IMPACT OF SOCIAL NETWORKING IN TOURISM SECTOR IN KENYA

(A case study of Somak safaris Tour Company in Kenya)

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DECLARATION

I Miss SYLVIA NTHENYA declare that this is my original work and to the best of my knowledge, it has never been presented before any college for any award of degree, diploma, or any other certificate.

STUDENT: SYLVIA NTHENYA

SIGNATURE..............

DATE:.....4-Th SEP...2012

This project has been submitted as a partial fulfillment for an award of diploma in Purchasing and Supply Management with the approval of my project supervisor.

SUPERVISOR: MRS. JUDITH KINOTI

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DATE.....4-Th DEC...2012
ABSTRACT

This research examines tourist decision making in relation to the use of blogs and social networking sites. Specifically, the research examines the tourist behavior involving these mediums in the pre-experience decision making phase of the travel experience through case studies of Somak safaris tour company which involve tourists as their customers. Face book and Twitter social networking sites, revealed that Face book is the most commonly used social networking site, with the usage of social networking sites being higher than that of blogs.

However, neither Face book nor blogs featured strongly when used by customers to make decisions, with travel ratings websites and official destination websites being more commonly used. This research contributes to the previous attention given to the role of technology in tourist decision making and trip bookings through focusing on the use of social networking sites and blogs and how this applies to tourism businesses.