

VIOLENT EXTREMISM AND PERFORMANCE OF TOURISM IN KENYA'S COASTAL REGION

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ABSTRACT

This study examined the violent extremism in the coast region and the effects on tourism performance in Kenya. The three specific objectives were the effects of violence extremism on infrastructure destruction, effects of violence extremism on loss of human resource and effects of violence extremism on economic growth disruption on tourism performance in the coastal region. The theories were instrumental theory of terrorism, the rational choice theory and game theory. The population of study comprised of stakeholders in the tourism sector in the coastal region. The sampling method used was quota sampling utilizing simple random sampling. Validity was ascertained by conducting a pilot study. Data was collected using semi structured questionnaires from a sample of 110 respondents selected hotel owners or managers and employees working in the selected hotels and the response rate was 101. The quantitative data was analyzed through SPSS version 22. It was established that violence extremism had affected coastal community ways such as keeping grudges, fighting and high level of human loss had led to trauma and hesitance. It had led to loss of human capital through general loss of life and high health complications for workers. There were issues of physical disabilities of human. The physical infrastructures had been destroyed too. Some had been burnt down, damaged or even blown off completely. Violence had also led to economic growth disruptions spoilage of powers systems and various destruction of water supply systems and sewerages. Roads and transport systems had been destroyed too not leaving school and police stations and shopping centers being bombed, rooted or destroyed. Violence extremism had deteriorated growth of the businesses in the area since some businesses closed down while others were destroyed to a level of not operating in full capacity. There was low productivity among the employees. Many times, due to tourists there was low transportation within the region. Demand and supply of services and items had gone down. It was noticeable that tourist in the country had reduced. Violence had led to poor profitability in businesses and it was linked to demotivation of employee at low extent. Significant influence existed between violence extremism and tourism performance in coastal region and economic growth disruption. The findings from this study would be useful by tourism practitioners, the government, especially ministry of tourism, and the academia community. It was crucial for the county and also ministry of tourism to review on the violence precautions measures that had been put in place and their level of effectiveness. Such measures should be constantly updated to curb any emerging schemes of violence. New strategies should be development on strict measures to adhere to security checks should be enforced. Then county can provide subsidies on the reconstructions of such premises. Where possible for cases of public like schools, Market or police station the county officials can seek funding or donations to help restore them. While, the businesses are affected leading to declined economic growth can be offered boosters like donor funding to help bring them to existence. Also, there should be violence supportive clauses on the insurance policies held against violence.

Key Words: Violence Extremism, Infrastructure Destruction, Human Resource, Economic Growth

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INTRODUCTION

Globalization has seen unprecedented upsurge in the 21st century leading to increased connectivity of countries in different regions. The interconnectivity among different nations has particularly been aggravated by the advancements in communication and transport leading to increased interconnectedness among different countries and continents. The outcome has been the decimation of national boundaries leading to the creation of an international community. Global travel is now the life for many people, either for business or leisure. This has also created a loophole for unwanted activities such as terrorism, human trafficking, drug smuggling, money laundering and many other crimes (Diriye, 2015).

The threat of violence has been a global concern for many countries. Enders, Sandler and Parise (1992), are the pioneers in the study of violence extremism on tourism. Their study, based in the European context, covered several member countries of the EU using data for the years 1974 to 1988. Their conclusion was that terrorism greatly impedes the progress of tourist activities and revenues obtained from tourism in the EU region. This is especially supported strongly by the fact that tourists are risk averse hence readily substitute their destinations to others in relation to terrorism risk levels. In a different study by Robbin (2012), concluded that the tourism sector in the EU countries has progressively suffered a serious dent as a result of terrorism incidences. Through a study on Greece, Israel, and Turkey, Drakos and Kutan (2003), concluded that geographical incidences of terrorism attacks lead to substitution effect of one country to another, with tourists opting for safer destinations.

In the recent past, Kenya has experienced major violence extremism that led to major destructions and loss of human live and property. For instance, the 2013 attack on the Westgate Mall that resulted in loss of 67 lives. Violence extremism have been having been witnessed across the country in several counties including Nairobi which has recorded at least 76 cases, Garissa with recorded 53 attacks, Mandera 50 cases, Mombasa 27 cases, Wajir 23 cases, and Daadab 17 cases. The 2015 attack on Garissa University College is regarded one of the deadliest in the recent past as it left 148 students dead while 79 others were injured (Nyongesa, 2019). Conservative estimates indicate that terrorism activities in Kenya have contributed to the loss of more than 2,500,000 jobs at the height of continued attacks in the country by Alshabaab terror group.

The tourism sector delivers economic growth especially for developing countries. The sector boosts employment of global economy and international cooperation among different nationalities. The past few decades have witnessed a massive growth in terms of the tourism sector through contributions in the development of the international and domestic travel. The tourism sector alongside the related industry is one of the fast growing industry not only in Kenya but also globally. The sector is service oriented thus the heavy linkage to other industries such as transportation and travel (Sharples, 2012).

Kenya's rating in the tourism sector is unrivaled in the SSA region. Some of the key attractions are National Reserve and National Park, the Savannah, the Great Rift Valley, lake lands, and various wildlife such as the big five. The country recorded over 2 million new visitors in the year 2019 (Kenya Tourism Sector Performance Report 2019). The receipts form the new arrivals for the year 2019 recorded a growth of 3.9% compared to the previous year. Some of the factors that contributed to the increase in new arrivals included decreases in terrorism attacks, since the year only recorded one major attack on Dusit2 in January that year. Other factors included continued political stability within the country, direct flights between Nairobi and Paris, direct flights with Qatar Airways, increased flights to Kenya by Ethiopian Airlines, and the commencement of direct flights between New York and Nairobi (Kenya Tourism Sector Performance Report, 2019).

violence extremism and tourism are two parallel occurrences that cannot exist together under whatever circumstances. Whereas tourism is a perfect representation of delightful living, in pursuit of pleasure, leisure, relaxation and all good things associated with living a fulfilling life, terrorism on the opposite connotes death, horror, bloodshed, annihilation, suffering and all negative aspects of struggle. Terrorism has serious advance

effects on tourism since it greatly interferes with the security of the tourists. Security needs supersede leisure needs in hierarchy of needs by Maslow. Thus, in situations where the security need of the potential tourists is compromised, the effect is almost immediately felt in terms of almost zero tourists' numbers in the affected regions.

Extremists and the related acts of terrorism spread fast not only in the specific regions where the activities take place but also in the regions neighboring to the affected areas. It has been a practice for heightened vigilance by tourists and their home countries to issue travel advisories to their citizens against countries and regions susceptible to violence extremism. The consequent outcome of such advisories has been a major decline in tourist numbers in the blacklisted tourist destinations. Reductions in tourist numbers has the direct effect of reducing revenues and loss of jobs for the stakeholders. The level of economic decline as a result of reductions in tourists' numbers for a region is dependent on the extent of diversification on the economy. This implies that a highly diversified economy might suffer insignificant economic decline compared to one that depends on tourism to a great extent. Unfortunately, most developing countries do not have well diversified economies which makes them highly susceptible to dire outcomes in the event of terrorism attacks.

Problem Statement

Violence extremism is impediment to the growth of the tourism not only in Kenya but also globally. Empirical literature on terrorism and tourism performance have delved into aspects of terrorism effects on the tourism. Kenya has experienced numerous cases of violence extremism over the last few decades, with an upsurge in the last one decade. The surge in violence extremism has stemmed from the war against the Alshabaab terror group based in Somalia. The war against this terror group has resulted in deaths of at least 1500 people and the wounding of about 6,000 others.

Tourism is a global economic activity that has enabled many countries to earn foreign exchange hence boosting their economies, especially through improvements on the balance of payment. International tourism has been a major source of employment creation either directly or indirectly. Consequently, the Kenyan government has increasingly invested in the tourism sector to attract more tourists into the country. The coastal region of Kenya is a major tourist destination for both local and international tourists. The region has previously faced terrorism attacks that have significantly inflicted fear on potential visitors greatly affecting the tourism sector. Existing studies on terrorism effects on tourism have majorly focused on developed countries, whose economies are well diversified with tourism sector contributing minimally. Indeed, studies terrorism impact on tourism in Kenya have ideally looked at the few aspects including tourists' behavior and effects on the economic growth (Asami, 2015; Njoya et al., 2022). Other studies have looked at specific regions such as Garissa County (Nyongesa, 2019), which does not have many tourist destinations.

There are no current studies devoted to the terrorism extremism on tourism performance in the coastal region. Specifically, the attack history risk of the coastal region, existing destination image of the region, and the proximity to Somalia have received no attention in the existing empirical studies. The empirical literature also fails to recognize the important role destinations that have had previous history of terrorism attacks play in influencing international arrivals, either to those same destinations or neighboring destinations. The focuses on the terrorism risk in the coast region and the effects on tourism performance through a review of bed occupancy rates, tourist numbers, and the international tourist arrivals.

Objectives of the Study

The general objective of this study was to study violent extremism and performance of tourism in Kenya's coastal region

The study was guided by the following specific objectives;

- To determine violence extremism infrastructure destruction effects of on tourism performance in Kenya's Coastal region.
- To establish violence extremism effects on loss of human resource capital on tourism performance in the Kenya's Coastal region.
- To determine the effects of violence extremism economic growth disruption on tourism performance in the Kenya's Coastal region.

The study answered the following research questions

- What is the effect of violence extremism infrastructure destruction on tourism performance in Kenya's Coastal region?
- How does violence extremism affect human resource capital of tourist performance in Kenya's coastal region?
- How does violence extremism affect economic growth of tourism performance in Kenya's coastal region?

LITERATURE REVIEW

Human Resource Capital and Performance of Tourism sector

Human Resource capital is a production factor hence their well-being like motivation aspects and health should be observed (Njoroge, 2020). Labor loss is experienced in areas exposed to terrorism for fear of injured or attacks. Lama, (2005) studied United States' 9/11 violence and discovered that fear engraved people after the attack. Some worked from their houses while others were displaced and relocated to other parts. labour supply shock rose hence raising labour cost. Lanouar and Goaid, (2019) points other attacks globally like the New York, U.S. in 2001; Madrid and Barcelona in 2004 and 2007; London and Manchester in 2005 and 2017; Tuusula in 2007; Apeldoorn in 2009; Utoya in 2011; Paris and Nice in 2015 to 2017; Brussels in 2016; Sousse in 2015; Berlin in 2016; Istanbul in 2016 and 2017; Christchurch in 2019; and Colombo in 2019 (National Consortium for the Study of Terrorism and Responses to Tourism, 2019). The modern world is currently facing many destructive and revolutionary groups which stage attacks in different parts of the world, hence making terrorism a constant threat to life and global progress due to serious loss of human resource capital (Coca-Stefaniak & Morrison, 2018, Njoroge, Muathe and Bula, 2015).

Kuto and Groves (2004) investigated the effect of terrorism through an evaluation of Kenya's tourism crisis. The study's main aim was to provide relevant information to help develop a crisis management for the country's tourism sector. Terrorism in the Kenya had greatly lowered tourism industry. For instance, major hotels were experiencing massive declines leading to jobs loss created by the hotel industry. The study reviewed various acts of terrorism and the resultant outcomes brought by the actions in the country's tourism sector. The study also aimed at identifying possible strategies by the government in dealing with the terrorism crisis. The study noted that implementing plan for crisis and management of task force, as well as the development of terrorism crisis guides were essential measures towards mitigating against the threat.

Economic Growth disruptions and performance of Tourism sector

The tourism sector is a critical economic driver in many countries around the world. Tourism has been regarded as an important avenue through which new opportunities can be discovered for many countries. Tourism has grown into a major industry that brings together diverse business ventures such as hotels, restaurants, travel companies, curio shops and many others (Khan & Mendes, 2018). The threats of violence extremism have created major concerns globally. The modern world is characterized by immense work pressure and pursuit for profit maximization. Tourism is seen as a major source of break from the pressure, hence the need for governments to protect the image of existing tourist destinations.

According to a study by Walter and Todd (2008), terrorism is a major booster growth of countries. The core mandate of violence extremism is the desire to create a structure of vulnerability on individuals, businesses as well as the government. The vulnerability prompts the government to redirect resources on defense related expenditure instead of investing in productive areas of infrastructure development for the country. The decision to devote resources on protecting the citizens against violence extremism is particularly driven by the level of destruction occasioned by violence extremism including loss of many lives, injuries leading to permanent disability, forced displacement of people, economic and livelihood destruction, among other negative outcomes. Many nations facing terror attacks often suffer both economic and non-economic costs that negatively impacts on every aspect of life (Enders and Sandler, 2005).

Violence extremism often leave a trail of destruction in the wake of these actions. For instance, many terror attacks cause massive destruction on important infrastructure such as electrical grids, buildings, bridges, computer software and network, as well as communication systems. Extremists wreak havoc in country's economic and social order in that they lead to loss of human capital through injuries, deaths and displacements. In particular, attack on expats, highly skilled professionals and foreigners forces them to flee from the hotspot areas impedes the growth of a country's economic and social order (Schneider, et al. 2009). Moreover, terrorism activities cause mass wastage of government resources used in combating attacks and restoration of infrastructure destroyed in attacks. The outcome for such occurrences is that a country experiences short and long term reductions in human development (Folbre, 2012).

Physical Infrastructure Damage and Performance of Tourism sector

Caruso and Schneider, (2011) research picked out terrorism destruction of infrastructures that hub business leading to growth. The affected areas level goes down and no funds that are generated. Chukwurah, Ogbeje and Eme, (2015) study proved our terrorists destroy all forms of operations in a given location. Some areas like Nigeria, the non-residents were forced to relocate to their origin. Due to such effects, hospitality shut down or operated at minimal capacities. Displacement of habitants signify major losses in hospitality.

Africa Security Review, (2015) report on Terrorism, Insurgency, Kidnapping, and Security in Africa's Energy sector" by the University of South Africa (UNISA) proves infrastructure complexity that is altered in case of terrorism. Paralysis may be encounter in tourism as people tend to hide or run to other no affected regions. In Counter-Terrorism Committee Executive Directorate (CTED) 2017 report serious damage is felt on crucial areas of operations like energy or water supply. In the case of Algeria in 2013 where gas facility was attacked hence physical guard was proved useful to minimize attack to other areas.

Nyoya, Efthymiou, Nikitas, and O'Connell (2022), undertook a study to investigate the effects of diminished tourism arrivals and expenditures brought by acts of terrorism and political unrests in Kenya. The study was guided by the fact that any expansion globally is highly reliant on the tourism sector. The study further emphasized that various issues such as external shocks, political unrests, and violence extremism create major disruptions that create crises in the tourism sector. The outcome of such shocks include devastating declines in the country's economic growth. The study employed a quantitative methodology via general equilibrium model. Findings from the analysis showed spending decline from tourism led to an economic contraction. Consequently, it was summed that declines in tourism spending led to cut output, wages, and prices. Therefore, economic diversification for a country is important to mitigate against major effects in the event of reductions in tourism spending. On the other hand, the country needs to adopt effective crisis management strategies and also promote domestic tourism initiatives to progressively increase incomes from tourism spending.

Tourism Performance

Kenya tourism has been growing rapidly over the past few decades. The growth in tourism numbers has coincided with a global trend characterized by upsurges in tourist numbers. According to the World Tourism

Organization (2019), the global tourist numbers in the year 2018 hit 1.4 billion new arrivals, representing a 6 percent growth. Although Africa numbers have been growing progressively, especially during the pre-COVID 19 period, the continent only holds a 5 percent market share of the global tourism market (World Tourism Organization, 2019). Tourism sector is an integral part of African countries' economic growth due to the level of contribution to the GDP. Since tourism development is driven by demand and supply forces (Efthymiou & Papatheodorou, 2015), the conditions within a country especially in terms of tour operations. Accommodation, and transport play a critical role in promotion of the industry.

Kenya has a contrasting topography that is associated with varied climatic conditions ranging from desert landscapes and tropical storms. This diversity makes tourism uniqueness destinations for safaris. According to the Tourism Research Institute of Kenya (2019), 75 percent of the tourists visiting the country come on holidays, 13 percent visit for business and conference related issues, 7 percent come to visit family and friends, while 6 percent visit the country for other reasons. Kenya's tourism industry is one of the six major growth of economy. The country's tourism sector has experienced rapid growth over the years with major increases in tourist arrivals. Indeed, the last 15 years have been characterized by fluctuating fortunes of Kenya's tourism sector in terms of international arrivals and expenditure. In addition, the tourism sector in Kenya provides support to the country's development through contribution of employment opportunities hence reducing the poverty gap in urban and rural areas (Njoya & Seetaram, 2018).

Theoretical Review Literature Review

The Rational Choice Theory

This theory is associated with Stein and Raymond (1967), two renowned researchers based on their works on economic impacts of terrorism. The theory of rational choice argues that a given behavior is considered rational if it is oriented towards a goal, reflective, and that it remains consistent across different situations. There are assumptions that human being is reasonable capable of weighing the costs and benefits of the options availed to them, hence decisions are made on account of rational calculations. According to Stein and Raymond (1967), the actions of extremists are aimed at negatively impacting on the economy with the aim of attaining political objectives. The desire of the extremists is to ensure maximum negative effect to the targeted people with the aim of meeting specified objectives, thus they have a reasoned ideology guided by religious beliefs. In applying the rational choice theory, this study focuses on the reasons prompting extremists to unleash acts of terror to people within strategic locations that can inflict the maximum possible loss to hurt the tourist attraction destinations in the coastal region.

There have been arguments put across by other rational theorists such as Lohmann (2008) contend that the theory fails to describe the process of choice but only predicts the patterns and outcomes of choices. The contention is that extremists undertake attacks after doing a thorough cost-benefit analysis alongside constrained maximization of utility. Extremists therefore endeavor to minimize costs as seen in their choice of the weapons and the number of personnel often deployed to stage the attacks. In Kenya, most violence extremism have been staged by the use of Improvised Explosive Devices (IEDs) while others have been executed through suicide bombers and gunmen. The rational choice theory (RCT) therefore provides an explanation on the violence extremism choice of certain weapon types and deployment of a specific number of personnel. The RCT is thus important in this study as it provides the basis for understanding the basis for staging terror attacks in the Coastal region, which is regarded a critical tourist destination for both domestic and foreign tourists.

Instrumental Theory of Terrorism

This theory was proposed by Crenshaw (1988) and presupposes that terrorism encompasses actions that result in premeditated attacks meant to fulfill political objectives. Based on this theory, terrorism is described as a deliberate action meant to disrupt a region to alter governance policies without directly staging a warfare

involving different parties engaged in a military warfare. Violence extremism decision making mechanisms are based on cost-benefit analysis, whereby their actions are subjected to costs and benefits review. The conception of a violence organization is driven by the aim of attaining a political end. The violence often exhibited by extremists achieves an end in the form of political mileage alongside economic sabotage.

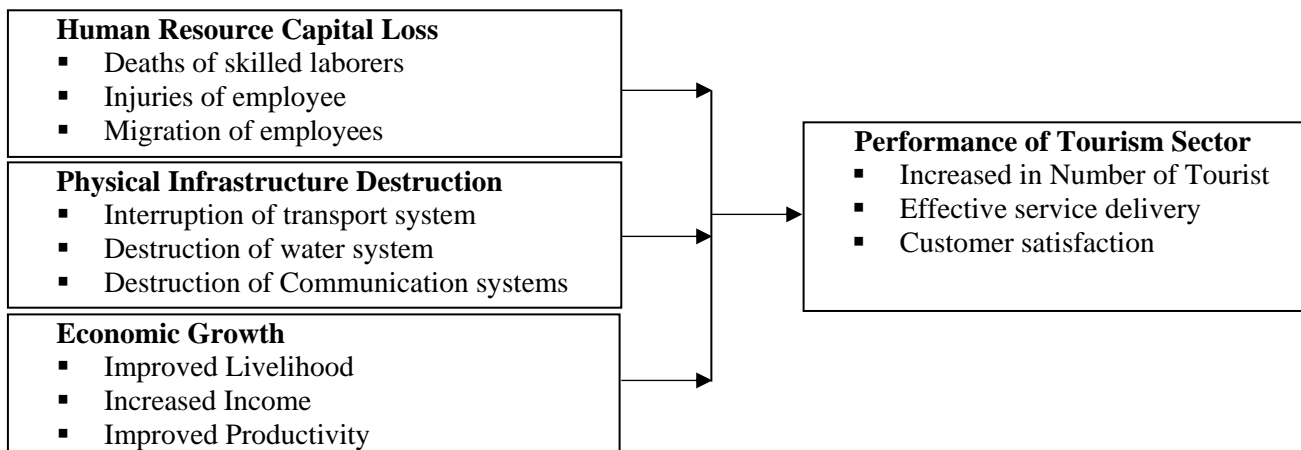
Grune-Yanoff (2012), contends that governments and other relevant players, both at the domestic and international level, are often regarded by extremists as the major contenders have mustered the art of taking actions strategically. The actions taken by violence extremism are driven by the objective to change the activities, policies and decisions of governments and other actors through violent pressure. Instrumental theory of terrorism provides an explanation on the destructive nature of violence extremism alongside the publicity objective leading to forced migrations. The theory also provides a basis for the nature and magnitude of attacks done by extremists especially on critical infrastructure and other important socio-economic amenities of the government especially those serving the tourism sector. The assumption by violence extremism is that such instrumentalist attacks can coerce the government to hurt economically hence the urgent need to change certain policies in favor of the violence extremism organization.

Game Theory

The models of game theory have been implemented over the years in understanding the international relational aspects such as war, crisis bargaining, deterrence, economic sanctions, and terrorism. Game theory focuses on the behavioral patterns exhibited by decision makers during times of strategic interdependence. The most important role of game theory models is the provision of insights on why and how political outcomes appear the way they do. Game theory models therefore, are applicable in providing insights about outcomes that are occasioned by joint decisions by distinct security actors. Sandler and Arce (2003), argue that the violence extremism are influenced by the decisions of the government and the reverse is also true for the government. Game theory is therefore suitable in the analysis of terrorism as it captures the strategic between violence groups and the governments which are the targets. Through an assessment of the sequential interaction between government and the violence groups, each party is aware of the actions of the other in the past, thus the need to figure out the future moves by the other.

On its part, the government undertakes security reforms with the intention of curbing terrorism while anticipating a reaction from the violence extremism. The measures undertaken by the government should be geared towards increasing the costs on the violence extremism and reducing the benefits. Ideally, the objective of the government is to eliminating any benefit on the tourist groups while making it too costly for them. Game theory is critical in analyzing the ever-changing nature of terrorism threat hence important in developing new counterterrorism measures. Over the years, the Kenyan government has improved its counterterrorism measures that have resulted in increased costs of violence extremism. The country has also invested heavily in counterterrorism intelligence thus averting any major attacks before they occur. The consequence of the increased measures by the country has been shifts in focus areas to vulnerable regions such as arrears bordering Somalia, especially North Eastern region of the country. Game theory is thus important in this study as it explains the shifts and counter-shifts by the government and the violence groups towards dealing out with the terrorism threat in the country. It also provides the basis for understanding the preference by violence groups for vulnerable regions of the country to stage attacks.

Conceptual Framework



Independent Variables

Dependent Variable

Figure 1: Conceptual Framework

Source: Researcher (2023)

METHODOLOGY

Descriptive research design was used in this study. Key stakeholders of the hotels in the tourism industry in the Coast region were the hotel owners, hotel managers, and employees in the hospitality sector. Therefore, this formed the target population. This study did census sampling since the target population is not large. Therefore, the sample size was 110 respondents. This study utilized both primary and secondary data instruments. Primary data was collected using structured questionnaires sent out to the respondents. The questionnaires contained questions related to the objectives of this study. Secondary data was collected from various sources including Kenya National Bureau of Statistics, and Annual Tourism Sector Performance Reports.

The collected data was coded and SPSS alongside MS Excel were used for analysis. The objective was to achieve the true complete picture pertaining to the collected data to enable effective response to the research questions. Descriptive and inferential statistics was done for purposes of determining trends, patterns as well as existing relationships to ease interpretation. Descriptive analysis included: means, percentages, standard deviations, and others. In addition, linear regression was applied in determining the relationship between violence extremism and tourism performance as demonstrated by the model below;

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y = Performance of the tourism industry

X₁ = Human Resource Capital

X₂ = Destruction of Infrastructure

X₃ = Economic Growth

β₁ to β₄ are the beta coefficients

e is the error term which is assumed to be normally distributed with mean zero and constant variance.

β₀ is the y intercept

RESULTS AND DISCUSSION

Appropriately completed questionnaires from 110 distributed. There was 91 percent response rate of 100 questionnaires and 9 percent no response rate of 10. The 91% aligned with Mugenda and Mugenda (2003) recommended rate of above 70 percent has excellent for conclusion.

Descriptive Analysis

Descriptive measures of the three variables under investigation were analyzed and displayed in tables.

Human Resource Capital

The injuries and deaths from violence extremism related attacks has led to raise in number of orphans, widowers and windows as well has tribalism has emerged in the community. People have also relocated from violence prone parts of coastal regions to various parts leading to reduced number of skilled manpower. Generally, violence extremism affected coastal community and County in various ways such that some people keep grudges and fight each other and high level of human loss has led to trauma and hesitance

Table 1: Descriptive Measures on Human Resource Capital

Statements	N	Minimum	Maximum	Mean	Std. Deviation (SD)
General loss of life	101	2	5	4.00	0.65
Severe injuries	101	2	5	3.13	1.07
Physical disabilities of human	101	2	5	3.08	1.02
Health complications for workers	101	2	5	3.47	1.35
Skill labor migration	101	2	5	2.78	0.76
Displacement of general population	101	2	5	2.79	0.68
Average				3.21	0.92

Source: Researcher (2023)

From Table 1 showed values range between 2 and 5 and average of 3.21 mean and 0.92 SD. The mean ranges from 2.79 to 4.00 implying that respondents agreed at moderate and above that violence as lead to loss of human capital. There was great general loss of life by 4.00 mean and 0.65 SD. There have been high Health complications for workers as a result of violence by 3.47 mean and 1.35 SD. Severe injuries were high too by 3.13 mean and 1.07 standard deviation same as Physical disabilities of human by 3.08 mean and 1.02 SD.

Economic Growth Disruptions

Violence in the coastal has deteriorated growth of the businesses in the area since some businesses close down while others are destroyed to a level of not operating in full capacity.

Table 2: Descriptive Measures on Economic Growth Disruptions

	N	Minimum	Maximum	Mean	Std. Deviation
Poor profitability in businesses	101	2	5	2.99	0.98
Low Transportation within the region	101	2	5	3.18	1.07
Low demand and supply	101	2	5	3.08	1.02
Poor Communication networks	101	2	5	2.99	0.98
Low productivity among the employees	101	2	5	3.58	1.63
Reduced tourist in the country	101	2	5	3.04	0.85
Low money circulation	101	2	5	2.99	0.98
Demotivation of employees	101	1	5	2.45	1.24
Aggregate	101			3.04	1.10

Source: Researcher (2023)

Table 2 showed values range from 1 to 5 with average 3.04 mean and 1.10 SD implying that almost all participants agreed to above moderate extent that violence has affected economy. There is low productivity among the employees at 3.58 mean and 1.63 SD. Many times due to tourists there has been low Transportation within the region due to high mean 3.18 and 1.07 SD. Demand and supply of services of items have gone very low as majority pointed by 3.08 mean and 1.02 SD. It is noticeable that tourist in the country have reduced. Close to moderate level there is slight agreement that violence has led to poor profitability in businesses by 2.99 mean and 0.98 SD. Violence can be linked to demotivation of employee at low extent of 2.45 mean and 1.24SD.

Physical Infrastructure Damage

Respondents highlight that physical infrastructures have been destroyed by recent violence extremism in the coastal region not limited to tested ones, some have been burnt down, damaged or even blown off completely.

Table 3: Descriptive Measures on Physical Infrastructure Damage

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Spoilage of powers systems	101	2	5	3.39	0.92
Destruction of Roads and transport systems	101	2	5	3.21	0.98
Destruction of water supply systems and sewerages	101	2	5	3.28	1.02
cut off of communications networks	101	2	5	3.27	1.01
Hospitals destructions	101	1	5	2.34	0.95
School damages	101	1	5	2.94	1.39
Police stations damages	101	2	5	3.18	1.07
Shopping centers damages	101	2	5	3.03	0.84
Average	101			3.13	0.98

Source: Researcher (2023)

Table 3 show values of between 1 and 5 and average of 3.13 mean and 0.98 SD. The mean ranges from 2.34 to 3.39 a pointer that respondents agreed at moderate level that violence lead to economic growth disruptions. Majority agree to a great extent by 3.39 mean and 0.92 SD that there has been Spoilage of powers systems in coastal due to violence. There has been various destruction of water supply systems and sewerages due to such violence as picked by 3.28 mean and 1.02 SD. Roads and transport systems have been destroyed too at 3.21 mean and 0.98 SD. School have been destructed too at 2.94 mean and 1.39 SD. Police stations and shopping centers have been bombed or rooted or destroyed by 3.18 mean and 1.07 SD and 3.03 mean and 0.84 SD respectively.

Tourism Performance

Hoteliers in the coastal region have raised various concerns due to reduced tourism performance as a result of violence extremism.

Table 4: Descriptive Measures on Tourism Performance

	N	Minimum	Maximum	Mean	Std. Deviation
Increased in number of tourist	101	2	5	2.15	1.07
Effective service delivery	101	2	6	2.67	1.61
There has been opening of new hotels	101	2	5	1.52	1.06
Customer satisfaction	101	1	5	2.94	1.39
Aggregate	101			2.32	1.27

Source: Researcher (2023)

Table 4 show values of between 1 and 5 an average 2.32 mean and 1.27 SD implying that hoteliers that violence extremism has affected tourism to a very great extent. violence has reduced on our hotel effectiveness of service delivery. Customer satisfaction has been on the moderate level at 2.94 Mean and 1.39 SD. There has been no opening of new hotels at 1.52 mean and 1.06 SD.

Inferential Statistics

Inferential statistics points connect ability of variables. Regression analysis is provided below with significant importance on the R²

Regression Analysis

Multiple regression analysis was considered to scrutinize violent extremism and performance of tourism in Kenya's coastal region and variables were infrastructure destruction, loss of human resource capital and economic growth disruption on tourism performance in the Kenya's Coastal region. Table 5 present analysis results.

Table 5: Regression model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.827 ^a	.683	.673	.001

a. predictors: (constant), Economic Growth, Physical Infrastructure Damage, Human Capital Loss

Source: Researcher (2023)

From the table above, R-squared value was 0.683 and it indicated that 68.3 percent of tourism performance variability can be explained by economic growth, physical infrastructure damage, human capital loss. The model is fit and applicable for advanced inferential statistics.

ANOVA

The results of ANOVA aimed to view regression model fitness. Table 6 shows display of the outputs.

Table 6: ANOVA Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.651	3	6.550	69.718	.000 ^b
	Residual	9.114	97	.094		
	Total	28.764	100			

a. Dependent Variable: Tourism Performance

b. Predictors: (Constant), Economic Growth, Physical Infrastructure Damage, Human Capital Loss

Source: Field Data (2021)

Results in table 6 showed that the regression model fitted the observed data since it was statistically significant at F (3,97) =69.718. The computed probability value was 0.000 which was lower than the adopted edge of 0.05.

Coefficients

The relationship between the independent and dependent variables were sorted to prove existence and whether violent extreme in coastal region was indeed influence the economic growth, physical infrastructure damage, human capital loss.

Table 7: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.260	.185		1.407	.063
	Human Capital Loss	.048	.046	.065	1.043	.001
	Physical Infrastructure Damage	.063	.039	.093	1.601	.005
	Economic Growth	.806	.062	.789	12.904	.000

a. Dependent Variable: Tourism Performance

Table 7 showed 0.260 dependent variable constant value when independent variables are resolute

The regression equation

$$Y = 0.260 + 0.048X_1 + 0.063X_2 + 0.806X_3 + \epsilon$$

Where, Y = Tourism Performance

X₁ = Human Capital Loss

X₂ = Physical Infrastructure Damage

X₃ = Economic Growth

Human Capital Loss

The study wished to establish violence extremism effects on loss of human resource capital on tourism performance in the Kenya's Coastal region. Table 8 had $\beta = 0.065$; $t = 0.46$ $p = 0.001$. The value 0.048 represented effect by which one unit of human capital loss changes tourism performance in coastal region while infrastructure damage and economic growth are at constant. The t-values ($t = 1.043$, $p < 0.05$), prove influence between tourism performance and human capital loss.

The outputs support Kuto and Groves (2004) investigated the effect of terrorism through an evaluation of Kenya's tourism crisis. He discovered that terrorism in the Kenya had greatly lowered tourism industry. For instance, major hotels were experiencing massive declines leading to jobs loss created by the hotel industry. Implementation plan for crisis and management of task force, as well as the development of terrorism crisis guides were essential measures towards mitigating against the threat.

Physical Infrastructure Damage

The focus was to determine violence extremism infrastructure destruction effects of on tourism performance in Kenya's Coastal region. The results had $\beta = 0.093$; $t = 1.403$ $p = 0.005$. The value 0.063 imply the effect by which one unit of physical infrastructure destruction changes tourism performance in coastal region while infrastructure damage and economic growth are at constant. The t-values ($t = 1.601$, $p < 0.05$), prove influence between physical infrastructure destruction and tourism performance.

Above findings are in line with Muthoni (2021) who undertook a study on the effects of terrorism on the performance of tourism sector. Findings from the study revealed that the government needs to understand that attacks tend to provoke destination choices by tourists. The threat of terrorism causes tourists to change destinations considered unsafe and choose those without the threat of terrorism. Another important finding from the study was that the distance between the tourists' countries as well economic characteristics play a duty

influencing the replacement behavior of the tourists. violence extremism attacks are often random in nature, thus the need for the government to prepare adequately in altering the strategies especially market target strategies and promotion campaigns to ensure adequate returns from the tourism sector. The study recommended continuous implementation of terrorism mitigation measures and stringent punishments for offenders to ensure safe tourism destinations.

Economic Growth Disruptions

The focus was to determine the effects of violence extremism economic growth disruption on tourism performance in the Kenya's Coastal region. The results had $\beta = 0.789$; $t = 1.601$ $p = 0.001$. The value 0.806 represent effect by which one unit of economic growth disruption changes tourism performance in coastal region while infrastructure damage and economic growth are at constant. The t-values ($t = 12.904$, $p < 0.05$), prove influence between tourism performance and economic growth disruption.

These finding conform to findings of Subhayu (2014 who undertook a study to explore the effect of terrorism on the political economy beyond the scene of attack. Revelations were that violence extremism affected the conditions of production, consumption and distribution of economic resources beyond one geographical location. The study also established that the effects of terrorism activities spread beyond the usual loss of death, injury, and destruction of infrastructure. There are variations in terms of how terrorism affects different continents, countries and regions. Nevertheless, the subsystems of political economy that exert control on population through allocation and generation of resources are inherently similar across the globe.

CONCLUSIONS AND RECOMMENDATIONS

Firstly, the researcher wished to establish violence extremism effects on loss of human resource capital on tourism performance in the Kenya's Coastal region. Generally, violence extremism affected coastal community and County in various ways such that some people keep grudges and fight each other and high level of human loss has led to trauma and hesitance. Respondents agreed at moderate and above that violence as lead to loss of human capital. There was great general loss of life. There have been high health complications for workers as a result of violence. severe injuries were high too same as physical disabilities of human. Human capital loss had significant association on tourism performance in coastal region.

Secondly, the focus was to determine violence extremism on physical infrastructure destruction effects of on tourism performance in Kenya's Coastal region. Respondents highlight that physical infrastructures have been destroyed by recent violence extremism in the coastal region not limited to tested ones, some have been burnt down, damaged or even blown off completely. pointer that respondents agreed at moderate level that violence lead to economic growth disruptions. Majority agree to a great extent that there has been spoilage of powers systems in coastal due to violence. There has been various destruction of water supply systems and sewerages due to such violence as picked. Roads and transport systems have been destroyed too. School have been destructed too and police stations and shopping centers have been bombed or rooted or destroyed. It was proved that physical infrastructure destruction leads to negative changes on tourism performance.

Lastly, the focus was to determine the effects of violence extremism economic growth disruption on tourism performance in the Kenya's Coastal region. Violence in the coastal has deteriorated growth of the businesses in the area since some businesses close down while others are destroyed to a level of not operating in full capacity. that almost all participants agreed to above moderate extent that violence has affected economy. There is low productivity among the employees. Many times, due to tourists there has been low transportation within the region. Demand and supply of services ft items have gone very low. It is noticeable that tourist in the country have reduced. Close to moderate level there is slight agreement that violence has led to poor profitability in businesses. Violence can be linked to demotivation of employee at low extent. There were prove that tourism performance in coastal region and economic growth disruption.

Generally, violence extremism has affected coastal community in various ways such that some people keep grudges and fight each other and high level of human loss has led to trauma and hesitance. It has led to loss of human capital through general loss of life and high health complications for workers. There were issues of physical disabilities of human. The physical infrastructures have been destroyed too by violence extremism in the coastal region. Some have been burnt down, damaged or even blown off completely. Violence has also led to economic growth disruptions spoilage of powers systems and various destruction of water supply systems and sewerages. Roads and transport systems have been destroyed too not leaving school and police stations and shopping centers have been bombed or rooted or destroyed.

Violence extremism has deteriorated growth of the businesses in the area since some businesses close down while others are destroyed to a level of not operating in full capacity. There is low productivity among the employees. Many times due to tourists there has been low transportation within the region. Demand and supply of services for items have gone very low. It is noticeable that tourist in the country have reduced. Violence has led to poor profitability in businesses and it can be linked to demotivation of employee at low extent. Significant influence exists between violence extremism and tourism performance in coastal region and economic growth disruption.

Violence extremism has been identified to have great impact on the tourism performance in the coastal region. It is crucial for the county and also ministry of tourism should to review on the violence precautions measures that have been put in place and their level of effectiveness. Such measures should be constantly updated to curb any emerging schemes of violence. New strategies should be development on strict measures to adhere to security checks should be enforced.

There are various physical infrastructures that have been destroyed by violence in the study region. Then county can provide subsidies on the reconstructions of such premises. Where possible for cases of public like schools, Market or police station the county officials can seek funding or donations to help restore them. While, the businesses are affected leading to declined economic growth can be offered boosters like donor funding to help bring them to existence. Also, there should be violence supportive clauses on the insurance policies held against violence.

Suggestions for Further Studies

The outcome and inferences of this study were constrained to violent extremism and performance of tourism in Kenya's coastal region. Future and further researchers can be conducted in other counties and other sectors since this ensure that the outcomes and conclusions of this research were validated. In addition, Violence extremism was evaluated in terms economic growth, physical infrastructure damage, human capital loss. More studies can be carried on different evaluation of violence extremism on performance of tourism performance.

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