

**INFLUENCE OF TOURISM MARKETING STRATEGIES ON
DOMESTIC TOURISTS FLOW PATTERNS TO CLASSIFIED HOTELS
AND WILDLIFE PARKS IN NAIROBI COUNTY, KENYA.**

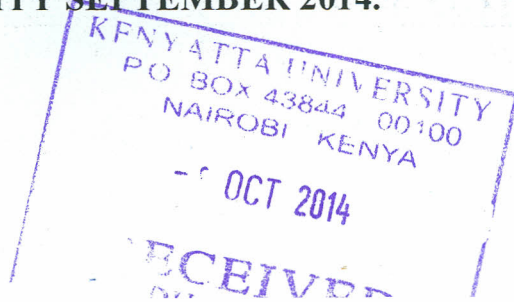
BY

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REGISTRATION NO: T129/OL/24920/2011

DEPARTMENT OF HOSPITALITY MANAGEMENT

**“A RESEARCH PROPOSAL SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF
MASTER OF SCIENCE IN HOSPITALITY AND TOURISM
MANAGEMENT OF KENYATTA UNIVERSITY SEPTEMBER 2014.”**



DECLARATION


This proposal is my original work and has not been presented for a degree in any other University.

Signature 

Date 6-10-2014

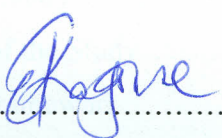
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This Proposal has been submitted for review with our approval as University Supervisors:

1. Signature 

Date 7-10-2014

Dr. Moses Miricho
Department Of Hospitality
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2. Signature 

Date 7/10/2014

Mrs. Esther Munyiri
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ABSTRACT

The growth of domestic tourism has led to the realization of the important role of tourism in the economy. As a result, many countries have taken steps towards the implementation of a variety of tourist attractions that appeal to the local market. The concept of domestic tourism still sounds strange to many tourism stakeholders in Kenya yet available information indicates that a number of Kenyans are engaged in it. Kenya has over the years paid high attention to its International tourism industry, but the increasing popularity of domestic tourism in other parts of the world calls for an urgent attention in terms of its marketability within the county. The purpose of this study is to evaluate the influence of the strategies used in marketing tourism on domestic tourists flow patterns to classified hotels and wildlife parks in Nairobi County. The study will be guided by the following specific objectives: to establish the extent of the utilization of available tourism products in classified hotels and wildlife parks by domestic tourists in Nairobi County, to determine the effect of branding products on domestic tourism flow patterns to Classified hotels and wildlife parks, to assess the effect of market segmentation on domestic tourists flow patterns to classified hotels and wildlife parks and to establish the effect of tourism products awareness campaigns on domestic tourists flow to classified hotels and wildlife parks in Nairobi County. Descriptive cross-sectional survey design will be adopted for the study. The target population for the study will be front office managers of all classified hotels in Nairobi County, local tourists in selected classified hotels within Nairobi County, public relations officers of Kenya Wildlife Services and representatives from Kenya Tourism Board (Domestic Tourism Council). Purposive sampling, simple random sampling and census techniques will be used to select the respondents. A total of 224 respondents will be selected from different organizations (constituting 195 local tourists from classified hotels, 2 officers from KWS, 26 front office managers from classified hotels and 1 representative from the marketing department of Kenya Tourism Board). Questionnaires and interview schedules will be used as instruments for data collection. Questionnaires will be used to collect data from the managers of the hotels and local tourists in the hotels while interview schedules will be used to collect data from key informants who will be: public relations officers of Kenya Wildlife Services, and representatives from the Kenya Tourism Board (Domestic Tourism Council). Primary data from the field will first be edited; Coding will then be done to translate question responses into specific categories. Coding will be expected to organize and reduce research data into manageable summaries. Quantitative data will be analyzed using descriptive statistics that will include mean, standard deviation, frequencies and percentages while thematic analysis will be used to analyze qualitative data collected using interview schedules. Inferential statistics to be used in this case will be correlation and regression analysis which will be used to test on the relationship between the variables of the study. The analyzed data will be presented in form of tables, pie-charts and bar-graphs as applicable.