



SPORTS AND ATHLETICS AS AN EMERGING FRONTIER IN ECONOMIC DEVELOPMENT IN KENYA

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ABSTRACT

- Sports are important both to individual health and economic development in Kenya.
- Kenya is known for its prowess in the mid and long distance athletics.
- The paper is a descriptive-survey based on empirical data.
- Findings shows sports as vital economic frontier .



1.0 INTRODUCTION

1.1. Definition: Sports

- "...as all forms or physical activities that contribute to physical fitness, mental well being and social interaction, such as play, recreation, organized or competitive sport, and indigenous sports and games."
(UNESCO, 2003).



1.0 INTRODUCTION CONTD...

1.2 Statement of the Problem

- A couple of sports discipline have not been properly utilized as a major contributor to the economic development in Kenya and other developing countries e.g. Athletics, Rugby, Soccer, Cricket, Golf etc.



1.0 INTRODUCTION CONTD...

1.3 Objectives

- To ascertain the extent to which the sports and athletics contribute to the process of economic development in Kenya.
- To analyze the role played by the sportsmen and sportswomen towards economic development in Kenya.



2.0 LITERATURE REVIEW

2.1 Role of Sports:

- a) **Sports in instilling values:** Build physical and emotional health.
(Birrell, 1981)
- b) **Sport as people-place bond:** powerful unifying tool for warring communities.
- c) **Sport as a patriotic sentiment:** rallying national patriotism in global competition.
(Zanden, 1990)



2.0 LITERATURE REVIEW

CONTD...

- d) **Sport and gender roles:** Both men and women compete to prove their masculinity / femininity.
- e) **Sport and economic development:** Hosting of global sports events spur development in other economic sectors e.g. infrastructure, tourism, transport, security etc.

(Zanden, 1990)



3.0. METHODOLOGY

- **Research method:** descriptive-survey study based on empirical data between 2010 and 2013.
- **Data Sources:** Newspapers, sports journals, Sport articles.
- **Analysis:** Narrative of key themes



4.0 FINDINGS & DISCUSSION

4.1 Sport for Economic Development

- Sports can be used in different ways and/contexts to achieve the following:
 - a) Building strong communities e.g. cohesion, role models.
 - b) Reducing crime and antisocial behavior e.g. drug abuse, immorality etc.



4.0 FINDINGS & DISCUSSION

CONTD..

- c) Reducing barriers to regular participation for marginalized groups e.g. disabled and voiceless in society.
- d) Education in healthy and well is being e.g. physical education improves learning capacity.



4.0 FINDINGS & DISCUSSION

CONTD..

Challenges in Sports

- a) It can be a source/avenue to instigate violence, corruption, hooliganism, nationalism, doping and fraud.
- b) It expounds incidences of racial discrimination.



5.0 CONCLUSION

- ✓ Sport is a useful tool for inspiring, attracting, mobilizing resources and empowering others which is precursor for economic development.



RECOMMENDATIONS

- ❑ Developing countries e.g. Kenya should invest in sports infrastructure/facilities.
- ❑ Develop policies that ensure transparency and accountability in management of sports, promote and tap best sports talent.
- ❑ National interests should supersede individual interests in sports management.
- ❑ Government to ensure political stability and security prevails.



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THANK YOU
GOD BLESS YOU