



ANALYSIS OF COMPETITIVE ADVANTAGES OF KENYA'S SPORTS INDUSTRY

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ABSTRACT:

Kenya is known globally as a sport power house due to its consistent exemplary performance in the regional and global competitions in various sports disciplines such as athletics and ball games. However, competition from other countries is increasing and more particularly in the middle- and long-distance athletics, where Kenya has traditionally dominated. This article sought to dissect into the competitive of advantages of the Kenya's Sports Industry by analysis of Kamenju et al (2016) journal on physical education and sports development and engagement of relevant literature. Kamenju et al found out that a number of factors distinguishes Kenya's sports industry relative to the rest of the world on matters sports development and may be responsible for the good track record of Kenya's sports performance. These factors include trained sports personnel; presence of legal framework for sports development, diversification into various spots disciplines, rich sports history and sports tourism enactment of sports act 2013, enactment of sports laws.

KEYWORDS: *Sports Act 2013*

INTRODUCTION

Kamenju et al (2016) highlighted the factors that have influenced the development of physical education and sport in Kenya in the 21st century. These factors include the new devolution principles of the Constitution, the newly adopted law on sports (Sports Act 2013) and structures establishment under this act, expanded sports training and education, globalization and technological milestones, doping, sports tourism as well as the country's social-economic and health statuses. Kamenju et al gives an insight on the past and recent development in the sports industry and the foreseeable future. The article further gives



crucial information that can be advanced and expanded to generate competitive advantages of Kenya's sports industry.

Kenya is internationally renowned for her sporting prowess, Wekesa (2016). It has won impressive local and international accolades. Further, Kamenju et al (2016) noted that exemplary performances have been recorded at global level with the country's middle- and long-distance athletes consolidating their dominance in the world major competitions with amazing consistency. Sports industry is dynamic and Kenya must position herself strategically so as to ensure sustainable success at international competitions. Strategic management practices seek to reinforce industries in standing firm amidst unfavorable economic conditions, and turbulent internal and external conditions. Mwisukha and Mukolwe (2015) emphasizes the need for the country to keep pace with the ever changing and challenging sports scene by regular review of policies, practices and procedures that are crucial to the development of sports. Kamenju et al (2016) posits that notable achievements have been made in the early 21st century in the development of Sports in Kenya. It's on the strength of these achievements that the article Kamenju et al will be analyzed and findings expanded and advanced to determine Kenya's sports industry competitive advantages. This include but not limited to trained sports personnel, presence of legal framework for sports development, diversification into various sports disciplines, rich sports history and sports tourism, enactment of sports laws and the constitution of Kenya 2010 and vision 2030.

i. trained sports personnel

Beashel & Taylor (1992) argues that sports have become highly competitive and should be managed by people who have the necessary expertise in the field. Further, Hu et al (2016) established that there has been renewed efforts to review different sports federations and organization to ensure the officials therein have technical, managerial and relevant trainings. Empowerment of Sports personnel is key in promoting Sports Development. Kamenju et al (2016) observed that there has been witnessed expanded training and education in the field and that more institutions of higher learning have launched academic



programs in or related courses. Training of sports personnel imparts relevant skills and knowledge necessary for prudent sports management and success in competitions. Mwisukha & Mukolwe (2015) posits that embarking on training local personnel has shifted the industry from the medieval overreliance of foreign talents which would not only be expensive but also a denial of the local people a chance to administer their own affairs in the most responsive. There is need for Kenya to invest in the training of sports personnel in order to guarantee good world ranking in various sports disciplines.

ii. Presence of Legal Framework for Sports Development

Creation of a conducive legal environment for the promotion of sports is necessary to govern and regulate the industry. Enactment of the Sports Act 2013 provided a legal environment upon which sports talents can be nurtured and managed. However, Kamenju et al (2016) noted that the framework for implementation of the recently enacted Sports Act 2013 should ensure broad participation by stakeholders in matters sports and related fields. Most of the created sports Semi-autonomous government institutions are yet to get fully operational and contribute to the sports talent development. All the responsible authorities should ensure all sports organizations are operationalized.

iii. Diversification into various Sports Disciplines

Exemplary performances have been recorded at global level with the country's middle- and long-distance athletes consolidating their dominance in the world major competitions with amazing consistency, Kamenju et AL (2016). Kenya is not only making impressive performance in Athletics but also in other sports. The country has achieved a lot of success in sports such as Tennis, Swimming, Volleyball, Hockey and Rugby, her most remarkable success has been in track and field (athletics). Recently, Kenya's interest in penetrating to these contests has increased by diversifying the minor sports to increase the probabilities of winning the competitions (Kisuu, 2016). Other notable outstanding global performances have been registered by Kenyan Rugby Sevens, and an increasing number of professional footballers excelling in international and professional league home and abroad, Daily



Nation, (2010). Serena's second charity mission in Kenya. February 22 2010. (Online). Kenya needs to diversify further into other less participated sports disciplines to add into her current medal list from victories in regional and international competitions.

iv. Rich Sports History and Sports Tourism

Kamenju et al (2016) stated that Sports tourism, sports charity and sports philanthropy are some of other trends that are emerging. Wanderi (2006) found out that various indigenous traditional sports have prevailed in Kenya as part of the communities' culture and a way of life since the history of mankind. With world renown sports super stars such as Serena Williams, Samuel Eto'o, Usain Bolt, Cristiano Ronaldo visiting the country and /or launching their separate initiatives in education, health care, conservation and other social-economic programmes, Daily Nation, (February 22 2010). Maasai Cricket Warriors team which is made of Morans promotes cultural relations by staging sports while clad in traditional regalia, and educating the local communities on serious problems such as Aids and female genital mutilation, British Broadcasting Corporation, 14 Jul 2015. There is need to empower local communities to promote and preserve traditional sports to promote sports tourism.

v. Enactment of Anti- Doping Laws

The need for regulation is informed by the desire to protect the health of athletes, to protect the spirit of sport and to protect Kenya's reputation as a top sporting nation, Wekesa (2016). There is need for a legal framework to protect Kenyan Athletes from seeking an undue advantage by use of banned substances. Several cases of alleged doping have emerged in local and international media, Guardian 17th November 2015. Report by the World Anti-Doping Agency, between the years 2014 to 2018, Kenya's 138 athletes tested positive for performance-enhancing substances, Wekesa, (2016). Kenya passed new anti-doping legislation, in a bid to comply with International standards amid fears its athletes could be banned from participating in the Olympic games in Rio, Guardian June 23, 2013. This paper proposes more facilitation for the Anti-Doping Agency of Kenya (ADAK) to mitigate the increasing cases of Kenyan Athletes testing positive for use of banned substances.



CONCLUSION

Based on Porter's (1996) convictions, Kenya's competitive advantage extracts from a broad range of benefits sports industry accrues not only to active participants but also to the entire economy. Sports industry integrates various economic activities which require sports as the input such as sport clubs, sport event organizers, public spot venues and sport equipment sales among others. The multiplier impacts of sports is felt on training sector, hospitality sector and media coverage. Kenya has a favorable legal and institutional framework to advance and maintain her impressive performance at International Sports competitions. However, more training of sports personnel, review and operationalization of sports laws, diversification into other sports disciplines and facilitation of sports institutions will sustain and promote sports industry development.

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