ASSESSING THE FACTORS THAT ARE AFFECTING MARKETING AND HOTELS INDUSTRY’S IN KENYA

(A CASE STUDY OF UTALII HOTEL IN NAIROBI)

BY

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DECLARATION

I declare that this is my original work and has not been presented by any other person to any other institution for the award of any diploma or Degree Programme.

Signature: .................................................................

Name: .................................................................

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Date: .................................................................

I certify that I have supervised the candidates work and submission is hereby made with my approval as the student supervisor.

Signature: .................................................................

Name: .................................................................

Designation: Lecturer University of Nairobi

Date: .................................................................
ABSTRACT

This study is a detailed analysis of the factors that are affecting marketing and hotels industry in Kenya targeting hospitality Industry in Kenya.

The industry is a sector of the wider hospitality industry which was established by the hotels proprietor acts of 1956 to provide and operate accommodation service and food and beverage for the people who are away from their homes and performs other functions and duties as the minister in charge of Trade and Industry might assign from time to time. The products and services that constitute the traditional business of the hotels industry are:-

Accommodation services, Forex Bureau Exchange, leisure time service, outside catering service, organizing conference seminar meeting service and commercial services among others.

In pursuit of its mandate, the industry operates a network of all the hotels operating within the country.

The loss of long standing monopoly in the industrial market, economic liberalization, good political ideologist and availability of security has brought many players in this traditional hotel business.