after they learned of the university attack.

### **3.3 Kenya Well Feted at 2014 World Travel Awards Despite Advisories**

The World Travel Awards website<sup>57</sup> published that Kenya proved its might among the best places to visit in spite of the travel advisories as well as the diverse cases of

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<sup>54</sup>BBC News, "Kenya al-Shabab attack: Security questions as Garissa dead mourned", 3 April 2015.

<sup>55</sup>International Business Times, Garissa University attack, 1 month on: Somalis feel scapegoated in a counter terror operation, <http://www.ibtimes.co.uk/garissa-university-attack-1-month-somalis-feel-scapegoated-counter-terror-operation-1499349> Accessed July 13, 2015

<sup>56</sup>International Business Times, <http://www.ibtimes.com/kenya-garissa-college-attack-tourists-back-away-after-al-shabab-militants-kill-148-1870542>, 6 April 2015.

<sup>57</sup>World Travel Awards, *Africa Winners 2014*, <http://www.worldtravelawards.com/winners2014-3>, 20 September 2014.

terrorism and security throughout 2014, by winning nine awards and rivalling top African countries like South Africa, Morocco and Egypt at the 2014 World Travel Awards, African category.

Kenya Tourism Board was declared the best marketing agency as Leopard Beach Resort, in Kwale County, was named Africa's leading spa resort.

The website<sup>58</sup> also published that Game Watchers Safaris, headed by former KTB chair Jake Grieves-Cooke, was named leading tented camp for its Porini camps in Amboseli and Maasai Mara game reserves while Maasai Mara was named the best national park. Diani Beach hotel was voted Africa's leading beach hotel while Sarova Shaba won the regional eco-lodge category. SarovaWhitesands beach resort was named best eco-hotel while Finch Hattons was feted as the continent's leading safari lodge.

### **3.4 Current Progress and Possible Solutions For Improvement**

Promoting tourism and investment in the region with one single visa for East Africa Community region , the EAC Common Market Protocol was signed in 2010 allowing free movement of people, goods and services in the region and promoting tourism for residents and international tourists.

The Government set up the Tourism Recovery Taskforce (Kenya Gazette July 2011) to prepare and submit a strategy on reviving the once vibrant sector by end of December 2014. Kenya is now venturing more in Conference Tourism and medical tourism to revamp the tourism industry.

Daily Nation newspaper<sup>59</sup> published that global investors have defied the advisories to set up new business in Kenya. The CS of Tourism Phyllis Kandie was

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<sup>58</sup>World Travel Awards, *Africa Winners 2014*, <http://www.worldtravelawards.com/winners2014-3>, 20 September 2014.

<sup>59</sup>Munene, M., 'Global investors defy advisories to set up new business in Kenya' Daily Nation, (Nairobi), 19 July 2014.



quoted in the newspaper in July 20, 2014 saying that, “the current interest in Kenya by investors shows that they are looking beyond present challenges, confident of a sector that will bounce back and flourish.

The Standard newspaper<sup>60</sup> wrote that new classification rates for tourism facilities and services have been gazetted and would be effective in November 2014. East African Community Affairs (EAC), Commerce and Tourism Principal Secretary Dr Ibrahim Mohamed said the authority’s key objective is to ensure standardisation and quality control in the sector in order to improve its products and services.

Expert Africa<sup>61</sup> wrote that there are also security checks in all offices, shopping malls, buildings, public events in open venues, CCTV cameras in many buildings and establishments, and cameras installed in traffic lights.

Therefore Kenya is also an investment destination because Individuals and multinationals are investing billions of shillings in new businesses in various sectors. (Google, General Electric, Windows have opened offices in Nairobi).

KICC, under the banner of conference tourism held important meetings such as ACP/EU Ministerial meeting with delegates from all over the world and the United Nations Environment Assembly held at the UN complex in Gigiri, in June 2014 despite the travel advisories. The Bomas of Kenya also serves as a location for holding tourist conferences, meetings, gatherings, besides being a well known tourist village that displays traditional villages belonging to the several Kenyan tribes of cultural diversity.

Victoria Safaris<sup>62</sup> acknowledged that Kenya leads in conference tourism in East Africa but comes fourth in Africa. It should hence emulate South Africa’s model as it

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<sup>60</sup>Standard Reporter, ‘New classification rates for tourism facilities and services will be effective in a month’s time, *The Standard*, 14 October 2014.

<sup>61</sup>Expert Africa, *Safety in Kenya*, <http://www.expertafrica.com/kenya/info/safety-in-kenya>, 15 January 2015.

comes first in Africa, followed by Egypt and Morocco. South Africa's city of Durban is the number one conference venue in Africa. This is attributed to conference facilities of international standards and back-up services.

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<sup>62</sup>Victoria Safaris, *Conference Tourism in Africa*, <http://www.victoriasafaris.com/conferencetours.htm>, 15 January 2015.

## CHAPTER FOUR

### TRAVEL ADVISORIES AND IMPACT ON KENYA'S TOURISM

#### 4.0 Introduction

This section presents the interpretation of the findings of the study on the impact of travel advisories on the Kenyan economy. The section also analyses and interprets the results achieved by the entire tourism industry in Kenya. The data analysis was done using presentation in form of tables and bar charts, and percentages on pie charts. The interpretation of the data was clarified by the use of the presentations.

#### Travel Advisories

Travel advisories are alerts, warning issued by a Government to warn its citizen against travelling to a particular destinations due to a variety of reasons such as terrorism, natural disasters, political unrest, wars, health emergencies and outbreaks of crime. Travel Advisories tend to enable travellers make an informed decision about a particular travel destination, and to help them prepare adequately for negative experiences they may encounter on their trip. Lately, Kenya has been a victim of travel advisories and 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.

Travel advisories emerged as a source of information after the Crash of the Pan Am Flight 103, over Lockerbie, Scotland in 1988. The United States DOS<sup>63</sup>. Before then, bulletins in the form of Notices, Cautions, Public Announcements, and Warnings were issued to airlines, travel agencies, and passport processing centres for dissemination to their clients.

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<sup>63</sup>U.S. Department of State, <http://www.state.gov>, 10th March 2014.

As a result of the Pan Am Flight 103, the USA Congress passed the Aviation Security Improvement act in 1990 and developed guidelines for ensuring notification to the public of threats to civil aviation in appropriate cases.<sup>64</sup> Thereafter it was followed by the No Double Standard Policy. Under this policy, any security threat to U.S. citizens that is deemed specific and credible, will be disseminated to the public via various consular information program documents, including Travel Warnings, Travel Alerts, Country Specific Information sites, and Warden Messages.

The terrorist attack on USA by Al-Qaeda caught the whole world by surprise. Al-Qaeda attacked the USA on September 11, 2001 by crashing into the North and South Towers of the World Trade Center Complex in New York.. This caused the destruction of the World Trade Center, now currently known as “ground zero”. It caused serious damage to the economy of lower Manhattan and had a significant and effect on global markets and the Wall Street Stock exchange closed for a whole week.<sup>65</sup>

The whole world responded by condemning the attack in solidarity with America. Many governments passed legislation to combat terrorism. No Travel advisories were issued, against America by any country. Britain also received sympathy from the whole world when terrorist attacked london in July 7, 2005. However, double standards are applied when terrorist target developing countries, because Britain and USA issue travel warning and alerts on the ground of protecting their citizens. In the case of Kenya, The British government was the first to issue travel advisories, warning its citizens not to visit the coastal beaches, Nairobi and the north-eastern region. This resulted in reduced number of British tourists to Kenya.

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<sup>64</sup>Friend, J. *Travel Warnings: Developing Effective Response Procedures*, (International Educator: 2011).

<sup>65</sup>En.wikipedia.org/wiki/September – 11 attacks

Virgin Atlantic Airline announced closure of virgin Atlantic Kenyan route on May 17, 2012 and attributed this fact to falling passenger numbers and rising cost of fuel.<sup>66</sup> Richard Branson, president of Virgin Airline, indicated that the travel warnings had directly impacted Virgin Atlantic Airline and that often a different approach was taken or double standards are applied when attacks were carried out in the US or UK. The UK foreign office however, responded by claiming that it advises against travel to a country not only due to the threat from terrorism; but if it judges the threat is specific, large scale or endemic to affect British nationals severely.

US and UK, Australia have equally issued travel advisories to other countries due to threats from terrorist attacks in countries like Indonesia – Bali resort Bombings in 2002, Israel, the West Bank and Gaza due to heightened political tensions between the palestinians and Jews , Nigeria due to Boko Haram, Syria due to the civil war/syrian revolution that began in the spring of 2011 in the context of Arab spring protests. Kenya's tourism sector is facing one of its toughest challenges following travel advisories slapped on the country by key source markets (Canada, USA, Great Britain).

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<sup>66</sup>[www.dailymail.co.uk/travel/article-2145730](http://www.dailymail.co.uk/travel/article-2145730)

**Sample of varied Advisories issued on Kenya, derived from Embassy websites of the listed countries:**

<b>Issuing country</b>	<b>Affected Area</b>	<b>Type of Travel Advisory</b>	<b>Reason</b>
Australia	Nairobi, Coastal areas from Lamu county to Mombasa outskirts A2 Highway from Isiolo to Moyale Border regions with Somalia, South Sudan and Ethiopia	Exercise a high degree of caution  Reconsider your need to travel  Do not travel	Australians to exercise Caution in Kenya due to the high threat of terrorist attack and high level crime.
UK	Eastleigh, Lamu, Watamu, Garissa, Wajir, Mandera, Malindi, areas within 60 km of the Kenya – Somalia border	Advise against all but essential travel. This does not include Kenya’s Safari destinations in the national parks, reserves & wildlife conservancies, including the Aberdare National park, Amboseli, laikipia, Masai Mara, shimba hills, Tsavo nor does it include the beach resorts of Mombasa, Kilifi, Watamu & Diani	There is a high threat from Terrorism, including kidnappings. Main threat comes from extremists linked to Al-shabaab, a militant group that has carried out attacks in response to Kenya’s military intervention in Somalia
USA	Nairobi area, along the coast and within the north eastern region, crowded public places, such as clubs, hotels, resorts, shopping centres, bus stations and places of worship	Warns US citizens of the risks of travel to Kenya. Should be extremely vigilant with regard to their personal Security	Government continue to receive information about potential terrorist threats aimed at Westeners and their interests in Kenya
Canada	150km of the Kenya-Somalia border including, Lamu and Tana River counties. Eastleigh neighbourhood and Mombasa	Against all travel  Non-essential travel	Elevated threat of terrorism

#### **4.1 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.

Tourists are discouraged from travelling to certain areas in Kenya. 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.

At one point the UK government evacuated its nationals holidaying in Mombasa and put them on chartered flights back home, Close to 500 tourists left the country. Mombasa, which hosts about 80 per cent of Kenya's tourism activity, suffered a number of grenade attacks at various locations causing many people to die and businesses to close..

Table 1 below shows a list of the effects that travel advisories have had in Kenya.

**Table 4.1: Impact of Travel Advisories**

Impact of Travel Advisories
Tourism sector lost over \$59 million following various cancellations of flights and travels
Tourism sector losing at least \$1 million everyday
In mid 2014, 25 hotels in Mombasa closed and more than 5,000 hotel workers were laid off or suspended
In 2013, international arrivals by air and sea dropped by 11.7 percent to close at 1.09 million from 1.23 million arrivals recorded in 2012
Cancellation of flights e.g Thomson Airways and Kuoni Travel in May 2014
Avoiding of Kenyan airports by some airlines, (Negotiation for American Airlines/ <b>Delta Airlines to fly to Kenya stalled</b> )
Job cuts and job losses
Loss of revenue due to fewer visitors
Increased security surveillance
Increased cost of ticket to visit Kenya due to terrorism



A sustained spate of terrorism in Nairobi, Mombasa and areas bordering Somalia have seen the western nations move to enforce the travel advisories, which has robbed the country of a huge amount of tourism revenue. This affected bookings that had been made until October 2014. The government was quick to criticize western nations that the advisories are uncalled for since the attacks were not on an alarming scale. The tourism sector had already lost over \$59 million following the cancellations announced.

#### **4.2 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 . The affected hotels were in Malindi, Watamu and Mamburi. “More than 2,500 were laid off while hundreds of vegetable, milk, fish and poultry suppliers lost their livelihood,”

According to the CEO of Kenya Association of Hotel Keepers and Caterers, Mike Macharia interview with the daily nation newspaper: about 900 tourists left the country in 2013/2014, Players in the sector called on the government to engage the British foreign office in bid to lift the ban.

National Pubic Radio<sup>67</sup> noted that since the travel warnings issued in May 2014 by the governments of Britain and the United States, and later by Australia and France, parts of Mombasa felt like a ghost town. 25 hotels in Mombasa closed and more than 5,000 hotel workers were laid off or suspended. In a region dependent on tourist dollars, these layoffs were felt in every sector of the economy, from the guy selling *dhow* tours on the beach to the farmer growing peanuts hundreds of miles away.

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<sup>67</sup>National Public Radio, *Western Countries Issue Warnings; Kenyan Tourism Gets Pummeled*. [Online] <http://www.npr.org/blogs/parallels/2014/06/10/320335669/western-countries-issue-warnings-kenyan-tourism-gets-pummeled>, 10 June 2014.

The Baobab Resort on the South Coast of Mombasa Island, was affected by the evacuations. Hundreds of Britons were evacuated from Mombasa and Kenya's north coast. Tui cancelled all holidays to Mombasa until November 2014, other tour companies followed suit and hotels at the Coast faced closure due to lack of international visitors.

### **4.3 Impact on Kenya's Government and its Reputation**

The government, viewed that the countries which issued travel advisories had blown the terrorism issue out of proportion. All Africa<sup>68</sup> 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. National Geographic<sup>69</sup> highlighted that tourism catered to the employment of 500,000 Kenyans ranging from tour operators, tour guides, travel agencies, safari drivers, dancers, hoteliers, restaurateurs, small business operators to airport and airline personnel. Subsequently, there was a significant increase in unemployment as many Kenyans lost their jobs. Employees that were still employed received salary cuts.

An important issue on the agenda of Kenya's government to combat terrorism and regain more visitors is now the introduction of more security. The notion about safety is not confined to the citizens of Kenya alone but is extended to the tourist as well. For this purpose, government spending had to be diverted from productive

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<sup>68</sup>East Africa Business Week, *Kenya: Advisories Hit Kenya Tourism*, <http://allafrica.com/stories/201405261811.html>, 21 September 2014.

<sup>69</sup>National Geographic News, *Terrorism Taking Toll on Kenya's Tourist Industry*, [http://news.nationalgeographic.com/news/2003/06/0617\\_030617\\_kenyatourism\\_2.html](http://news.nationalgeographic.com/news/2003/06/0617_030617_kenyatourism_2.html), 28 October 2010.

investment designed to promote growth, eradicate poverty and sustain tourism development. Expenditure on high tech security equipment such as surveillance cameras, metal detectors and screening machines had to be implemented as strategies to counteract terrorism.

The extensive media coverage of the attacks particularly focusing on Kenya's vulnerability to terrorism severely tarnished its image. These responses led to a decline in travel to Kenya and some neighboring countries as travellers feared the spillover of the terrorist attacks. UK essays<sup>70</sup> published that for example, tourism businesses were terribly affected by the travel warnings. Tourism brought in US \$500 million 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. The cancellation of leisure trips and business conferences were rapidly on the rise.

#### **4.4 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. "The tourism industry suffered great damage and it will take a great deal of effort to get it back on its feet,"<sup>71</sup> Thousands were made redundant as countries such as the United States, the United Kingdom, France and Australia issued travel warnings, urging their citizens to stay away from the country's once-popular coastal region.

Another hindrance to Kenya's tourism industry in light of the travel advisories is the slump in FDI. Investors were inclined to nullify their FDI in Kenya due to some

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<sup>70</sup>UK Essays, *Analysing 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.

<sup>71</sup>Ngugi, B., 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.

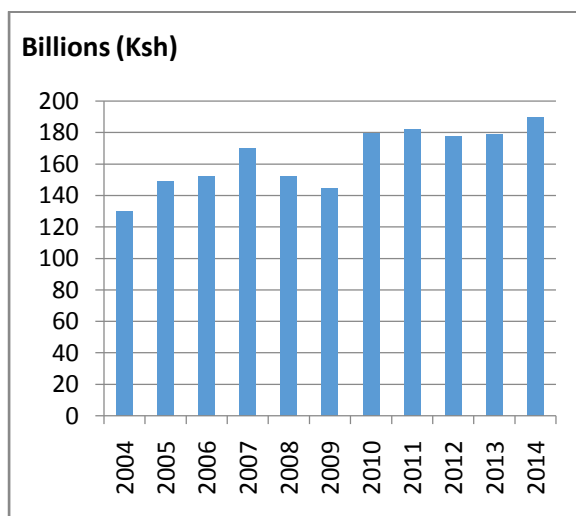
of the ‘shocks’ felt by the terrorist attack such as the direct destruction of infrastructure, the rise of operating costs due to an increasing need of security measures, and the rise of recruiting costs due to missing incentives to work in terrorism-prone regions. This further contributed to the loss of revenue specifically for tourism development initiatives.

Kenya’s financial costs continued to escalate in the aftermath of terrorist attacks as more funding was required for the cleanup, restoration and reconstruction of the infrastructure, buildings and other amenities destroyed including tourists’ facilities. Similarly, another expense incurred is that of extensive advertising to attract more and new tourists to Kenya following the advisories. This strategy was employed to portray Kenya as a once again safe place and to neutralize the negative media attention received after the attacks.

#### **4.5 Impact on Total Direct Contribution of Travel and Tourism to GDP**

Figure 1 below shows the amount of money that travel and tourism has contributed to Kenya’s GDP in the last 10 years, i.e. 2004 – 2014.

**Figure 4.1: Total Contribution of Travel and Tourism to GDP**



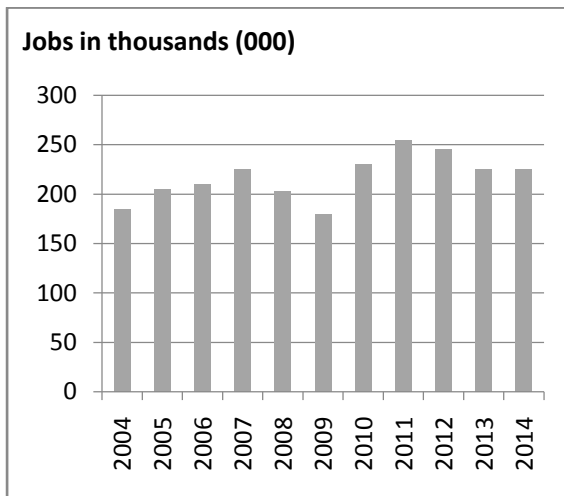
*Source: World Travel and Tourism Council, Economic Impact 2014 Kenya.*

The findings indicate that there was a steady growth in the amount of income contributed to the GDP from 2004 to 2007. There was a slight decline from 2007 to 2009 then the country experienced the highest increase yet in 2010, maintaining a level of balance through 2013 before experiencing the highest recorded increase in 2014. The decline from 2007 to 2008 was due to the globally infamous post election violence during that period, which dealt tourism a major blow.

#### **4.6 Impact on Contribution of Travel and Tourism to Employment**

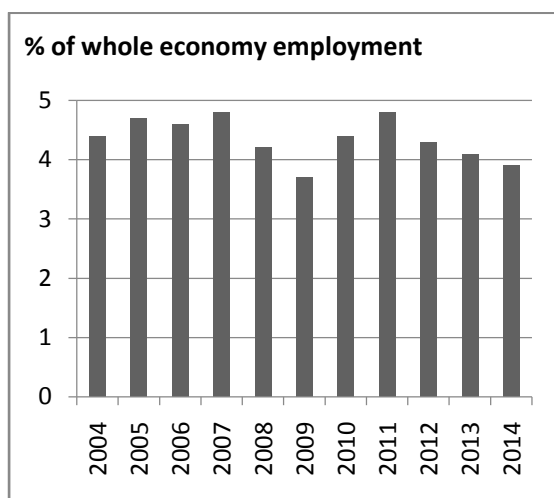
Figure 4.2 shows the amount of jobs that travel and tourism has contributed to Kenya’s economy in the last 10 years, i.e. 2004 – 2014, while figure 4 shows the percentage that travel and tourism has contributed to Kenya’s employment in the same period.

**Figure 4.2: Number of Jobs Travel & Tourism contributed to Kenya’s Economy**



*Source: World Travel and Tourism Council, Economic Impact 2014 Kenya.*

**Figure 4.3: Employment Percentage**



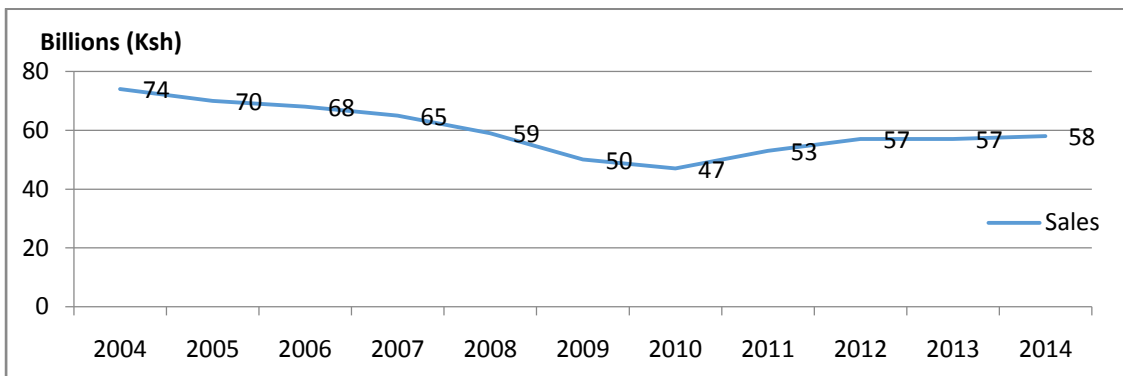
*Source: World Travel and Tourism Council, Economic Impact 2014 Kenya.*

The findings indicate a direct correlation between the number of jobs in the travel and tourism sector and the percentage that the employment holds in the economy. When the number of jobs are less the percentage is less and when the jobs are more the percentage is more as well.

#### **4.8 Impact on Capital Investment in Travel and Tourism**

Figure 7 shows the amount of investment in travel and tourism to Kenya's economy in the last 10 years, i.e. 2004 – 2014, while figure 8 shows the percentage of investment of travel and tourism to Kenya's economy in the same period.

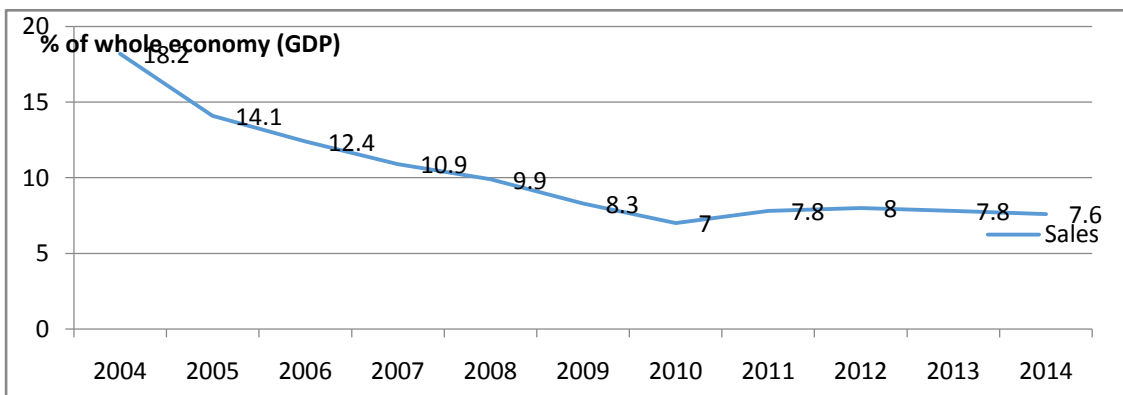
**Figure 4.4: Amount Of Investmetns In Travel And Tourism**



*Source: World Travel and Tourism Council, Economic Impact 2014 Kenya*

Figure 4.4 show that the amount of investment had been decreased from 2004 to 2010, and then started increasing again from 2011 to 2014. Indicating that some investment was done to revive the economy.

**Figure 4.5: Percentage of Investment in Travel and Tourism**



*Source: World Travel and Tourism Council, Economic Impact 2014 Kenya.*

According to the data in Fig 4.5 the percentage of investment had been decreasing from 2004 to 2010, and then started increasing again from 2011 to 2014. indicating that some investment was done to revive the economy. The trend shows that there is a direct correlation between the amount of investment and percentage of investment, because when the amount of investment reduces then the percentage goes down and when the amount increases the percentage also goes up.

## **4.9 Role of Diplomacy in Mitigating Travel Advisories**

### **4.9.1 Peace Efforts**

In an effort to bring peace to the region and to reduce conditions for terrorist breeding grounds in the surrounding failed states, Kenya is deeply involved in both Somalia and Sudan Peace processes, which are within the Inter-governmental Authority and Development framework, to achieve stability and functional institutions in these countries

### **4.9.2 International Community Response**

United Kingdom and United States of America are now warming up to the ruling regime in Kenya. The Head of State and his deputy had earlier been perceived as leaders who committed crimes Against humanity in 2007/08 post violence and were facing trial at the International Criminal Court. However charges were dropped against the president and this has been a game changer in the political arena as USA and UK are ready to assist Kenya in fighting terrorism and reviving the Tourism Industry.

Dealing with the source of terrorism entails institutional changes that go far beyond protection, apprehending terrorists, providing training. These involve commitments of enormous resources to address the socio-economic conditions that promote terrorism in Kenya, such as poverty, deprivation, unresolved political and regional disputes.

### **Government Response on Advisories**

The Government has also enlisted the support of US and other European government to help fight the threat. Kenya has allowed USA to use Kenya as a launching pad for counter-terrorism efforts in the region. By being a member of the willing nations, the



country has benefited from intelligence sharing for the purpose of law enforcement to combat the transnational threat of terrorism.

Kenya has shown further diplomatic efforts by ratifying the 12 international UN counterterrorism conventions and protocols, which shows the government is taking the transnational terrorism threat seriously and does not intend to be left behind.

In a keynote speech at a conference for High Commissioners and Ambassadors in March 2015, President Uhuru assured his audience that the government was working to have travel advisories issued by major tourist source markets withdrawn. “I think in the near future, we shall get rid of the advisories” He said. “You must reverse the unfair, unnecessary and damaging picture of the country’s security. You must carry my government’s achievement and promote our economic transformation policy”.<sup>72</sup>

In His endeavour to steer the country to progress, Kenya has kept its traditional allies and at the same time adopted the “Look East policy” where it has directed most of its trade and diplomatic interests to eastern and middle-eastern economic powerhouses such as China, Taiwan, Qatar, and UAE. This newfound relationship is looked at with unease especially by the traditional western partners.

The Cabinet Secretary for Foreign Affairs reiterated that: ” Our country is today rated among the most attractive investment destinations in the world. It is imperative that this information is made available in the public domain in order to attract investors”. She added, “our diplomatic engagement is now premised on position Kenya as a choice destination for trade in goods, services and a broad spectrum of investment”.

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<sup>72</sup> Business Daily, Uhuru urges Kenyan envoys to woo African tourists, (Daniel N. Faouk and L. Robert, march 2015)

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

#### **5.0 Introduction**

This study analyzed the impact of travel advisories in Kenya over the last 14 years. The analysis revealed a number of challenges and solutions with regards to travel advisories to Kenya, and so it was important to know what Kenya can do to improve its tourism in the midst of travel advisories. This section will deal with the researcher's summary of findings, conclusion about the results and study, the recommendations for the country in which the study was taken.

#### **5.1 Summary**

The study establishes that travel advisories have had negative impacts on the economy of Kenya. Some of the travel advisories had genuine, firm bases with focused and well thought intent to safeguard foreigners in Kenya while some of them were exaggerated. Most importantly the frequency of travel advisories should be reduced by the Government engaging with the diplomatic community regularly to explain the mitigating security measures in place.

The study found out that the wealthiest countries including USA, Canada, UK, Germany, France and Australia, had informed their citizens of travel advisories a number of times over the years and some several times within a year. Tourists and visitors from those countries inject the most amounts of monies in millions and billions of Kenya shillings annually, boosting Kenya's economy predominantly through tourism. Their advisories varied in detail and content depending on how each

of them assessed the situation. Some of their citizens defied the advisories and still visited Kenya.

The study found out that terrorism was the major reason for the travel advisories besides political violence, crime, fraud, theft, and others. Terrorism had very negative consequences as Kenya's tourism sector lost a lot of money in revenue and new found fears were created in tourists and foreign visitors.

The study also found out that in spite of the travel advisories and the negative impact over the years, Kenya has managed to sustain the tourism industry by promoting domestic tourism. Loyal and longstanding tourists and foreign visitors have risked their lives due to their and visited the country, due to a strong bond and friendship they have maintained with Kenya for decades and were supporting us in the fight against terrorism, For example, visitors from Britain, US, France, Australia, Canada and Germany still take personal decisions and visit Mombasa, Malindi, Naivasha, Nakuru, Nairobi National Park, hotels such as Hilton, Serena, Panafric, and Intercontinental.

## **5.2 Conclusion**

Travel advisories have impacted negatively on Tourism in Kenya . The negative effects have trickled in many sectors of economy as all enterprises that offer transportation, accommodation, shopping, entertainment, recreation and other personal services depend heavily on sustained tourist flows.

Image and perception Management is important because potential tourists base their perceptions of risk on the images conveyed by external and exaggerated Media sources. Pictures of victims of Terrorism should not be displayed at all.

This information may also enable Kenya to have a better response rate to possible future attacks, greatly reducing the amount of damage that could otherwise be done if plans and strategies were not in place.

### **5.3 Recommendations**

Kenya relies on the traditional source markets but now it is time to explore and open up new source market in Asia and the far East, There is a rise in Chinese middle class with spending power and interest in leisure travel. The Chinese government with its policy of promoting “official approved travel destinations” to its population as a means of rewarding friendly African governments is a good move that will increase the pool of tourist who come in for both leisure and business. Tourism revenues will increase if Kenya diversifies the tourism product, in addition to the beaches and safaris, by developing and opening new tour circuits to the counties with scheduled special events, give incentives to both domestic and local tourists such as price reduction in parking fees and reduce the 16% VAT that was imposed on the sector in 2013, Priority should also be given to conferencing tourism by having more convention centres with facilities of international standards besides Kenyatta International conference centre.

Kenya can revitalize the tourism industry if contingency plans to handle security crises are put in place and well-coordinated efforts to regain trust will increase tourist demand. Security agencies of the Government should engage other private and public tourism sectors in pro-active security information dissemination to tourist gate keepers such as Travel Agents, Tour Operators, Meeting Planners and the Mass Media.

The Kenya Government should have a centrally located and specially trained counter-terrorism response force for quick reaction, both within and outside its borders, if need arises. This is in particular to the case of Garissa University where students were attacked and the Government took long to send help to the victims. This calls for equipping the police with efficient, effective transportation and communications systems along with providing significant training resources to carry out this mission in addition to patrolling Kenya's borders and coastline.

Police should be trained in counterterrorism techniques and public relations to articulate a high degree of professionalism when dealing with the public. A professional police force will enhance the public's confidence in the police and forge a more effective partnership to fight terrorism and other crimes in the country.

Terrorism takes advantage of the poverty and youth unemployment, which provides a fertile environment for it to operate in the communities. Government should address the real and perceived socio economic imbalance with Muslim community. It is critical to establish economic development programs in these areas. Another area the terrorist exploit is the lack of security awareness at the country's entry points. Corruption within the Kenyan police force, failure of effective law enforcement has contributed to the problem. There should be punitive measures in place for such crimes, such as heavy penalties and imprisonment without bail to deter other offenders.

Lastly, Security is everyone's responsibility and the government must have aggressive campaign awareness for everyone to participate in community policing and use the hotlines available for any suspicious activities. This form of national cooperation would ensure a lot is contributed towards a stronger nation socially and economically (The nyumba kumi initiative to be embraced gradually).



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