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Executive Summary

A team of three lecturers from KUC were given the assignment of collecting data and writing a case study to be included in UNWTO Global report on sports tourism. The team chose Iten town as the study area and collected data as per attached schedule.

The purpose of the study was to examine the emotional impact of athletes to the identity and esteem of the local communities of Iten, Kaptagat in Elgeyo Marakwet County and Saroiyot in Uasin Gishu from where most of the athletes originate. The study also investigated if participation of the locals in marathon and road races influence the growth of small scale business and by extension their effect on the economic being of their families and their homes.

The study area was Iten, Kaptagat in Elgeyo Marakwet and Saroiyot and Eldoret in Uasin Gishu County North Rift of Kenya

| Date | Person Interviewed | Position |
|-------------|---|---|
| 16/6/17 | Francis Nyatome | Senior instructor AK President of Football Kenya |
| 16/6/17 | Nicholas Mwendwa | President of Football Kenya |
| 20/6/17 | Richard Chepkwony | Regional Manager for tourism North Rift Region |
| 20/6/17 | Elizabeth Okal | Resident of Saroiyot |
| 21/6/17 | Edward Rono | Resident of Iten |
| 21/6/17 | FQDS with Athletes in Kaptagat training camp | Elite professional athlete |

| | | |
|---------|---------------|-------------------------------------|
| 22/6/17 | Williams | Chairman, North Rift tourism region |
| 22/6/17 | Brother Colum | Coach and Mentor of Athlete |
| 22/6/17 | Maina | Front Office and Conference Manager |
| 22/6/17 | Julius | Cheptebo Conference Center |
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The specific Objectives of the study were:

- a) To investigate how participation of the youth in marathon and world championship in road races affect the identity and esteem of the local communities from where these athletes originate.
- b) Examine the impact of athlete’s participation and performance on marathon and other races on growth of small scale business in their home area.
- c) Examine the impact of financial gains got from athlete’s participation and performance in marathon and other races on the economy of Iten, Kaptagat and Eldoret town.

These data collection methods was narrative, observations of the respondents and investment owned by athletes, interviews of key informants such as coaches and accommodation and training camp managers. Data collection took one week and started on 15th June 2017 and ended on 27th June 2017.

The research found that athletics has been effectively used to mitigate poverty and currently employs many youth within these regions. Athletes invest their time and energy with the hope of one day winning a medal and becoming a Kenyan millionaire. The study recommends introduction of youth programs to equip the youth with investments and financial skills in order to invest wisely on projects that are sustainable and with high returns on investment.