FACTORS AFFECTING PROMOTION OF SERVICES IN HOSPITALITY INDUSTRY IN KENYA: A CASE OF INTERCONTINENTAL HOTEL, NAIROBI COUNTY

BY

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DECLARATION

Student’s Declaration
This is my original work that has not been presented in any other university for an award of any academic certification.

CHACHA JOSPHAT WAITARO  Signature.......................... Date........................
L123/20241/2011

Supervisor’s Declaration

This research project has been submitted for examination with my authority as university supervisor.

Signature.......................... Date........................

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ABSTRACT

The general objective of the study was to find out factors affecting promotion of services in hospitality industry in Kenya with specific reference to Intercontinental Hotel. The specific objectives of the study were: to establish the effect of level of competition on promotion of services in the hospitality industry, to determine the effect of budget on promotion of services in the hospitality industry, to determine the effect of pricing policy on promotion of services in the hospitality industry, to establish the effect of degree of customization on promotion of services in the hospitality industry and finally to establish the effect of nature of product on promotion of services in the hospitality industry. The researcher adopted descriptive research design because this research design described the phenomenon as it is based on different characteristics. The questionnaires contained semi structured and structured questions which were administered and used to collect data. A sample of 61 respondents was drawn from the total population which is 30% of the target population in the area. Data was presented by use of tables, charts and bar graphs. Quantitative and qualitative analysis was used to analyze the data.

The level of competition affect promotion of services in hospitality industry in Kenya as shown by 88% of the respondents, out of the total respondents 63% agreed that budget affect promotion of services in hospitality industry in Kenya. Based on the analysis 68% of the total respondents indicated that pricing policy is a factor affecting promotion of services in hospitality industry, majority of the respondents 68% were of the opinion that degree of customization is a factor affecting promotion of services in hospitality industry. From the results above, 78% of the respondents indicated that nature of products affect promotion of services in hospitality industry.

The study recommended that the management should provide best and effective services to their customers so as to avoid stiff competition from their competitors. It was also recommended that the organization should be able to facilitate budget for the products/commodities and also merge with other organizations which are offering humanitarian necessities to the workers of the company which will help the organization raise it goals and objectives effectively. Customer satisfaction should be expected to increase with the improved fit between the product offering and customer requirements, provided the manufacturer can facilitate customization within a reasonable cost.