FACTORS AFFECTECTING PERFORMANCE IN THE HOTEL INDUSTRY: A CASE STUDY OF SERENA HOTELS

BY

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DECLARATION

Declaration

I hereby declare that this research project is my original work and has not been presented for the award of diploma or degree in this or any other university.

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

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Declaration by supervisor

This research project has been submitted, examined and passed with my approval as university supervisor.

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ABSTRACT

A case study design was undertaken in Serena hotels in Nairobi city on the factors affecting performance in the hotel industry in Kenya. The problem was commitment not only from senior management from these hotels but from everyone in these hotels. The specific objectives were; to look how liberalization, workload of employees, strategic plans put in place by the management and the number of tourists either local or international and how they affect the overall performance of the hotel industry. The study was based on the Serena hotel.

Hotel management is a globally accepted as the world have become like a small village and people move freely around the world. And so hotel industry has to undergo a lot of changes as it vastly improve. Along the process it faces challenges which greatly, without being rectify from relevant sources will greatly affects its performance. Many hotels are being liberalized and left freely to run their affairs and this has improved its performance.

A descriptive research design was employed. Target population of 88 that included managers, supervisors and junior employees were targeted. Sample size of 35 was used out of which 35 questionnaires were collected. This includes 7 managers, 15 supervisors and 13 other employees. The researcher used stratified sampling technique to divide the population into different strata. Then the researcher again used simple random sampling to get the sample size. Questionnaires were used as the main tools for data collection. Data collected was edited, sorted and coded using descriptive methods to give meaningful results from the findings.

Data collected from the questionnaires was analyzed and presented by the use of methods, procedures and technique. The analysis of the response rate was made where actual respondents who participated in the research was determined. The pilot research was also conducted to enhance the high validity of the data.

The study findings contribution towards drawing the study conclusion; though many hotels analyze all the factors affecting performance in the hotel industry and put them into practice for its improvement emphasis is not put their practice hence hotels sometimes fail to take any measures in putting into actions this practices.