

**IMPACT OF THE OUTBREAK OF EBOLA VIRUS IN WEST AFRICA ON
PERFORMANCE OF TOURISM INDUSTRY IN KENYA (2014-2016)**

EVERLYNE PARTOIP

R50/74318/2014

**Research Project Submitted in Partial Fulfillment of the Requirements for the Award of a
Master of Arts Degree in International Studies of the Institute of Diplomacy and
International Studies (IDIS), University Of Nairobi**

June 2016

DECLARATION

This research study is my original work and has not been presented for the award of a degree in this University or any other Institution of higher learning for examination.

EVERLYNE PARTOIP

R50/74318/2014

Signature.....

Date.....

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

Signature

Date

Dr. Patrick Maluki

Institute of Diplomacy and International Studies University of Nairobi

DEDICATION

I hereby dedicate this research project to my family, colleagues and friends who have continuously been a source of encouragement and offered their endless support during the entire time I was writing this research project and even when at times I felt defeated and all hope seemed lost.

ACKNOWLEDGEMENT

I wish to acknowledge various people who will have contributed to this research project either directly or indirectly. First and foremost, I thank my supervisor, Dr. Maluki for his professional guidance in this research project. He has been committed and always found time to offer wise counsel on the direction and shape of this project despite his busy schedule. His advice enabled me to widen my understanding and appreciate the importance of research in identifying and addressing issues affecting the society.

Secondly, I wish to thank all my lecturers in the postgraduate studies for imparting me with knowledge and skills in project management. Their guidance in course work has enabled me to gain a clearer understanding of various concepts and principles of project planning and management from both theoretical and practical perspectives. I also wish to thank my colleagues in project management class. Furthermore, I wish to salute all the respondents who have accepted to participate in this research project. I believe their contribution will be invaluable especially in providing relevant data useful for the study.

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ABBREVIATIONS AND ACRONYMS

ATA	:	Africa Travel Association.
GDP	:	Gross Domestic Product.
KATO	:	Kenya association of Tour Operators.
KTB	:	Kenya Tourism Board.
KTDA	:	Kenya Tourism Development Association.
KWS	:	Kenya Wildlife Service.
MCTA	:	Malaysia Chinese Tourism Association
MDGs	:	Millennium Development Goals
MNCs	:	Multi-National Corporations.
NGOs	:	Non-Governmental Organizations.
OAG	:	Official airline Guide.
SARS	:	Severe Acute Respiratory Syndrome.
UK	:	United Kingdom.
UNDP	:	United Nations development Programme.
UNEP	:	United Nations Environmental Programme.
US	:	United States.
WHO	:	World Health Organization.

ABSTRACT

Ebola is a deadly disease that has caused a lot of anxiety not only in the affected countries in West Africa but the world at large. It's on this basis that the researcher sought to examine the effects of the outbreak of the Ebola virus in West Africa on the tourism sector in Kenya. The researcher examined this effect through the three specific objectives; to examine the economic implications of Ebola outbreak on Tourism industry in Kenya, to examine the impact of Ebola reporting by the mass media in shaping opinions on Kenya's preparedness, to assess the state of preparedness of the Kenya Government in case of an outbreak of an epidemic of global nature. This was done with the thinking that the research is of much significance to the Kenyan government and especially relevant ministries such as the Ministry of Tourism. The study used the agenda setting theory. This study was a qualitative research which employed a survey research design. Out of the target population of employees employed within the tourism sector which stands at 785,382, the researcher sampled 400 respondents. The target population was divided into employees working in the following sectors within the tourism industry; tour operators, hotel sector, airlines and other related businesses like the curio shops. The researcher collected data from both primary and secondary sources. The primary data was collected directly from the respondents which was first-hand information while the secondary data came from existing literature which was done by other scholars before. The data collection tools that were used were basically questionnaires and interviews. The researcher therefore checked on the validity of the various data collection tools before analyzing the collected data through SPSS in order to draw meaningful conclusions. The analyzed data was presented in terms of tables and graphs. The results were used to ascertain the impact of the outbreak of Ebola virus in West Africa on the tourism sector in Kenya. The study found that the respondents agreed that media reports on Ebola outbreak scared potential foreign tourists to Kenya. The study further found that respondents agreed that tourism is a major contributor to Kenya's GDP. The study concludes that there are economic implications of Ebola outbreak on Tourism Industry. Further it states that the country also experienced loss in hundreds of thousands of jobs in the sector. The Ebola crisis weakened the capacity to optimally generate revenues and put pressure on public expenditures. The study also concludes the nature of coverage and broadcast of the whole epidemic by media threw unnecessary and fear to many people due to its unique mode of killing, spread and its current status of no vaccine or drugs. Based on the research findings the study recommends preparedness should be strengthened by developing, evaluating and revising response plans based on comprehensive risk analysis taking into account all prevalent hazards. The plans should involve identifying rapid response teams at local and national levels including sources of surge support; pre-positioning medical supplies and other logistics; designating isolation units and safe areas; and organizing mass casualty management services and anthropologists should be involved in current efforts to develop long-term solutions, such as the development of vaccines or improvement of the local health infrastructure as a way of preventing further spread of the virus and future outbreaks, hence preventing its effect on Kenya's tourism industry.

CHAPTER ONE

INTRODUCTION

1.1 Background to the Study

The first incidents of Ebola virus disease outbreak were reported in 1976 in the Republic of Sudan and in Zaire (now the Democratic Republic of the Congo). Ever since, several outbreaks have been reported in central Africa, with the most severe occurring in 2000-2001 and involving 425 people¹. Majority of the Ebola outbreaks have persisted in remote parts of African countries including the Democratic Republic of the Congo, Uganda, South Sudan and Gabon. Since 1976, there have been about 2,200 reported cases with 1,500 deaths². According to Glennerster Ebola is a viral disease whose symptoms are intense weakness, muscle pain, sudden fever and sore throat³. In the most recent epidemic outbreak the virus originated from Guinea in December 2013 and then experienced an exponential growth reaching Liberia and Sierra Leone where it caused a mortality rate of 71% among the affected people.

By March 2014 over 3,000 people had died in Guinea, Sierra Leone, Liberia and Nigeria from the disease.⁴ Apart from the human lives lost Ebola also had a huge economic impact in form of foregone output, high fiscal deficits and low household incomes as countries and individuals struggled to contain the epidemic⁵. As a consequent West African countries moved to close their borders as a precautionary measure to stop the spread of this disease to their territories, hence

¹ Glennerster. (2014). *The implications of the Ebola outbreak on markets, traders and food security in siera Leone*. London: International Growth Impact and Implications of the ebola crisis centre.

²World Bank. (2014). *The economic impact of the 2014 Ebola epidemic: short and medium-term estimates for west Africa*. Washington D.C.: World Bank.

³ Glennerster. (2014). *The implications of the Ebola outbreak on markets, traders and food security in siera Leone*. London: International Growth Impact and Implications of the ebola crisis centre.

⁴Vickers, B. (2015). *The Ebola crisis in west Africa: implications for trade and regional integration*. Geneva: Commonwealth.

⁵ *ibid*

restricting intra African trade. To make matters worse Travel advisories were also issued to and fro those affected countries. The estimated regional financial impact for two years running from 2014 to 2015 was \$32 billion⁶. It is evident that Ebola outbreak has left many African economies in shocks and turmoil as a result of slump especially in the tourism industry. This results from travelers considering alternative trips to other safer countries other than Kenya and South Africa⁷. Despite her attractive tourism industry, Kenya which is home to spectacular wildlife reserves, was forced to block visitors departing from Sierra Leone, Guinea or Liberia. Many would be tourists were baffled by the virus outbreak and consequently changed their earlier bookings to African destinations including Kenya. There was a big drop in the tourist booking across most tour operators Africa.

Owing to wide biodiversity and marvelous sights Tourism in Kenya is one of the major foreign exchange earners. Unfortunately, with the outbreak of Ebola epidemic hotels in Kenya were badly affected by the decline in international arrivals. Despite the assurance from World Health Organization of minimal chances of contracting the virus during air travel, major airlines including British airways, Kenya airways and Air France cancelled flights to the Ebola-hit countries⁸. This move had adverse affect on the Kenya tourism sector.

The outbreak of Ebola had advance trickle-down effects on Africa economies, as it reduced their productivity as well as increasing pressure on public expenditures. In addition, there were reduced economic activities leading to high unemployment levels as most hotels either closed

⁶World Bank. (2014). *The economic impact of the 2014 Ebola epidemic: short and medium-term estimates for west Africa*. Washington D.C.: World Bank.

⁷Akama, J. (2004). Tourism and socio-economic development in developing countries. A case study of Mombasa Resort in Kenya. *A journal of sustainable tourism* 15 (6) , 735 - 748.

⁸WHO. (2014). ebola virus haemorrhagic fever: Democratic Republic of Congo update. *Weekly Epidemiological Record* 82 (40) , 345 - 346.

down or operated below their full capacities. Public expenditures went up as government stepped up their efforts to raise awareness through community sensitization, logistics and supplies of sanitation services among other social protection interventions by African governments.

1.2 Statement of the problem

The outbreak of Ebola in West Africa is not only a danger in the region but also to the whole world at large. Nairobi being a transitory hub for the West African region and given its geostrategic position, makes it vulnerable to out breaks of Ebola. During the outbreak the media focused a lot on the spread and the devastating effects of the virus rather than giving more airtime on the mitigating factors that the government had put in place to curb the spread of the Ebola virus. Media was accused of causing more fear than reporting the facts as they were and this had adverse effects on the economic performance of the Kenya's tourism sector. The main concern was on whether Kenya was fully prepared to handle the epidemic and whether Kenya's institutions were well equipped to deal with the crises. This brings into fore the symbiotic relationship of the political economy of Kenya's tourism industry and the status of public health in the country.

This study endeavors to establish the extent to which media reporting of the outbreak of Ebola pandemic in West Africa affected the tourism industry in Kenya and assess the economic implications of the Ebola outbreak on the Kenya Tourism industry. The guiding research questions are: did the media reporting on Ebola outbreak affect Kenya's tourism industry negatively and is Kenya's health sector capable of managing disasters emanating from regional health crises?

1.3 General objective

To examine impact of the outbreak of Ebola virus in West Africa on performance of tourism industry in Kenya

1.3.1 Specific objectives

- i. To evaluate the economic implications of Ebola outbreak on Tourism industry in Kenya.
- ii. To examine the impact of Ebola reporting by the mass media in shaping opinions on Kenya's tourism.
- iii. To assess the state of preparedness of the Kenya Government in case of an outbreak of an epidemic of global nature.

1.4 Literature review

The first Ebola pandemic was reported in Democratic Republic of Congo and Sudan in 1976 which infected over 284 people leading to a mortality rate of 53% in Sudan⁹. Ebola virus causes hemorrhagic fever and massive internal bleeding leading to death¹⁰. The latest outbreak in 2014 caused heavy human casualties in the states of Guinea, Liberia and Sierra Leone¹¹. Since September 10, 2014, very many cases have been reported with statistics indicating 2,281 recorded deaths out of 4,614 suspected or confirmed cases of Ebola¹². It is however disputable that the true numbers may be two to four times larger, due to underreporting¹³. UNDP report

⁹Bwaka, M. (1999). *ebola haemorrhagic fever and pregnancy*. Geneva: World Health Organization.

¹⁰ WHO. (2014). ebola virus haemorrhagic fever: Democratic Republic of Congo update. *Weekly Epidemiological Record* 82 (40) , 345 - 346.

¹¹ Murphy, S. (2000). Unexpected Ebola virus in a tertiary setting. *A journal of clinical and epidemiologic aspects* 28 (1) , 240-244.

¹² Ibid

¹³ Lukwiya, M. (2004). analysis of human peripheral blood samples from fatal and non factual cases of Ebola. *Hemorrhagic fever, cellular responses, virus load and nitric oxide levels* 78 (19) , 103 - 117.

indicated that Ebola health crisis had become a complex developmental challenge for Guinea, Liberia and Sierra Leone. For a period of eight months, the outbreak had caused more deaths than all previous epidemics combined¹⁴. Most of the contributing factors to the high rate of death in these countries include weak state capacities; inefficient human resources and health systems; uncontrolled migration flows; poor social cohesion; and the persistence of traditional beliefs¹⁵.

Earlier studies carried out about the outbreak show very little insights on the effects of the Ebola Virus disease. The United Nations Economic Commission for Africa (ECA) conducted a study on the Ebola Virus disease, but its findings only stopped at looking at the causes. This study pointed at weak institutional policies as the main causes of the wide spread of the Ebola virus Disease. The World Bank in conjunction with other development agencies like International Monetary Fund (IMF) conducted similar studies towards the end of 2014 and the beginning of 2015 but their studies only touched on the losses caused by Ebola Virus disease like lives and the decline in Gross Domestic Product of the affected countries¹⁶.

World Bank Reports indicate that the outbreak of Ebola was prolonged due to weak institutional and infrastructural capacities in the affected countries. These incapacities were manifest in weak human development capacities and poor infrastructural development. The condition was worsened by a combination of socio-cultural practices and ignorance. Efforts were made to mobilize experts and resources to control the outbreak. Three most significant actors were the United Nations, non-governmental organizations (NGOs) and the United States' Centers for Disease Control and Prevention. The economic impact of the Ebola epidemic can be viewed in

¹⁴ UNDP. (2014). *Socio-Economic impact of ebola Virus Disease in Guinea, Liberia and Sierra Leone*. Geneva: UNDP.

¹⁵ Ibid

¹⁶ World Bank. (2014). *The economic impact of the 2014 Ebola epidemic: short and medium-term estimates for west Africa*. Washington D.C.: World Bank.

two perspectives. First are the direct and indirect impacts of the sickness and mortality which increasingly reduce health care resources and remove people either temporarily or permanently from the labor supply.

Secondly, the epidemic produced behavioral effects resulting from peoples' fear of contagion, which in turn led to fear of association with others which in-turn reduced labor force.¹⁷ The reduced workforce was experienced in seaports and in Airports. This led to some of the major airlines cancelling their flights to the affected regions in Africa. Kenya Airways for instance, cancelled operations to Liberia while other Airlines such as British Airways terminated their operations all together. When tourists canceled their bookings and movements within countries, local hotels and restaurants suffered a slump in their business, which resulted in lay-offs and slowdowns in economic activities of other sectors that depended on the hospitality sector¹⁸

1.4.1 Public Health Management in Kenya

Kenya's governance structure consists of national and county governments both which have jurisdiction over health related matters.¹⁹ The national government is mandated with providence of health related services or issues but both national and county governments works on a mutual understanding. Health is a devolved functions as it is stipulated in Kenya's constitution 2010. Whereas national government with broader health issues for instance management of cemeteries, the county government are concerned with personnel issues for instance, remuneration of health caregivers and staff. Recently, there has been tussle over the management of health sector with

¹⁷Bukreyev, A. (2007). Successful topical respiratory tract immunization of primates against Ebola Virus. *A journal of preventive measures against Ebola* , 637 - 683.

¹⁸Vogt, H. (2014). Study on the economic impact of tourism on national economic and international trade. *A journal on travel research* , 111 – 186..

¹⁹ Kenya Constitution 2010

each level of governance blaming responsibility on the others, a move that was seen to paralyze the smooth operation of national health.

1.4.2 Powers of National Public Health Authorities

When the country is faced with health crisis, the constitution of Kenya allows the national government to intervene and respond in order to curb the menace. There are various Acts which covers all areas relating to health issues for example the Public Health Act (PHA) which calls for prevention, intervention and promotion of public health in accordance with the law. The Public Health Act led to the formation of the Central Board of Health and the Medical Department and their functions included providence of advice to the Minister of Health on all matters affecting public health, including prevention of infectious diseases within Kenyans territorial boundaries.²⁰

The department is also mandated with research where it produces health related information and knowledge concerning new and emerging trends on diseases. Additionally, the department disseminates information in its publication to the relevant health bodies.²¹

The department is also concerned with tracking of any infectious disease that may have come into contact with the Kenyan citizens. There are diseases categorized as formidable and highly infectious which the Cabinet Secretary (Minister) is authorized to declare as FEEIDs (formidable epidemic, endemic or infectious diseases). The minister can take actions not limited to quarantining affected areas, displacing people and discharging medical personnel to those zones as well as demolishing infected structures.²² The Minister can as well prohibit any means of transport (vessel) suspected as a threat to the country's health wellbeing. Be it a train, aircraft or ship entering Kenya from a contagious zone the Minister has the power to direct its inspection

²⁰Ministry of Health (MOH). 1999. National Health Sector Strategic Plan I (1999-2004)

²¹ *ibid*

²² *ibid*

and act accordingly.²³ The Minister works closely with the immigration department to monitor persons of interest deemed to be a threat to the national health.

1.4.3 Tourism promotion strategies in Kenya

Tourism constitute one of the largest contributor to Kenya's GDP. Over the years it has been recognized has the leading foreign exchange earner in the country. Together with Agriculture which form the backbone of Kenya's economy, tourism has been termed as the biggest industry employer.²⁴ From the late 1990s tourism has been Kenya's largest single source of foreign exchange earnings followed by export of Tea and Coffee. Tourism is therefore central to Kenya's economic development and international self-esteem.

Kenya has been a great tourism destination over the years and has developed tourism related products that are world class. The country possess a great natural asset base, highly entrepreneurial people, and a conducive geography and climate that allow all year-round tourism activity. Foreign tourists have been reported to hype Kenya as the best tourism destination in Africa. This is explained by the introduction of photo Safari package in tourism related activities. This alone has seen the number of tourist increase to the country grow exponentially.

1.4.4 Kenya Tourism Board

The Kenya Tourism Board (KTB) is a governmental agency mandated with marketing of Kenya as a preferred tourism destination at the international market. The board undertakes advertising in source countries and creates innovative partnerships with the private sector to develop new

²³Ministry of Medical Services Strategic Plan, 2008-2012. Ministry of Medical Services: Nairobi.

²⁴UNEP. (1995). *Industry and environment*. Geneva: UNEP.

markets. It is through rigorous marketing campaigns that the government of Kenya has managed to normalize tourism activities which in the recent past had been destroyed by acts of terrorism.

Majority of tourists arriving in Kenya are now searching for breath-taking experiences that revolve around in-depth exposure to culture and local heritage. This is a clear indication that the tourism industry in the country has undergone a robust revolution which has endeared many tourist into the country. Intensive and sustained marketing and promotion by the KTB has been cited as the strategies through which tourism in the country will improve. It is widely accepted that intense marketing will be fundamental to attract tourists from existing and new markets.²⁵

Tourism industry has grown in leaps and in bounds partnering with several other corporate entities to soup up the industry. These entities include five-star hotels and major international airlines. Their entry into tourism promotion has seen the industry grow with more than 50 per cent increase in hotel bookings.²⁶ Furthermore, the Kenyan government has finalized negotiations with Delta Airlines to begin regular direct service starting from late 2009 from America straight to Nairobi. These direct flight services from the United States are set to enhance tourism appeal to American clients. Despite the conclusion of the deal, several obstacles have confronted the commencement of the flights due to the combination of delay in terminal improvements on Kenyan part, as well as the general decline in travel volumes associated with the global financial crisis.²⁷

Other players have come on board to augment the efforts of KTB in-order to secure additional markets for the industry. This include incorporation of media campaigns in major global media houses to fetch tourists from all over the globe. These media campaigns employ an advertisement firm mandate with preparing and executing a global media campaign to sell

²⁵ Marketing ktb strategies www.ktb.go.ke (accessed Feb 2016)

²⁶ Kanunah, M, & Sindiga, I. -Journal of Tourism Studies(1999)

²⁷ Ibid

Kenya's image.²⁸ For instance, the tourism strategic marketing and promotion Program (TSMPP) is such a campaign mandated to finance the preparation of a tourism strategic plan specifically to market the Kenya Tourism industry.

Inter-African tourism has been identified the next frontier where countries in Africa can capitalize on to cushion themselves from external or global shockwaves. For instance, Kenya gets tourist arrivals from within Africa which account for less than 20 percent of the total tourism traffic into the country. This is aimed at reducing dependency on traditional source markets and diversifying the client base. In this regard KTB has partnered with African airlines such as Kenya airways in a long-term ambitions which is sustainable and in line with pan-Africanism.²⁹ In this regard, the KTB and the Kenya airways have both contributed KShs25 million each, towards organizing familiarization trips for African travel agents as well as awareness campaigns.

The media campaign is expected to reach more than 30 additional destinations to where Kenya Airways flies³⁰. While it may take some considerable time to increase intra-African tourism, this particular innovative partnership approaches are likely to reinvigorate Kenya's tourism.

1.5 Theoretical framework

This study will be conceptualized utilizing the Agenda setting theory of the Media.

1.5.1 Agenda Setting Theory

The function of media in shaping opinions and behavior formations, especially on issues of public interest is important in understanding how media plays a role in either shaping opinions on the Ebola virus in regards to the devastating effects and the mitigating factors put in place.

²⁸ Marketing ktb strategies www.ktb.go.ke (accessed Feb 2016)

²⁹ Ibid

³⁰ Ibid

This research study will utilize the Agenda Setting theory which explains that the media have the ability to choose and emphasize on certain subjects, thereby causing the public to perceive them as important.³¹ McCombs and Shaw who pioneered the theory predicted that when the media emphasize an event they influence audience to see it as important. An agenda is a list of things to be considered or acted upon, while agenda setting is the process of listing and planning the topics or issues that should be covered in news, information and entertainment. The media decide what the public should think about. It is normal for all human beings to think, but what they think about has been found by many communication scholars to be based on external forces, the main one, being the mass media.³²

Price indicates that particular forms or contents of the mass media have effects on their audience. These effects include socialization, social control and moral panics. Others are attitude change, behavior change and agenda setting. Agenda setting is therefore considered to be more indirect process based on the idea that mass media have the power to decide which events or issues or aspects of an event or an issue that deserve more attention. Through agenda setting effect, the media directs the audience on what to think about a specific topic by placing the issues to the readers, listeners or viewers many of which without the media could know little or nothing about. It is therefore has the ability to mentally order and organize the world for its audience.

Most studies on the theory focus on information media such as newspapers, magazines, television and radio.³³ Political campaigns provide the most suitable situation for study of agenda setting by the media because they are usually designed to tactically set the agenda. According to

³¹ Dominick, J. R (2005). *The Dynamics of Mass Communication: Media in the digital age*, Boston, McGraw-Hill Inc

³² Lowery, S. A. & DeFleur, M. L. (1995) *Milestones in Mass Communication Research: Media Effects*. (3rd ed.), New York, Longman Publishers

³³ Price, S. (1993) *Media Studies*. London: Pitman Publishing.

Dominick, “voters perceived as important those issues that the media judged important as evidenced by the amount of coverage.”³⁴

The agenda in this case refers to the importance of issues and not a pre-determined goal of the media to influence audiences. The theory suggests that the media influences the scope of the public thinking

In this case, the mass media both local and international put a lot of emphasis on the spread and the devastating effects of the virus rather than put more emphasis on the mitigating ways governments in Kenya had put in place. The media did not also give proper information on the distance between Kenya and West Africa where the disease was causing havoc.

1.6 Justification

The outbreak of Ebola in West Africa sent a shock wave all over the world. In Kenya the outbreak of the disease had profound effect on the Tourism Industry which suffered due to misperception caused by media reporting. There were scaring reports which indicated that the Kenya government was ill prepared to deal with health emergencies caused by outbreak of the Ebola disease. This study analysed the effect of media reporting of the disease to tourism industry in Kenya. The study is justified academically as it adds to the few if any existing literature on this subject. It will further serve as a guide to policy makers who may face similar health disasters.

1.7 Hypotheses

- i. Unprofessional Media reporting of outbreak of Ebola disease led to slow down of tourist arrivals in Kenya.
- ii. Inability of Kenya to manage health disaster makes Kenya’s tourism industry susceptible out break of contagious diseases such as Ebola.

³⁴ Dominick, J. R (2005), *The Dynamics of Mass Communication: Media in the digital*

1.8 Methodology

This section covers the study's research design, population and sampling, instruments of data collection and data collection and data analysis.

1.8.1 Research design

This was a quantitative research design that employed a survey design. The information gathered from the various respondents was rendered measurable through the method of data analysis. The qualitative research is a social research which helped in testing perceptions. Questionnaires were administered as an instrument to collect the data from the chosen respondents. The subjects of the study were provided with a self-administering questionnaire which was both closed and open-ended to enable collection of as much and rich data as possible.

1.8.2 Population and Sampling

Target population refers to persons of interest to the study. The study population for this study consisted of the players in the tourism industry in Kenya. These include the population employed in the airlines plying the different world routes from Kenya, those within the hotel industry, the tour operators.

The Kenya Economic report (2013), estimates the total population employed directly and indirectly within the tourism industry as 785,382. Since the effects of the outbreak of the Ebola virus in West Africa have had trickle-down effects on almost all the tourism sectors in Africa, the researcher therefore targeted this population employed within the tourism sector in order to get a clear picture of how the outbreak has worn down on the economy.

1.8.3 The sample size

The targeted sample for this study was players in the tourism industry in Kenya, namely tour operators, hoteliers and airlines operators. A sample size of 50 respondents was sampled for this study.

1.8.4 Sampling technique

The sampling technique for employed in this study was stratified sampling technique. The study sample was selected from a pool of tour operators, hoteliers and airlines.

1.8.5 Data collection instrument

This study used a closed and open-ended questionnaire to collect data from the respondents. The questionnaire was administered to the sampled population by hand delivery and email correspondence where physical presentation may not be possible. The questionnaire was however pre-tested on a smaller sample drawn from the hoteliers and tour operators which will enable correction and validation.

1.8.6 Data analysis

Data collected was collated and sorted based on different and emerging thematic issues as outlined in the study objectives. The data was coded and analyzed. The findings of the study have been presented in form of a narrative in conformity with the qualitative study being undertaken.

CHAPTER TWO

ECONOMIC IMPLICATIONS OF EBOLA OUTBREAK ON TOURISM INDUSTRY IN KENYA

2.0 Introduction

The Ebola outbreak in West Africa was widely declared a threat to peace and security³⁵. Approximately 23,000 people had been infected and more than 9,000 had died from the virus by February 2015, in the three affected countries of Sierra Leone, Guinea and Liberia. The loss on these West African nations was not only determined in terms of lives lost but also in terms of social dislocation and negative economic impact³⁶. The World Bank estimated that between 2014 and 2015, Ebola cost the three affected nations more than U.S. \$ 2 billion³⁷. This was brought about by the closure of borders which cut-off trade and movement of people including women who highly depend on informal cross-border trading to sustain household incomes and livelihoods³⁸. In addition, multinational companies operating in the three affected countries pulled back their investment repatriated the foreign workers and cut-off the production of critical revenue generating exports.³⁹

2.1 Impact of Ebola on Major Sectors of the Economy

There was a significant drop on the level of development and wealth creation in the three West African countries following the outbreak of Ebola. For example, Guinea had a gross domestic

³⁵ Vickers, B. (2015). *The Ebola crisis in west Africa: implications for trade and regional integration*. Geneva: Commonwealth

³⁶ Ibid

³⁷ World Bank. (2014). *The economic impact of the 2014 Ebola epidemic: short and medium-term estimates for west Africa*. Washington D.C.: World Bank

³⁸ Ibid

³⁹ Ibid

Product (GDP) of \$ 6.1 billion and a gross national income per capita of \$460⁴⁰. Sierra Leone which was hard hit by the virus has a GDP of only \$ 4 billion and gross national income of \$ 660 per capita. The situation is worse for Liberia where the GDP is \$ 1.95 billion and a per capita national income of \$ 410⁴¹. This downturn in the economies of these three countries can be attributed to their efforts to contain the epidemic where they closed their own borders. There was also a moratorium with other countries in Africa banned citizens from touring the three countries or even traveler entering their territories from the three countries. Majority of the airlines including Air France, Kenya airways, British airways, Emirates Airline and Korean air which also had flights to and from Kenya stopped flights in to the affected countries.

According to Vickers a significant drop in the economic activity has had a serious effect on business owing to the predominance of micro and small businesses in these countries⁴². Owing to the impact of this virus, in Sierra Leone, the self-employment sector had shed an estimated 170,000 jobs by 2015 with a further 9,000 lost in the already limited wage employment sector⁴³. One of the most notable trickle-down effects of this phenomenon was a drop in tax collection leading to a great fiscal impact. Sadly, the financial resources that were initially earmarked for capital spending was largely diverted to recurrent spend on the Ebola crisis. For instance the tax revenue that was projected to stand at \$ 399 million in Sierra Leone for the fiscal year 2014/15 was \$ 40 million less⁴⁴.

⁴⁰ World Bank. (2014). *The economic impact of the 2014 Ebola epidemic: short and medium-term estimates for west Africa*. Washington D.C.: World Bank.

⁴¹ *ibid*

⁴² Vickers, B. (2015). *The Ebola crisis in west Africa: implications for trade and regional integration*. Geneva: Commonwealth

⁴³ *ibid*

⁴⁴ World Bank. (2014). *The economic impact of the 2014 Ebola epidemic: short and medium-term estimates for west Africa*. Washington D.C.: World Bank.

The Agriculture sector was also adversely affected. Although the sector employs most people in these countries, the lack of mobility and trade coupled with lack of flights to major cities in the world hit the sector hard in Guinea. Rubber exports were down 40% relative to 2013 over the first three quarters of 2014⁴⁵. In addition, logging, which is also a significant revenue earner in Liberia, and which has lucrative markets in China and France was also highly affected by the restricted movements and markets.

Mining, also another major activity in all the three West African countries was also drastically affected by the Ebola pandemic. This was through limited markets, restricted movements for the expatriates who could help in mining and lack of new investments which greatly hindered the growth of this sector. This can be attributed for the recent decline in the prices of iron ore which is mined in all the three countries. According to Bloomberg, Ebola virus strained trade ties with a China, a major customer for iron ore hence pushing the price down by 47% in 2014, which is the biggest annual decline in five years⁴⁶. The mining sector employs and approximate of 7,000 people in Sierra Leone plummeted as a result of the Ebola virus and falling iron ore prices and this contributed to high unemployment rates⁴⁷.

2.2 Impact of Ebola virus on Tourism sector in Kenya

As already noted above, in order to increase intra-African tourism a partnership between the KTB and Kenya Airways has contributed funds aimed at promoting Kenya's tourism destinations⁴⁸. The effectiveness of the partnership has not borne fruits with the emergency of Ebola outbreak in various parts of African continent.

⁴⁵ Ibid

⁴⁶ Bloomberg. (2014). *newly emerging diseases in a world out of balance*. New York: New York Times.

⁴⁷ Ibid

⁴⁸ Marketing ktb strategies www.ktb.go.ke (accessed Feb 2016)

The World Health Organization (WHO) declared Kenya as a high risk destination in early 2015. This was attributed to the 76 flights that arrived in the country weekly from West African countries. The Ebola pandemic in West Africa had a disastrous effect on tourism on the whole continent. The geographical impact of the Ebola outbreak also affected East African countries like Kenya, especially key sectors like tourism and transportation. However, following the Ebola outbreak in December 2013, the global airline industry was the worst affected.

A report by Official Airline Guide (OAG) indicated that there were reduced passenger numbers as a result of Ebola outbreak specifically from Europe and North America to West Africa. This created a slump in economic growth while still disrupting people's livelihood. As a result of the outbreak food security was threatened due to lack of labor supply disruption. Ebola outbreak resulted to reductions of 40 to 50 percent in tourism revenues which consequently led to job losses in the industry. Many employees were laid off as many hotels registered minimal occupancy with others closing down.⁴⁹ The government also felt the impact of the Ebola outbreak with reduced GDP since tourist arrivals plummeted to an all-time low during the period of Ebola outbreak.

Lack of foreign aid from the international community led to a depreciation of local currencies, thereby raising the local prices of imported goods and services. The risk of fiscal deficit financing arising from pressure on spending and a decline in revenue collection also put pressure on prices. These combined effects together with epidemiology and risk aversion behaviors weakened the purchasing power of the populations and their income. This had a serious impact on their living conditions and livelihoods, thereby increasing poverty and vulnerability. The

⁴⁹ OAG. (2013). The unfortunate impact of the Ebola outbreak on the safari industry. *the potential economic impact of the Ebola virus* , 123 - 156.

Ebola pandemic triggered panic around the world considering that there was not even a trace of hope of containing it. According to the World Economic Forum⁵⁰, the impact of the Ebola Virus was mostly felt by the tourism sector of other African countries apart from those affected mainly due to the perception and lack of knowledge about the disease and particularly travelers outside Africa.

⁵⁰World Economic Forum. (2015). *Global Risks 2015 10th edition*. Geneva: World Economic Forum.

CHAPTER THREE

IMPACT OF EBOLA REPORTING BY THE MASS MEDIA IN SHAPING OPINION ON KENYA'S TOURISM

3.0 Introduction

The media (newspapers, radio, television and international network Internet) play an important role in national development agenda. It disseminates information that triggers change and development within the country or even a region. This awareness creation role played by the media depends on credibility of news from media rooms⁵¹. In 2014 both local and international media discharged their social responsibility obligation to humanity by drawing attention to the public health challenge posed by Ebola in West African countries. The news media through the press, radio and Television disseminated public information of Ebola outbreak in Liberia, Sierra Leone and Guinea, which formed the epicenter of the epidemic⁵². The outbreak of this world most dreaded virus disease was the most shaking public health news owing to its negative impact on humanity.

3.1 International Mass Media Reporting

In West Africa the media adequately highlighted the effects of Ebola citing the deaths of renowned people like the late Dr. Stella Adadevoh and Dr. Patrick Sawyer⁵³. Both local and international media did not relent in this efforts to draw international attention in order to trigger

⁵¹Anderson, J. (1997). *communication yearbook II*. Newbury park: Sage.

⁵² Jefkins, F. (1998). *Public relations 5th Edition*. New York: Pearson educational limited.

⁵³Nwanne, B. (2014). Media reportage of the Ebola crisis: lessons from Nigeria. *Global journal of arts humanities and social sciences* , 28 - 33.

humanitarian actions from the international community. The Cable News Network (CNN), like other media houses reported the devastating outcome of the Ebola virus on September 1st, 2014. In its story the CNN told of how Ebola had ravaged a Liberian village causing many deaths and leaving survivors in panic and disarray⁵⁴. Other international media houses like British Broadcasting Corporation (BBC) radio, Associated Press (AP), the Agence France Press (AFP), Reuters and other transnational news agencies pitched tents in Africa in order to monitor the unfolding situation in West African countries⁵⁵. Specifically, the British Broadcasting Corporation (BBC) reported that Kenya is a high-risk country⁵⁶. According to BBC, Kenya was viewed as a major transport hub with approximately 76 flights from West Africa weekly⁵⁷. That WHO warning was the most serious pointer to the possibility of Ebola spreading to the wider East African region.

3.2 Kenya's Media Reporting

Following WHO's warning about Kenya's vulnerability to Ebola, there was concern about the country's preparedness to handle the pandemic if it spread to Kenya. However, the Standard newspaper was quick to report on Kenya's preparedness by stating that the government was in control in regard to the virus outbreak⁵⁸. It went on to say that centres for disease control and prevention which had been given standards by the WHO had been set up and that thermo

⁵⁴CNN. (2014, September 1st). *Cable News Network*. Retrieved March 13th, 2016, from CNN Website: <http://www.CNN.com>

⁵⁵Verderber, R. (2008). *Mass media's hand in Nutshell: west African Ebola pademic*. New York: Civiletis international.

⁵⁶ BBC. (2014, August 13th). *British Broadcasting Corporation*. Retrieved March 11th, 2016, from BBC website: <http://www.bbc.com>

⁵⁷ Ibid

⁵⁸ Standard, T. (2014, November 16th). *standard newspaper*. Retrieved March 3rd, 2016, from Standard media group: <http://www.standardgroup.com>

scanners were imported and immediately installed at all the border points of Busia, Malaba and Namanga to control entries and exits of people from the neighboring countries⁵⁹.

During this Ebola outbreak in West Africa, the media acted as an agenda setter. Its reports triggered action within the government where necessary and quick steps were undertaken to combat any possibility of infection. The media reports created an imaginary picture of how a situation could be and this was the first basis of taking necessary steps against the disease. As a result of media reporting in Kenya, the government began a process of policy formulation. Similarly, there were intergovernmental initiatives aimed at containing the pandemic. Rogers (2001) identifies two levels of agenda. The first enacts the common subjects that are the most important, while the second level decides what parts of the subject are important⁶⁰. Therefore, the media agenda affects public agenda and therefore the public agenda affects the policy agenda. The editors and broadcasters play an important role as they go through their tasks in deciding and publicizing news⁶¹.

The government of Kenya embarked on a mission revolutionize the health sector in Kenya. The main agenda involved improving maternity, as well as infant health in the country which saw the government allocate additional funding which scrapped maternity fee in the hospitals and reduced infant mortality rates.

⁵⁹ Standard, T. (2014, November 16th). *standard newspaper*. Retrieved March 3rd, 2016, from Standard media group: <http://www.standardgroup.com>

⁶⁰ Rogers, J. (2001). *Mass media, mass culture*. Boston: McGraw.

⁶¹Ibid.

3.3 Role of Mass Media Reporting on Ebola in Shaping Opinions on Kenya's Tourism

Media report on health issues can be analysed according to two schools: a) whether media reports to mirror society or b) whether media reports to change society. The mirror analogy argues that media should just report the news as they unfold and they have no business in interpreting events for their audiences. In this regard, media does not take any moral ground to correct what it may perceive as unfair or unethical; instead, it is expected to act as a conveyor belt transmitting reports from the source to the recipient. On the other hand, the change analogy is based on the social responsibility theory of the media, which argues that media are part of the society as such have obligations and responsibility to keep the society cohesive and progressive. In order to do that, the media must interpret and contextualize events for their audience. This argument is based on Media's righteousness as agenda setters. The only way an actor can be allowed to set an acceptable agenda is only if that actor has mastery of the issues on which the agenda is being set and also that the actor exercises power over the audiences. The question is, does media always have adequate knowledge of the issues they report about and if not, on what bases can they claim the authority to set agendas?

These two opposing and actually contradictory schools on media have to a great extent determined the roles media take on various issues and in effect the amount of power media exercises over its audiences. The outbreak of Ebola virus disease attracted wide coverage and broadcast by various media houses both locally and internationally. The media set the agenda by reporting of the Ebola Virus Disease to the general public. The international media was accused of unbalanced and sometimes narrow reportage of the epidemic. There was a strong feeling from Africans and non-Africans that the international media broadcasted information to the world

made it appear that Ebola had affected the whole of Africa and not specifically the West Africa region with specific countries.

In addition, the wide coverage and broadcast by various local and international media houses created unnecessary fear due to the nature of the disease, its rapid spread, and the quick succumb to death and the fact that there exists no vaccine or drugs for the disease⁶². This is what created global panic forcing countries to institute travel advisories and intense border screening in various entry points such as the airports and ports preventive measures to avoid the spread of the disease in their countries. This had a negative effect on tourism and other sectors that relay on international tourists in most countries that were considered high risk areas. Kenya was considered an Ebola prone country thus the effects of Ebola in West Africa had an indirect effect on Kenya's tourism industry. Unfortunately, the social media spread of the message in an exaggerated manner and provided non-professional and even dangerous solutions making the situation out of control. All the same media coverage on the outbreak had positive effect in countries like Nigeria, Senegal, Ghana and Mali but had very little effect if any to those other affected countries due to collapse of socio-economy and food in-security.⁶³

Geographical and cultural proximity usually affects the selection of news stories, and it is commendable that media mostly focus on domestic issues. Proximity can determine what stories are reported, omitted or just briefly mentioned this is because editors react according to their audiences' preferences. Therefore in 2014, West Africa was too far away for mainstream international media and this can explain the challenges of reporting Ebola by international media.

⁶²The Lancet .(2014). *The medium and the message of Ebola*. The Lancet 384: 9955.

⁶³ Ibid

Even when it reported, the stories were distorted making it appear as though the whole of Africa had been affected by the epidemic a factor which contributed to low tourist flows to African destinations including Kenya.

This definitely affected the tourism industry in countries that relied heavily on tourists from Western nations. For instance, Kenya is a country thousands of miles away from West Africa but some tourists still shied away from visiting Kenya for fear of contacting the Ebola virus. This affected the flow of people to and from Kenya thus negatively affecting revenue flows especially on industries such as tourism that relies heavily on external factors.

The outbreak of Ebola created euphoria in the social media emanating from non-professionals who created panic in these platforms exacerbating an already delicate situation. Travelers from Africa were viewed with skepticism and occasionally stigmatized especially in transit.⁶⁴ Most people from West Africa and in Africa generally were victimized in Diaspora due to exaggeration which originated from social media and mainstream media. Negative publicity tainted the image of most African countries which saw tourist arrivals dwindle significantly, which saw tourism decline in Africa generally.

⁶⁴ Ibid

CHAPTER FOUR

ANALYSIS OF KENYA GOVERNMENT PREPAREDNESS

4.1 Introduction

This chapter discusses the study findings through a critical analysis. The purpose of the study was to assess the impact of the outbreak of Ebola virus in West Africa on performance of tourism industry in Kenya (2014-2016). Data composed was collated and reports were produced. Findings from open-ended questions were also presented in prose. The researcher made use of frequency tables, figures and qualitative analysis to present data.

4.2 Respondents Bio-data

This section presents data on gender, job rank, duration they've worked in the organization and no. of employees' in the organization.

4.2.1 Gender

The study sought to establish gender of the respondents. The findings are shown in figure 4.1 below.

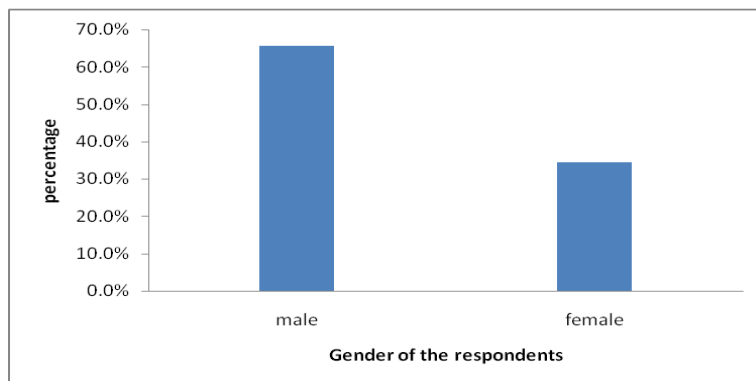


Figure 4.1 Gender

Figure 4.1 shows that majority of the respondents were males 65%, while 35% were females.

This implies that majority of the respondents were male.

4.2.2 Job Rank

Respondents were requested to indicate their job rank in the organisation. The findings were as indicated in the table below.

Table 4.1 Job Rank

	Frequency	Percent (%)
Top level manager	10	20
Middle level manager (departmental head)	12	24
Lower level manager (supervisor)	13	26
Normal employee	7	14
Casual employee	8	16
Total	50	100.0

From the table above, majority 26% of the respondents indicated their job rank as lower level managers (departmental head), 24% indicated middle level manager (departmental head), 20% indicated top level manager, 16% were casual employees while 14% indicated normal employees. This implies that majority if the respondents were lower level managers (departmental head).

4.2.3 Duration Worked In the Organization

The study further sought to establish how long the respondents had worked in their organization.

The findings are shown in the below

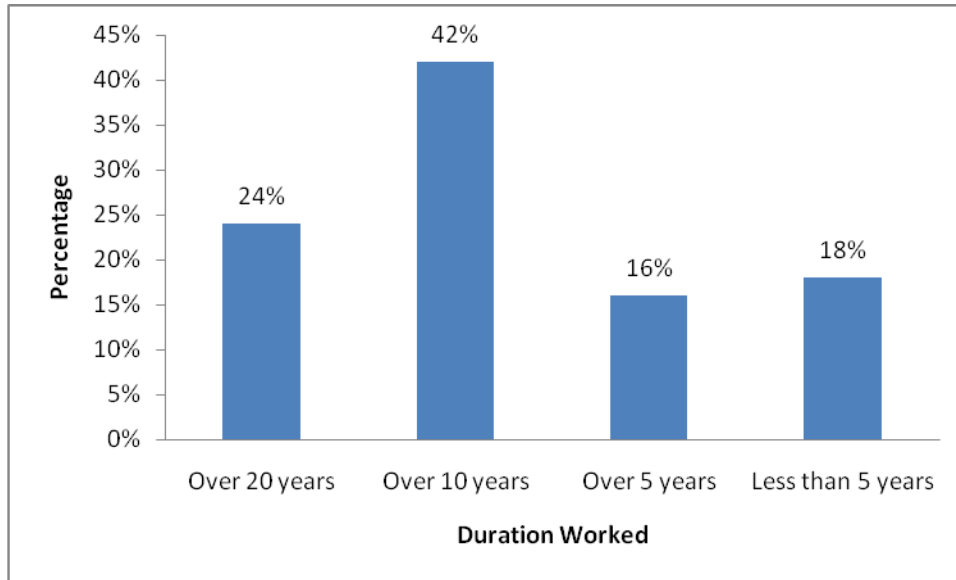


Figure 4.2 Duration Worked In the Organization

As per the findings illustrated above, majority (42%) of the respondents had worked in the organization for over 10 years, 24% for over 20 years, 18% less than 5 years and 16% had worked for over 5 years.

4.2.4 Employees in the organization

The study requested the respondents to state approximately how many employees there are in their organisation.

Table 4.2 Employees in the organization

	Frequency	Percent (%)
Over 1000 employees	8	16
Over 300 employees	15	30
Over 500 employees	10	20
Less than 300 employees	17	34
Total	50	100.0

From the study findings in the table above most (34%) of the respondents indicated there less than 300 employees, 30% indicated over 300 employees, 20% indicated over 500 employees and 16% indicated over 1000 employees. This shows that there less than 300 employees in the organization.

4.3 Economic Implication of Ebola Outbreak on Tourism Industry

4.3.1 Respondents Opinion on Economic Implication

Respondents were asked to state the extent to which they agreed or disagreed to the following statements in relation to economic impacts of Ebola outbreak on Kenya's tourism Industry. The findings were as shown below.

Table 4.3 Respondents Opinion on Economic Implication

Statement	Mean	Std. Deviation
Tourism is a major contributor to Kenya's GDP	4.16	1.124
Kenyan tourism is dependent on international factors	4.00	.791
A big number of Kenyan population is employed in the tourism sector	4.14	.866
There are other sectors in Kenya that depend on growth of tourism sector in Kenya	4.10	.872
Kenyan tourism sector highly relies on foreign tourists	3.90	1.195
Total	20.3	4.848
Average	4.06	0.96

From the findings, the respondents agreed that tourism is a major contributor to Kenya's GDP (Mean=4.16), this was followed by a big number of Kenyan population is employed in the tourism sector (mean=4.14), there are other sectors in Kenya that depend on growth of tourism sector in Kenya (mean=4.10). Respondents further agreed that Kenyan tourism is dependent on international factors (mean=4.00), Respondents had no opinion on Kenyan tourism sector highly relies on foreign tourists (mean=3.90). On (average=4.06) respondents agreed that there are economic implications of Ebola outbreak on Tourism Industry.

4.3.2 Effect of Ebola Virus in West Africa

The respondents were requested to indicate whether the outbreak of Ebola virus in West Africa has affected the Kenyan economy. The findings are as presented in the figure below

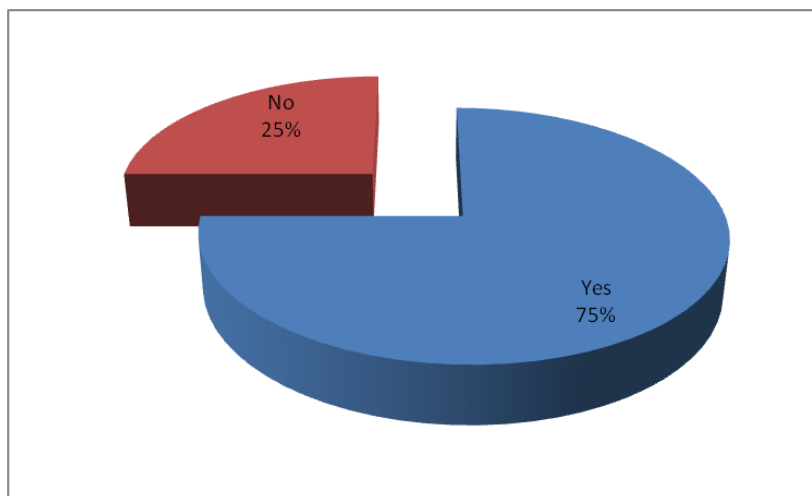


Figure 4.3 Effect of Ebola Virus in West Africa

As per the findings above, majority 75% of the respondents indicated the outbreak of Ebola virus in West Africa has affected the Kenyan economy, while 25% were of a contrary opinion. This depicts that the outbreak of Ebola virus in West Africa has affected the Kenyan economy.

Among the respondents who indicated yes, they revealed that for instance Kenya Airways had stopped flying to Sierra Leone and Liberia, two of the nation's that were worst affected by the Ebola outbreak in West Africa. The suspension caused substantial revenue losses to the airline and Kenya's wider economy was also affected by the outbreak, especially the tourism industry.

Commending on the effect of Ebola on tourism industry respondent P4 revealed:

“Many hotels had to lay-off some of their employees in order to cut-off their operating costs. The economic implication of this trend followed shortly as Kenya continued reeling from the effects of the outbreak. First, the reduced number of tourist arrivals led to reduced foreign exchange, the reduced influx of tourists adversely affected other businesses related to tourism like hotel industry, tour companies and other informal sectors affiliated to tourism like curio business.”⁶⁵

Those who stated no revealed that not a single case had been detected in the country, thus outbreak of Ebola virus in West Africa did not affect the Kenyan economy.

4.3.3 Knowledge of Ebola outbreak in West Africa

Respondents were requested to indicate how they learnt about the Ebola outbreak in West Africa.

Findings are as shown below.

Table 4.4: Knowledge of Ebola outbreak in West Africa

	Frequency	Percent (%)
Through media	20	40
Through government	18	36
Through friends	12	24
Total	50	100.0

⁶⁵ Interview Questionnaire for respondent P4

From the study findings, majority 40% of the respondents indicated they learnt about the Ebola outbreak in West Africa through the media, 36% indicated through the government and 24% stated through friends. This depicts that most respondents learnt about the Ebola outbreak in West Africa through the media. In line with the agenda setting theory, the media was able to influence perceptions of tourists coming to Kenya.

4.4 Impact of Media Reportage on Ebola

The study tasked the respondents to show the extent to which they agreed to the below statements regarding the impact of media reporting of Ebola on Kenya’s tourism industry.

Table 4.5 Impact of Media Reportage on Ebola

	Mean	Std. Deviation
Media reports on Ebola outbreak scared potential foreign tourists to Kenya	4.19	.639
The Media reports on outbreak of Ebola were very accurate	3.78	.527
Media reports on Ebola affected negatively the ranking of Kenya’s tourist attractions	4.08	.786
Media reports on outbreak of Ebola provided accurate information on the security of tourists in Kenya	4.00	.682
Media reports on outbreak of Ebola reduced Kenya’s foreign exchange earnings from tourism	4.15	.785
Total	20.2	7.062
Average	4.04	0.784

Respondents agree that media reports on outbreak of Ebola provided accurate information on the security of tourists in Kenya (mean=4.00). Respondents however had no opinion on the Media

reports on outbreak of Ebola were very accurate (mean=3.78). This depicts that media reporting on Ebola, had an impact on Kenya's tourism industry (Average=4.04).

There was a strong feeling that Media reports on Ebola outbreak scared potential foreign tourists to Kenya. According to respondent P40:

*'this is because most people who are not from Africa are under the misconception that Africa is one country hence all Africans either have contracted the virus or they have a higher chance of getting Ebola'*⁶⁶

4.5 Influence of Domestic Tourism on the Growth of the Tourism Industry

The study requested the respondents to state the extent to which domestic tourism influences the growth of tourism industry in Kenya.

4.5.1 Respondents Opinion on the Recent Campaign by the Government on Tourism

Respondents were requested to indicate whether, the recent campaigns by the government to encourage the growth of tourism have yielded the required results. Findings are shown below

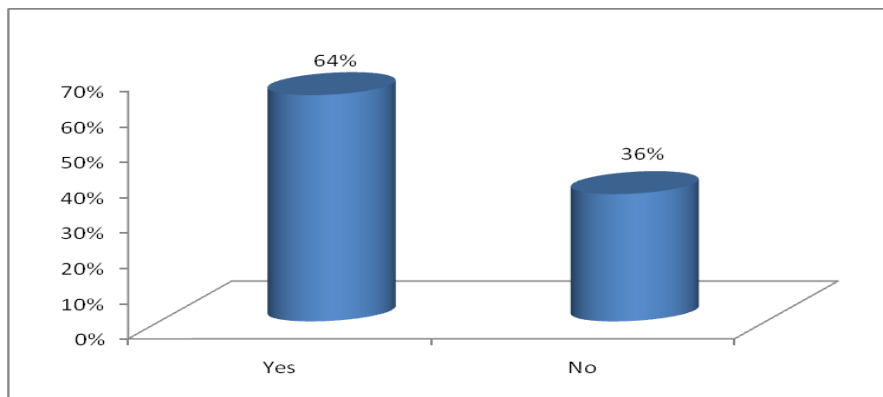


Figure 4.4 Respondents Opinion on the Recent Campaign by the Government on Tourism

⁶⁶ Interview questionnaire for respondent p40

According to the findings majority 64% of the respondents indicated the recent campaigns by the government to encourage the growth of tourism have yielded the required results while 36% were of a contrary opinion. This implies that the recent campaigns by the government to encourage the growth of tourism have yielded the required results.

4.5.2 Extent campaign has been instrumental

Among the respondents who indicated yes, the study requested them to state to what extent the campaign has been instrumental in encouraging domestic tourism.

Table 4.6 Extent campaign has been instrumental

	Frequency	Percent (%)
Very high extent	12	24
High extent	20	40
Moderate	6	12
Low extent	8	16
Very low extent	4	8
Total	50	100.0

The findings above show that majority 40% of the respondents indicated the campaign has been instrumental in encouraging domestic tourism to high extent, 24% indicated to a very high extent, 16% to a low extent, 12% to a moderate extent and 8% to a very low extent. This depicts that the campaign has been instrumental in encouraging domestic tourism to a high extent.

4.6 State of Kenya's preparedness to manage international health disasters

Credible reports show that money was allocated by the IFRC to supplement Kenya Red Cross efforts to deal with Ebola virus for a considerable time.⁶⁷ The areas that were to be given much emphasis included; Busia, Eldoret, Kisumu, Mombasa, Nairobi and Nakuru owing to their strategic positions and the large populations that reside in these areas. The Kenya Red Cross developed an Ebola Virus Disease contingency plan which focused on possible situations of the outbreak situation like suspected and confirmed death cases. This was in a bid to prepare and identify the risk factors of Ebola virus disease evolving in the country which might be brought about by population movement and interaction through immigration, commercial business transactions and the health workers with the capacity to respond to the situation.

The ministry of health on the other hand has a contingency plan in place to improve the level of preparedness activities on Ebola virus Disease. This includes capacity building initiatives for the health professionals to enable them carryout social mobilization sessions to the general public on the Ebola virus. In addition, Kenyatta National Hospital established two isolation centres for the management of suspected Ebola Virus Disease cases. The immigration department also embarked on strict surveillance activities at all the ports of entry like the busy Jomo Kenyatta International airport (JKIA)for the flights arriving from west African countries especially Nigeria. The World Bank has also been providing support in the production of information, education and communication materials for sensitization⁶⁸.

⁶⁷Gullet, A. (2014, September 23rd). *Daily Nation Newspaper*. Retrieved March 9th, 2016, from Nation Media Group: <http://www.nationmediagroup.com>

⁶⁸World Bank. (2014). *The economic impact of the 2014 Ebola epidemic: short and medium-term estimates for west Africa*. Washington D.C.: World Bank.

Respondents were asked to show the extent to which they agreed with the following statements with reference to state of Kenya’s preparedness to manage international health disasters. The findings are as shown below.

Table 4.7 State of Kenya’s preparedness to manage international health disasters

	Mean	Std. Deviation
Kenya has put in place efficient health institutions to manage outbreak of health disasters	2.82	.879
Disaster preparedness is one of the key pillars of Kenya’s tourism sector	2.45	.907
Previous health disaster outbreaks in Kenya were successfully managed	2.81	1.082
Kenya has put in place effective measures to mitigate the negative effect if Ebola outbreak on the tourism industry	2.99	1.038
Total	11.07	3.906
Average	2.76	0.9765

The findings show that majority disagreed that Kenya has put in place effective measures to mitigate the negative effect if Ebola outbreak on the tourism industry shown by a mean of 2.99. Respondents also disagreed that Kenya had put in place efficient health measures to manage outbreak of health disasters with a mean of 2.82.

4.7 The extent to which accessibility to healthcare facilities influences the growth of the tourism industry in Kenya

The study requested respondents to state the extent to which they felt accessibility to healthcare facilities influences the growth of the tourism industry in Kenya.

4.7.1 Influence of accessibility to healthcare on tourism

The research sought to find out the extent to which availability of health services influenced the tourism industry in Kenya. It established that there was significant influence on Tourism by the accessibility of health care services. This implies that the fact that Kenya health services are underdeveloped, media reporting on outbreak of Ebola reinforced tourists fear of contracting the disease and most of them avoided Kenya.

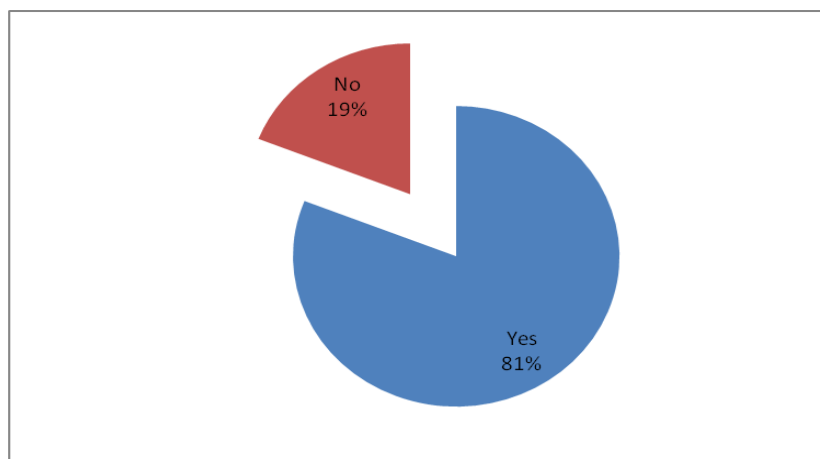


Figure 4.5: Influence of Accessibility to Healthcare on Tourism

As per the findings above, majority 81% of the respondents revealed that accessibility to healthcare facilities influences the growth of the tourism sector in Kenya while 19% were of a contrary opinion. This implies that accessibility to healthcare facilities influences the growth of the tourism sector in Kenya.

4.7.2 Extent Accessibility of Healthcare Has Influenced Growth in Tourism

Among the respondents who stated yes, the study requested them to state whether accessibility to healthcare has influenced the growth of the tourism sector in Kenya.

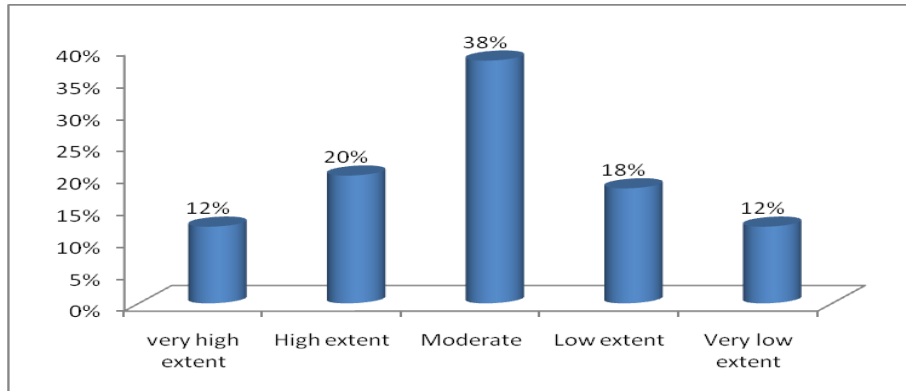


Figure 4.6: Extent Accessibility of Healthcare Has Influenced Growth in Tourism

From the study findings in the figure above most of the respondents 38% indicated accessibility to healthcare has influenced the growth of the tourism sector in Kenya to a moderate extent, 20% indicated to a high extent, 18% to a low extent and 12% to very high extent and very low extent each. This depicts that accessibility to healthcare has influenced the growth of the tourism sector in Kenya to a moderate extent.

4.8 Other Aspects Regarding Outbreak of Ebola Virus in West Africa

The study requested the respondents to state any other aspects that had not been touched on the effects of the outbreak of Ebola virus in West Africa on tourism industry in Kenya. Respondents revealed that Kenya is among the vast majority of African countries that didn't register even one case of Ebola. But it's still felt the impact of the outbreak more than 3,000 miles away. The perception is that Ebola is in Africa, so Africa has Ebola

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

This research sought to interrogate the impact of the outbreak of Ebola Virus Disease in West Africa on performance of the tourism industry in Kenya. The study was pegged on three specific objectives which are; the impact of the Ebola Virus disease on the tourism sector in Kenya, the role of the media in shaping the level of preparedness in Kenya and the level of preparedness in Kenya incase of an outbreak of Ebola Virus Disease in Kenya. To get comprehensive information, the researcher used a semi-structured questionnaire which was self-administered to 100 respondents.

From the findings, all the respondents concurred that the Ebola Virus Disease that broke out in West African countries of Sierra Leone, Guinea and Liberia left a huge trail of losses. These losses ranged from loss of lives, economic downturns as well as psychological trauma to the citizens of the affected countries. However, the respondents agreed that the impact of Ebola was not limited to the affected countries alone and so the pandemic became a matter of world concern due to the interconnectedness and interdependency among all the countries in the world. Majority of those interviewed indicated that they became aware of Ebola for the first time in 2014. In relation to this, the respondents also indicated that they felt that the level of preparedness through the measures undertaken by the government of Kenya were inadequate to insulate the country against any infection.

From the findings, it was evident that the effects of Ebola Virus in West Africa were felt in Kenya. Although the outbreak was thousands of miles away from the country, the trickle-down effect was almost equally felt in Kenya and other African countries. This can be attributed to the interdependence in trade between Kenya and West Africa. According to the World Health Organization (WHO) report, Kenya became vulnerable to Ebola infection owing to the 76 flights that arrived in the country from West Africa. This highly affected the tourism sector due to the travel advisories that followed this. The hotel industry was badly affected as many hotels registered low bed occupancy and general bookings. Equally affected were other businesses that highly depend on the tourism sector like tour companies and curio businesses. Consequently, many hotels had to lay-off some of their employees in order to cut-off their operating costs.

The economic implication of this trend followed shortly as Kenya continued reeling from the effects of the outbreak. First, the reduced number of tourist arrivals led to reduced foreign exchange, the reduced influx of tourists adversely affected other businesses related to tourism like hotel industry, tour companies and other informal sectors affiliated to tourism like curio business. The government highly lost owing to the reduced economic activities which indicated that there was a gross reduction in tax revenue. The large population laid off from employment also lowered the standards of living for the citizens. Therefore, the outbreak had far-reaching implications than just the tourism sector only. On the other hand, the government was also forced to divert some of her resources towards instituting measures to ensure preparedness in case of an outbreak.

The media both locally and internationally played a significant role during the outbreak. Many Kenyans had never heard of Ebola and therefore they heard about it for the first time over the media. The media created awareness to the Kenyans who had never heard about this pandemic. Secondly, the government should always create confidence within the citizens about the spread. The citizens were well informed about the huge loss that the outbreak was causing in the affected countries. In relation to this, the media was also instrumental in disseminating information about the measures that the government was taking to ensure that the country was prepared in case of any outbreak. Therefore, the government used the media to communicate to the citizens about the measures it has taken to respond to any possible outbreak. The media also played agenda setting role. Through frequent reporting, the government was forced to institute the necessary steps for preparedness. Therefore, the media was instrumental in triggering action from the government.

Due to limited experience, the government worked in collaboration with Kenya Red Cross. This was to ensure that the epidemic was well contained in case there was any reported infection. There was need to set up an isolation ward at Kenyatta National Hospital while at the same time keeping strict surveillance at all border entry points to keep off any victims entering the country. Thorough training had to be given to enable personnel engage in sensitization of the public as well as dealing with any reported case of infection in the country. Resources had to be invested heavily in order to ensure that any reported cases could be dealt with. Due to widespread geographical cover the disease reached, the international community proposed a number of interventions to contain the epidemic.

5.1.1 Economic Implication of Ebola Outbreak on Tourism Industry

The study further found that majority 75% of the respondents indicated the outbreak of Ebola virus in West Africa has affected the Kenyan economy, while 25% were of a contrary opinion. This depicts that the outbreak of Ebola virus in West Africa has affected the Kenyan economy. Among the respondents who indicated yes, they revealed that for instance Kenya Airways had stopped flying to Sierra Leone and Liberia, two of the nation's that were worst affected by the Ebola outbreak in West Africa.

The suspension caused substantial revenue losses to the airline and Kenya's wider economy was also affected by the outbreak. One respondent revealed many hotels had to lay-off some of their employees in order to cut-off their operating costs. The economic implication of this trend followed shortly as Kenya continued reeling from the effects of the outbreak. First, the reduced number of tourist arrivals led to reduced foreign exchange, the reduced influx of tourists adversely affected other businesses related to tourism like hotel industry, tour companies and other informal sectors affiliated to tourism like curio business. Those who stated no revealed that not a single case had been detected in the country, thus outbreak of Ebola virus in West Africa did not affect the Kenyan economy.

5.1.2 Impact of Media Reportage on Ebola

The study established that majority of respondents agreed that media reports on Ebola outbreak scared potential foreign tourists to Kenya with a mean of 4.19. Respondents further agreed that media reports on outbreak of Ebola reduced Kenya's foreign exchange earnings from tourism.

5.1.3 Influence of Domestic Tourism on the Growth of the Tourism Industry

The study found that majority 64% of the respondents indicated the recent campaigns by the government to encourage the growth of tourism have yielded the required results while 36% were of a contrary opinion. Further majority 40% of the respondents indicated the campaign has been instrumental in encouraging domestic tourism to high extent, 24% indicated to a very high extent, 16% to a low extent, 12% to a moderate extent and 8% to a very low extent.

5.1.4 State of Kenya's preparedness to manage international health disasters

The study established majority of respondents disagreed that Kenya had put in place effective measures to mitigate the negative effect if Ebola outbreak on the tourism industry with a mean of 2.99. In addition respondents disagreed that disaster preparedness is one of the key pillars of Kenya's tourism sector with a mean of 2.45.

5.1.5 The extent to which accessibility to healthcare facilities influences the growth of the tourism industry in Kenya

The study also found that majority 81% of the respondents revealed that accessibility to healthcare facilities influences the growth of the tourism sector in Kenya while 19% were of a contrary opinion. This implies that accessibility to healthcare facilities influences the growth of the tourism sector in Kenya. The study also found that most of the respondents 38% indicated accessibility to healthcare has influenced the growth of the tourism sector in Kenya to a moderate extent, 20% indicated to a high extent, 18% to a low extent and 12% to very high extent and very low extent each. Respondents revealed that Kenya is among the vast majority of African countries that didn't register even one case of Ebola. But it's still felt the impact of the

outbreak more than 3,000 miles away. The perception is that Ebola is in Africa, so Africa has Ebola.

5.2 Conclusion

The study concludes that there are economic implications of Ebola outbreak on Tourism Industry. As a result of the losses occasioned by the Ebola Virus Disease, as well as the related mortality and morbidity, economic activity shrunk. This contraction reflects multiple cross-currents some of which include; falling sales in markets and stores, lower activity for restaurants, hotels, public and slowing activity among foreign companies as many expatriates leave, with a knock-on felt in lower demand for some services. The Ebola virus outbreak reduced Kenya's revenues and increased her expenditure, especially in the health sector. The respondents agreed that tourism is a major contributor to Kenya's GDP. Further they stated the country also saw a loss in hundreds of thousands of jobs in the sector. In this line, the Ebola crisis reduced revenue through cuts in economic activities and employment, and a reduction in tax compliance.

The country resorted to external support to bridge the financing gap. Inflationary pressures mounted as the crisis spread, hence undermining competitiveness for businesses and traders and reducing households' purchasing power. External assets were substantially reduced and local currencies depreciated as foreign trade tumbles and demand rises for dollars. Countries' currency reserves have also been hit.

5.2.1 Economic Implication of Ebola Outbreak on Tourism Industry

The study concludes that there are economic implications of Ebola outbreak on Tourism Industry. The respondents agreed that tourism is a major contributor to Kenya's GDP. Further they stated the country also saw a loss in hundreds of thousands of jobs in the sector.

5.2.2 Impact of Media Reportage on Ebola

Media coverage on the contagiousness and state of no vaccine increased the already existing fear, which further led to the isolation of West African countries. Majority of the Western media houses painted a grim picture of the situation in the affected countries terming the disease as more potent than it ought to be. Medical practitioners from other regions of the world shunned to offer their services to Ebola hit countries, consequently increasing mortality rates exponentially.

5.2.3 Influence of Domestic Tourism on the Growth of the Tourism Industry

The study concludes that majority of the respondents indicated the recent campaigns by the government to encourage the growth of tourism yielded the required results while 36% were of a contrary opinion. Further the study concludes the campaign has been instrumental in encouraging domestic tourism to high extent.

5.2.4 The extent to which accessibility to healthcare facilities influences the growth of the tourism industry in Kenya

The study also concludes that accessibility to healthcare facilities influences the growth of the tourism sector in Kenya. Further accessibility to healthcare has influenced the growth of the tourism sector in Kenya to a moderate extent. One respondent stated according to the World Health Organization (WHO), Kenya became vulnerable to Ebola infection owing to the 76 flight that arrived in country from West Africa. This highly affected the tourism sector due to the travel advisories that followed this. The hotel industry was badly affected as many hotels registered low bed occupancy and general bookings. Equally affected were other businesses that highly depend on the tourism sector like tour companies and curio businesses.

5.3 Recommendations

- I. Disaster preparedness should feature predominantly in all risk analysis frameworks developed by states to contain contagious diseases. They should be tested and evaluated occasionally by designating relevant response teams which are equally equipped and funded. This should be done at both national and county level.
- II. All relevant authorities should work with mutual harmony to create vaccines in effort geared towards eliminating the pandemic from the world as it was done with the other killer diseases which affected the world before. Some cultural practices and beliefs which contribute to the spread of these diseases should be abolished. This may involve services of Anthropologists

5.4 Recommendations for further study

This research study recommends that further research needs to be undertaken to establish the economic cost that Ebola implicated on Kenya. In addition further research is essential to evaluate Kenya's preparedness to manage health disasters, with a view to mitigating its advance effect on performance of tourism industry in Kenya.

REFERENCE

APPENDIX I: Questionnaire.

INTRODUCTORY REMARKS

Dear Respondent,

I am Everlyne Partoip, a student at the Institute of Diplomacy and International Studies, University of Nairobi. I am currently undertaking my research project as a requirement for award of the degree of Master of Arts in International Studies. The study is on the effects of the outbreak of the Ebola virus in West Africa on tourism industry in Kenya.

The findings and recommendations of the study will contribute to the knowledge base about the effects that the outbreak of Ebola virus in West Africa had on the tourism industry in Kenya. Therefore, I would like to collect data that will assist in accomplishing the objectives of this study. Kindly answer the question by ticking and/or explaining. Your contribution will be much appreciated and the information provided will be treated with utmost confidentiality.

PART A: RESPONDENTS' BIODATA.

i).What is the name of the organization you work with?

.....

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

Male

Female

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

Top level manager

Middle level manager (Departmental head)

Lower level manager (supervisor)

Normal employee

Casual employee

iv).How long have you worked with this organization? (Please tick in the boxes provided).

Over 20 years

Over 10 years

Over 5 years

Less than 5 years.

v). Approximately how many employees are there in your organization?

Over 1000 employees

Over 300 employees

Over 500 employees

Less than 300 employees

PART B: The economic implications of Ebola outbreak on tourism industry in Kenya.

i). On a scale of 1-5 where; 1-Strongly Disagree, 2- Disagree, 3- No Opinion, 4- Agree, 5- Strongly Agree, indicate whether you agree with the following statements on the economic implications of Ebola outbreak on tourism industry in Kenya.

	Statement.	1	2	3	4	5
1.	Tourism is a major contributor to Kenya's GDP.					
2.	Kenyan tourism is dependent on international factors.					
3.	A big number of Kenyan population is employed in the tourism sector.					
4.	There are other sectors in Kenya that depend on growth of tourism sector in Kenya.					
5.	Kenyan tourism sector highly relies on foreign tourists.					

ii). Do you think the outbreak of the Ebola virus in West Africa has affected the Kenyan Economy?

Yes

No

If yes, explain.....

.....

.....

If no, explain

.....

.....

iii) How did you about the Ebola outbreak in West Africa?

- a) Through media
- b) Through government
- c) Through friends
- d) Others (specify)
- e) i). On a scale of 1-5 where; 1-Strongly Disagree, 2- Disagree, 3- No Opinion, 4- Agree, 5- Strongly Agree, indicate whether you agree with the following statements on the economic implications of Ebola outbreak on tourism industry in Kenya.

	Statement.	1	2	3	4	5
1.	Tourism is a major contributor to Kenya's GDP.					
2.	Kenyan tourism is dependent on international factors.					
3.	A big number of Kenya population is employed in the tourism sector.					
4.	There are other sectors in Kenya that depend on growth of tourism					

	sector in Kenya.					
5.	Kenyan tourism sector highly relies on foreign tourists.					

PART C: The impact of media reporting of Ebola on Kenya’s tourism industry.

i). On a scale of 1-5 where; 1-Strongly Disagree, 2- Disagree, 3- No Opinion, 4- Agree, 5- Strongly Agree, indicate whether you agree with the following statements on the impact of media reporting of Ebola on Kenya’s tourism industry.

	Statement.	1	2	3	4	5
1.	Media reports on Ebola outbreak scared potential foreign tourists to Kenya.					
2.	The media reports on outbreak of Ebola were very accurate.					
3.	Media reports on Ebola affected negatively the ranking of Kenya’s tourist attractions.					
4.	Media reports on outbreak of Ebola provided accurate information on the security of tourists in Kenya.					
5.	Media reports on outbreak of Ebola reduced Kenya’s foreign exchange earnings from Tourism.					

PART D: The extent to which domestic tourism influences the growth of the tourism industry in Kenya.

In this section, please indicate to what extent you feel domestic tourism influences the growth of tourism.

i). Do you think the recent campaign by the government to encourage the growth of tourism has yielded the required results?

Yes

No

ii). If yes, to what extent has the campaign been instrumental in encouraging domestic tourism?

Very high extent

High extent

Moderate

Low extent

Very low extent

PART E: State of Kenya's preparedness to manage international health disasters.

i). On a scale of 1-5 where; 1-Strongly Disagree, 2- Disagree, 3- No Opinion, 4- Agree, 5- Strongly Agree, indicate whether you agree with the following statements on the state of Kenya's preparedness to manage international health disasters.

	Statement.	1	2	3	4	5
1.	Kenya has put in place efficient health institutions to manage outbreak of health disasters.					
2.	Disaster preparedness is one of the key pillars of Kenya's tourism sector.					
3.	Previous health disaster outbreaks in Kenya were successfully managed.					
4.	Kenya put in place effective measures to mitigate the negative effect of Ebola outbreak on the tourism industry.					

PART F: The extent to which accessibility to healthcare facilities influences the growth of the tourism industry in Kenya.

In this section, please indicated to what extent you feel accessibility to healthcare facilities influences the growth of the tourism industry in Kenya.

i). Do you think accessibility to healthcare facilities influences the growth of the tourism sector in Kenya?

Yes

No

ii). If yes, to what extent do you think the accessibility to healthcare has influenced the growth of the tourism sector in Kenya.

Very high extent

High extent

Moderate

Low extent

Very low extent

PART G: Please state any other aspect which you think has not been touched on the effects of the outbreak of Ebola Virus in West Africa on Tourism industry in Kenya.

1.....

2.....

3.....

4.....

5.....

6.....

Thank you for your participation.