

**AN INVESTIGATION INTO THE EFFECTIVENESS OF MARKETING MIX ON
THE SUCCESS OF HOSPITALITY ESTABLISHMENTS: A CASE STUDY OF
SEASONS AND CHAMBAI HOTELS, NAROK COUNTY, KENYA**

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HPM-4-4431-23**


**A RESEARCH PROJECT SUBMITTED TO THE SCHOOL OF HOSPITALITY,
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DECLARATION

Declaration by the Candidate

This research project is my original work and has not been presented for award of a degree or for any similar purpose in any other institution


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Date: 10/12/2024

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Declaration by the Supervisor

This research project has been submitted with my approval as University supervisor.

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I give thanks and honor to the Almighty God for his grace and favor upon my life in this university

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I would also like to appreciate all the tutors in the department of Hospitality having provided various inputs to the study.

DEDICATION

This proposal is dedicated to my family for its moral support and understanding during the period of study

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ABSTRACT

This paper seeks to establish the impact of promotional, marketing communication and pricing factors in the operations of tourism and hospitality venture in Narok Town. In many firms in this sector, growth has stagnated, due to poor marketing strategies in the implementation of marketing strategies. This issue will in turn be addressed in the study through an assessment of how these strategies affect business performance. In particular, it aims at investigating how promotion can contribute toward customer awareness, the place in the marketing mix as a determinant of competitive business positioning, and the effects that prices can have on the customers. In order to carry out an investigation that would provide intensive, yet non-intrusive data, a descriptive research design was used. The target population was management and employees of important organizations in Narok Town. The sampling method used was purposive sampling, focusing only the key people who have profound understanding of the current marketing strategies, this kind of information is controlled by the senior staff and the marketing departments of the firms. Data collection was through the questionnaires that were administered to the participants and the data collected were analyzed by the use of means, frequencies, standard deviations and Pearson's correlation to test for the relationship between the variables. Multiple regression analysis was used to estimate the integrated role of promotion, marketing mix and price on business success. The analysis of the data was done using both the statistical software SPSS and the Microsoft Excel and all tabular and graphical results presented were easy to comprehend. Most importantly, this research will advance knowledge concerning how the right form of marketing strategy leads to business performance enhancement within a highly competitive tourism & hospitality sector.

Key terms: Marketing mix, hospitality establishments

CHAPTER ONE: INTRODUCTION

1.0 Overview

This chapter presents the background of the study in details, statement of the problem together with justification of the study and purpose of this research. It also identifies the general and specific objectives of this research, research questions and significance of the study, assumptions available and the conceptual framework.

1.1 Background of the study

Narok has lots of hotels which are facing very tough competitions in today's world. To face this competition, the hotels are using innovative marketing strategies to improve their revenue and to face market competition.

Marketing strategies are necessary if a property hopes to effectively compete in today's market place. Marketing is the foundation upon which sales is built. Marketing seeks out demand, identifies the products and services that will satisfy demand and then employs strategic sales and advertising techniques to reach employees. If you try to sell without first utilizing marketing, we could easily sell to the wrong markets. Without well-defined marketing strategy plan that is based on tough research, sales afford may be waste. Since the marketing strategy plan is a guide for the two primary means of selling hospitality properties, direct sales and advertising, it is necessary to understand the marketing plans role in sales before delving into sales and advertising methods, Kotler P. (2011)

According to Jefkins F. (2000) marketing strategies is an amalgamation of the components of marketing mix which is the combination of stages or elements necessary to the planning, and execution of the total marketing operation. It should not be confused with the product mix which is the range of products or services a company may market, such as a range of cakes, biscuits and confectionery.

What, then, is the key to a consistent proactive marketing strategy? First and foremost it is a philosophy that dedicates resources of the firm to ensuring that the wants, needs, and demands of the customer are the firm's focus. This customer-focused mentality is the foundation of the strategy that makes up the entire marketing process. Second, it is a plan, supported by the firm's philosophy. Once the philosophy is in place, a plan can give direction, guidance, and a structure for proactive strategies that will increase sales and improve business relationships, Passemard & Kleiner (2003). Often firms find themselves dedicating resources to marketing activities—from trade shows to flyers—and spending money on marketing that is not targeted to the right audience at the right time. This is reactive marketing with a shotgun, rather than a rifle. Conversely, a proactive, focused marketing plan can provide guidance for targeting the right audience at the right place and at the right time, which in turn maximizes the return on investment and increases revenues, Ireland (2001).

Third, marketing is a process of creating value for the customer. It is a set of activities to educate, communicate with, and motivate the targeted consumer about the firm's services or the company's product and services. Traditionally, this set of activities, the "marketing mix," is represented by four parts, the well-known "4 P's of Marketing": price, product, placement, and promotion. But to create a marketing strategy and plan that touch on all areas necessary to position a product in the market to maximize sales revenues, there are multiple areas to be tackled.

It is said that organizations in the tourism industry have been slow in adopting the principles of marketing, even though these would enable them to improve their performance and customer retention (Appiah 2000).

Successful tourism and hospitality management requires innovative and strong marketing strategies to face today's competitive business market. The study trend is often referred to as environmental scanning in marketing circles and is an integral part of tourism and hospitality

sales. For a service organization such as a hotel to acquire employees, it is important that marketing strategies be deployed to enhance its own capacity to contend with rival motels, obtain a competitive edge, and subsequently hold more employees Anderson & Vincze (2006)

1.2 Statement of the problem

Many Tourism companies fail or remain stagnant at one stage during the company's life cycle due to the use of ineffective marketing strategies. For instance, hotels in Narok County have been experiencing a slow or rather a stagnant growth due to ineffective marketing strategies that are linked with the poor choice of the marketing technique to use.

Making assumptions that all or any consultants know this business better than the owners is a raw deal that has caused this business to lug behind. Reporters and consultants have driven just as many companies into the ground with bad advice as much as they have helped them. On the other hand making competitive analysis has been the major pitfall for tourism service industry in Narok town.

Management of tourism and hospitality businesses in Narok town through their marketing departments can employ effective marketing strategies, their businesses would commence to grow and flourish even in the thickest of competition.

1.3 Objectives of the study

1.3.1 General Objective

To investigate the effectiveness of marketing strategies in tourism and hospitality industry

1.3.2 Specific Objectives

- i. To determine the influence of promotion, marketing and pricing has in hospitality businesses.
- ii. To investigate the pitfalls of price on the success of catering establishments.
- iii. To examine the impacts of promotion on the success of catering establishment.

1.4 Conceptual framework

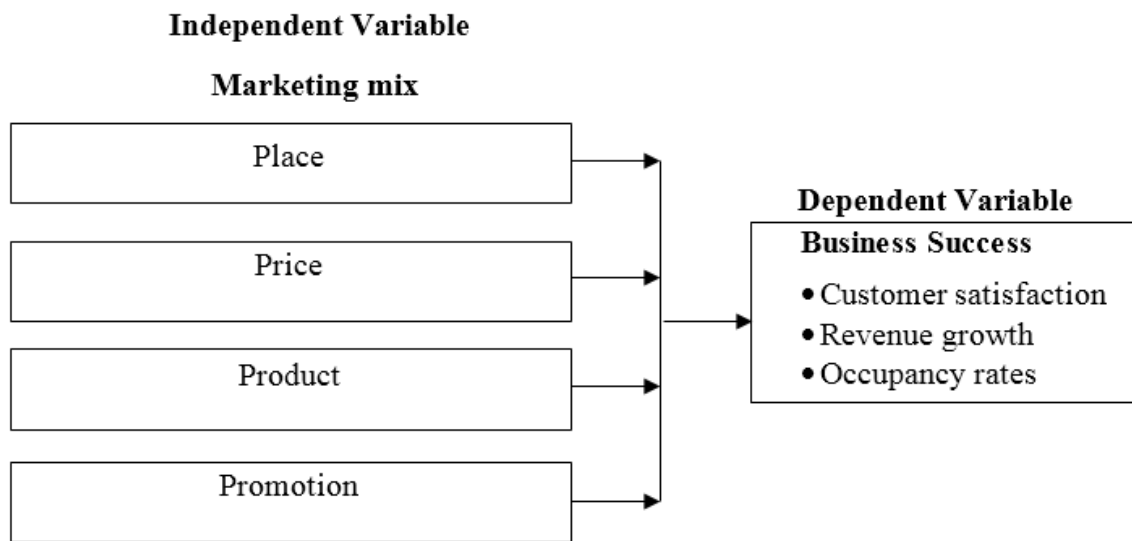


Figure 1.1: Conceptual framework

Source: Benjamin, M. F., & Nyang'au, N. Effect of Pricing, Marketing Strategy on Performance of Tourism Industry

1.5 Research Hypothesis

H₀ Promotion strategies do not have a significant effect on the success of establishments in the tourism and hospitality industry in Narok Town.

H₀ The marketing mix does not play a significant role in influencing the success of establishments in the tourism and hospitality industry in Narok Town.

H₀ Pricing strategies do not have a significant impact on the success of establishments in the tourism and hospitality industry in Narok Town.

1.6 Justification of the study

In today's competitive tourism and hospitality market it is especially important for properties to increase their market share and profit. No business can afford to rest on its laurels, yet many hotels and restaurant owners fail to recognize the benefit of having a good marketing strategy plan. Having a great idea is not enough, sales advertising and promotional and public relation strategies must be formalized in to a marketing strategy plan but that can be communicated throughout the organization.

This study was specifically entailed in determining the main marketing strategies that are applied in tourism and hospitality businesses in Narok town. As well, the various competitive advantages gained from the marketing strategies were investigated. Moreover, the study was also focused on finding out the pitfalls of ineffective marketing strategies. Consequently, possible efficient marketing techniques that Narok Town's tourist and hospitality enterprises may utilize.

1.7 Scope of the study

The area coverage was in Narok town focusing majorly on the main hotel specifically seasons hotel and Chambai hotel because it is graded higher as a three-star hotel making it to be above others in terms of service and the products offered.

1.8 Limitations of the study

On the other hand, the study was prone to some limitations such as, limited time frame to conduct the survey. The study was also involved in a lot of disclosure on business matters which is not very easily disclosed by the employees especially when it comes to competitors. Some employees were concerned about confidentiality of the information that they gave through the questionnaires hence were not comfortable sharing the information. To make the respondents comfortable, the researcher presented the school identification and a letter of introduction from Maasai Mara University and assured them that the information was solely for the purpose of the study and was to be treated with utmost confidence. Another limitation was that, getting the respondents to respond on time was a challenge. The researcher was to ensure that the questionnaires were distributed within a reasonable range of time, and did a consistent follow-up, to ensure that they were filled within the time stipulated and returned.

1.9 Significance of the study

Narok town has several tourism and hospitality establishment that operate under pressure of stiff competition from lodges in Maasai Mara hence this study was of relevance in a way that would help these hotels stress more on the effective marketing strategies and do away with those that have little or no positive change on the sales revenue. This research study would also help managers of tourism enterprises in Narok in marketing their products and services and enhance the production of quality tourism products and services. On top of that its Whereabouts would enlighten on the importance of using effective marketing strategies in both tourism and hospitality enterprises. Lastly, the research project would be significant in a way that would enable managers to predict the future consumption of the tourism products and services in the town.

1.10 Assumptions of study

In conducting the study, the assumptions were:

The chosen hotels for study were a representative sample of the characteristics inherent in all the hotels in Narok town. The data obtained from the respondents was reliable and honest.

CHAPTER TWO: LITERATURE REVIEW

2.0 Introduction

This chapter summarizes literature related to the study objectives, the conceptual framework, and aspects of marketing strategies like promotion, pricing, and marketing mix. This chapter identifies some initiatives and practices that should be adopted to improve on marketing strategies.

2.1 Marketing strategies

Depending on the nature and style of the company, every hotel or resort can be incorporated as a corporation, partnership, or sole proprietorship. Regardless of the style of business ownership, their shared goal is to turn every guest into a devoted fan through close relationship with the client. Employees Mujtaba and Johnson, (2004). Etzel (2004) claims that all people and businesses who purchase products and services are included in the business market. Therefore, any products or services bought for purposes other than personal or household consumption is part of the business market. The activity of marketing goods and services to business users, rather than to ultimate consumers, is business marketing and a firm performing the activity is a business marketer. Like every resort, hotel, and restaurant, every retail store and wholesale facility is a business user. Demand in the business sector is often derived, highly variable, and inelastic. Most business purchasers are knowledgeable about the products they are purchasing.

Marketing communication otherwise known as the marketing mix was first conceptualized by McCarthy (2001). He defined them as follows: the product, the price, the promotion and the place also called Distribution. Therefore the marketing mix was developed to include the three 'softer' elements of people, physical evidence and process management. To a large extent, this is a reflection of the ways in which, in many markets, the nature and rules of

competition have changed and some of the traditional bases for competitive advantage have eroded.

Business market demand is analyzed by evaluating the number and kinds of business users and their buying power. Kotler P. (2009) argues that selling products and services to a company is fundamentally different than selling to individuals. Contrary to popular belief, marketing theory remains relevant and calls for only minor adjustments to marketing strategies. For businesses to be successful and stay in business, their products, prices and promotional activities must be satisfying and provide a comparable value to the majority of competitors and market leaders. Mujtaba and McFarlane (2007).

2.2 Amalgamation of marketing strategies

According to Kotler P. (2003) companies consider many factors when designing their promotion mix strategies, including type of product/market and the product life-cycle stage. For example, the importance of different promotion tools varies between consumer and business markets.

Brochures, directories, guidebooks, newspaper ads, and reservation services have been found to be the primary marketing strategies for bed and breakfast operations. To promote bed and breakfast operations, word-of-mouth advertising often has been the most effective strategy Lubetkin (2009). Many guests mention word-of-mouth referrals, brochures, and bed and breakfast guidebooks as sources of their information Dawson & Brown (2008).

On the other hand according to Lee Traupel in his article *Fundamental strategic marketing mistakes to avoid*s, many companies ignore various basic marketing strategies. That is for example ignoring distribution channel by selling direct via ecommerce website. A company should not build and launch an ecommerce site and start selling direct to employees and forget about a distribution channel. It's imperative to give the customer the choice to buy

direct from your company or locate a distribution channel partner via a look up capabilities on the site.

Moreover the common mistake that many tourism service industry do is that they make a competitive analysis a low priority. Too many companies forget about their competitors after the business plan has been written. They do not take the time to review them on a periodic basis and try and figure out how to deliver goods and services differently which in turn drives competitive advantage and a long term and suitable business model.

So how can marketing departments make sure that their companies takes advantage of the new marketing paradigm? “Marketing must be holistic” Kotler (2009) it must be directed inwards as well as outward. You need to get other departments to understand the value it could generate. “At the same time your customer relationship management must be more than simply integrated. You need to get to know a customer, cultivate the relationship, and have an ongoing mutually profitable relationship.” And you must demonstrate continuous improvement in your corporate social responsibility.

However, advertising can be expensive, so operators have to determine the extent of advertising that is needed (Murphy, 2004). According to Lubetkin (1999), bed and breakfast operators should consider contracting with marketing firms for the first couple of years to assist in the development and promotion of the property. On the other hand, Murphy (2004) suggested that unless the owners are buying an existing bed and breakfast, advertising dollars should be spent conservatively during the first year. After only one season, the proprietors may find that this type of business venture is not for them; and in this case, it would be a waste to have invested large sums of money for visibility in a half dozen guidebooks.

Lee, Reynolds, and Kennon 41 established bed and breakfast owners in their area which type of advertising they have found to be most worthwhile. Over the next two or three years, the manager will probably want to increase the advertising methods as he or she learns where the

dollars can be most effectively spent Murphy (2004). A logical place to start would be the local Chamber of Commerce. The Chamber of Commerce is an excellent source of advertising. The annual fee for membership is usually reasonable and is an expenditure that can pay for itself many times over Murphy (2004). Gartner (1996) found that Chambers of Commerce encourages local tourism by working together to promote use of area businesses. Since the main objective of Chambers of Commerce is to fill lodging rooms, convention centers, and restaurants, they could bring travelers to the bed and breakfast.

There are a wide variety of guidebooks; some are regional and others cover the entire United States. There is usually a fee for listing in a guidebook, but the listing can bring many bookings to the property Murphy (2004). Certain magazines publish special annual travel guide editions. For instance, each spring in New England, Yankee Magazine publishes a New England travel guide that sells millions of copies. This can be an excellent place for a bed and breakfast to advertise. Costs can be contained by sharing advertising space with a consortium of other local bed and breakfasts. Another example is Country Inns/Bed & Breakfasts, a beautifully produced magazine with a national circulation. This publication targets the avid bed and breakfast fan. The magazine's advertising representative can help the bed and breakfast owner compose and design an attractive advertisement Murphy (2004). Newspapers can be another method of advertisement, but such advertising has to be selective. Bed and breakfast owners can contact major newspapers distributed in the region and in large metropolitan areas. The owners are asking to be contacted to advertise when special travel supplements are published. Many innkeepers have used this form of marketing at least once or twice Murphy (2004).

Many hotels use computers to create and manage their marketing programs. Managers praise their computers because of the many functions that they provide, specifically having a web site for the inn that allows bookings and e-mail correspondence to potential guests Alexander

(1997). Internet sites are being created to provide travelers with up-to-the-minute information about the property. This often includes photos of the bed and breakfast so travelers can visualize the property from their computer screen. Innkeepers can even use an automated service that works together with telephones and fax machines to advertise their properties directly to consumers. Until recently, most promotional materials, catalogs, and other publications were produced by professional graphic service companies. These services were often not flexible enough for small companies to print short runs or to make quick alterations as their needs changed. The biggest advantage of desktop-publishing software is that small businesses can create materials that rival those of larger competitors.

Marketing brochures, greeting cards, and elaborate guides to the surrounding area can be produced by using a computer, a printer, and a desktop-publishing program. More small businesses are likely to experiment with creating professional-looking publications in-house with desktop-publishing software that has become user-friendly and less expensive. Desktop-publishing software has enabled many operations to create professional-looking documents without the expense of hiring a professional designer McCollum (2006).

With less time to request and wait for paper brochures, busy leisure and business travelers are ideally suited for electronic travel planning. The Internet lets travelers not only search for the lowest available fares, but it also provides access to a great number of other trip planning resources such as destination-research tools and expert advice Cooper & Brown (2007). Even if marketing is done on line, it does not happen by magic. In spite of many millions of users on the Internet, users will not know about a property's web site unless they know the web address. And even though the owner may have selected a site provider to carefully design the web site, the owner of the property must stay involved. If the promotion of one's homepage is not interesting, useful, visually attractive, and most important, up-to-date, the employees will lose interest quickly and leave the site.

2.3 Marketing mix

2.3.1 Product

Any tangible or intangible commodity or service is considered a product offered to employees. To satisfy employees, businesses should render quality products and services. Marketing managers should be primarily concerned with product policy because, as Thomas (1997, p. 238) has noted, "it is the product or service offering of a firm or organization that ultimately determines the nature of the business and the marketplace perception of the business. In this sense it is the core of the marketing management function.' In making this comment Thomas gives implicit recognition to the idea that, although in an ideal world marketing management starts with the identification and selection of opportunities, in practice resources have generally already been committed.

Nankervis (2002) states that when comparing the productivity of hotels in Southeast Asia to those of their rivals, it is imperative that business managers keep an eye on, measure, and compare intangible services like luggage delivery times and check-in and check-out times, and compared with competitors by business managers. Lovelock and Foster (2001) characterize service as immersive and intangible, Service, according to Kotler (2006), is any act or action that one undertakes for another that is required, unimportant, and does not result in the acquisition of any property.. He further said that there are four categories under which services fall:

- (a) Completely physical products;
- (b) Tangible goods plus services;
- (c) Major Service;
- (d) Minor goods or services in addition to major services.

Peter and Donnelly (2001) claimed that all service providers must prioritize providing high-quality services. In the past several years, over 40% of all employees surveyed listed poor

service as the number one reason for transferring to the rival business, however just 8% of respondents cited pricing as a motivator. Peter and Donnelly (2001). Maintaining a current client is five times less expensive and much easier. Than to recruit a new one. One special marketing challenge facing most service businesses is to find ways of keeping their current employees and to make their offerings more tangible to potential employees. According to Walker (2006), some methods for keeping employees can include:

- Designing recreational facilities and training personnel to serve as symbol of service quality.
- Creating a tangible representation of the service.
- Tying the marketing of services to the marketing of goods.

A service is an experience, perishable and cannot be inventoried for future use. The services and goods provided must be of the greatest caliber, regardless of whether the business uses a standardized or customized foreign marketing plan. So service and product quality are paramount for all service providers and organizations that want to survive. According to McCarthy and Perreault (2000), the capacity of a product to meet the demands of employees is referred to as quality. Hotels and resorts need to concentrate on offering their guests high-quality services and goods. Employees in an effort to maintain their satisfaction and maybe get their business again. Foster (2002) pointed out that the dining a warm greeting and attention to even the smallest details may improve the client's experience and perception of a restaurant. Employees' needs. Whatever the kind of eatery, promptness and courtesy should be offered to employees. Quality is mostly drawn from the other important goods and services that are successfully managed. Quality control and quality assurance are the two main tactics for success in the hospitality sector, according to Jones (1993).

According to Richard M. S. and Gilligan C. (2007) the product is a far broader concept which consists of anything, be it favorable or unfavorable, that a buyer receives in the exchange

process. From the view point of the marketing strategist this idea is encapsulated in the idea of the product as a 'bundle of potential satisfactions' this has been elaborated upon by Abbott (2000 p. 9) who has emphasized that what really people desire are not the product but satisfying experiences and expanded upon in turn by Levitt (1999) who argues that products need to be seen in terms of the benefits they provide rather than the functions they perform.

2.3.2 Price

Price is the amount that can be charged for a company's products or services. In the setting of prices, managers/owners should see to it that prices are reasonably affordable, fair, and competitive. Price, in the words of McCarty and Perreault (2000), is the cost of a company's goods or services since the price may be represented by the exchange of money in a commercial transaction. Walker (1996) claim that it is challenging for businesses to implement a uniform pricing policy internationally for a variety of reasons, including different transportation cost, exchange rate, competition, market demand, objectives, government policies and regulation, taxes and other factors. Pricing is an art and its main goals are to optimize profit, reduce losses, and maintain market share for the organization and the industry. Pricing is a critical element in the marketing mix as it is the only one of the four Ps that generates income, according to Pagoso and De la Cruz (2000). Operating market According to Lao (2001), pricing is a science, but it's not always a precise science since it requires some skill and look around.

Managers may develop an effective pricing strategy by combining the operations of the business with a comprehensive collection of information for making decisions. According to O'Hara (2005). A key component of any company organization is price. He proposed that there are three main factors that go into setting prices: cost, competition, and employees. The right price is one which the employees will be willing to pay and at the same time it allows a reasonable margin of profit. Some entrepreneurs use the cost-plus method wherein the costs

of making an item are calculated and an extra amount is added for profit. Some determine the going rates in the market and utilize that information to determine their own prices, which may be somewhat higher or lower than the going rates.

Product costs can include changed from time to time due to fluctuation or an economic recession. Prices influence the market share, competition, profit, product quality and the entire marketing program. An example of pricing can include what a resort or hotel charges for a room per night. According to Vallen (2005), room prices are composed of two main parts, first, hotel prices must be sufficient to pay for overhead and yield a respectable return on investment; second, they must be reasonably priced to attract in and keep the kind of customers who the operation is being marketed.

According Richard M. S. and Gilligan C. (2007) Price is significant strategic variable and in many markets, despite a growth in the importance of non-price factors, it is still the principal determinant of consumer choice. Its significance is further emphasized by the fact that price is the only element of the mix that generates revenue- the others produce costs. It is perhaps understandable, therefore, that many marketing strategies treat pricing decisions with an extra degree of caution, which helps to explain why studies on both sides of the Atlantic have suggested that setting prices and dealing effectively with price competition is one of the biggest problems faced by marketing managers. The combination of these factors also goes some way towards explaining why it has often been suggested that relatively few organizations handle pricing well and why a series of mistakes are commonly made. The most common of these are that:

- Pricing decisions are often too heavily biased towards cost structures and fail to take sufficient account of either competitors' or employees' probable response patterns.

- Prices are often set independently of other mix elements and without sufficiently explicit account being taken of, for example, advertising strategies and market positioning
- Too little account is taken of the opportunities to capitalize on differentiation.
- Prices often do not vary sufficiently greatly between different segments of the market.
- Prices often reflect a defensive rather than an offensive posture.

2.3.3 Promotion

Promotion is a way of informing people about the services and products of an organization. It is an important tool in business to persuade more and more prospective employees in order to be successful in the industry. Promotion is a technique that is designed and utilized by companies as a way of enhancing their brand perception as well as to encourage employees to use their products and services. As mentioned by Strong (1999), promotion can be improved through:

- Analysis of spending and establishing objectives,
- Better selection of appropriate promotional techniques,
- Pre-testing,
- Evaluation,
- Focusing on the long-term
- The development of more detailed information on the effect of promotion.

Peter and Donnelly (2001) said that advertising in printed and electronic media may be used to promote a seller's goods. A message can be crafted to remind, convince, and enlighten people about the firm's offerings. They mentioned that there are three basic factors to be considered in devising a promotion mix:

- The role of promotion in the over-all marketing mix,
- The nature of the product

- The nature of the market.

According to Armstrong G. and Kotler P. (2003) the theory of integrated marketing communications also asserts that the entirety of the promotional media has to be harmonized and fittingly incorporated into the promotion program of the company, each promotional tool has unique costs and benefits. Marketers need to be aware of these traits when choosing their marketing mix of tools. Large-scale advertising speaks well of the seller's stature, popularity, and success far beyond its target audience.

2.3.3.1 Advertising

The institute of practitioners in advertising definition say: 'advertising presents the most persuasive possible selling message to the right prospects for the item or service for the least amount of money cost.' According to Armstrong G. (2004) advertising may repeat a message several times and reach a large number of geographically scattered purchasers at a cheap cost per exposure. Because of the public nature of advertising, customers typically see promoted goods as more legitimate. Advertising is also very expressive- it permits the business to creatively employ print, voice, and pictures to dramatize its products, and color

According to Jefkins F. (2003) one type of specialized communication is advertising. Because in order to satisfy the marketing function, it has to do more than inform. It has to persuade people to complete the marketing strategy which is designed to sell at a profit what the marketing strategy which is designed to sell at a profit what the marketing department believes people are willing to buy. Advertising has to influence choice and buying decisions.

The four fundamental purposes of advertising as mentioned by Lao (2001) include:

- To create awareness of the product by the consumers,
- To inform others about the benefits obtained from the product,
- To influence Consumers
- To maintain product visibility.

The major mediums of advertisement as discussed by Frank J. (2000) are as follows:

- **The Internet**

The internet is a huge global network of computers. The dynamic growth of the internet is producing dramatic changes in every corner of the business world. Some computers are owned by individuals such as house holders, others by businesses, companies, corporations and organizations, many of them with internal networks. Unlike other communications media, the internet is capable of reaching both a mass market and specified individuals within it. It offers huge possibilities for bringing sellers and buyer together on a worldwide basis. Moreover, online advertising differs from other media in one other important respect. It allows enquirers and consumers to interact with advertisements direct and with immediacy. With a key-stroke or a mouse click, a 'visitor' can call up information about a product, resolve question about it and then buy it-all this in the same 'visit'

- **Television Advertising**

Television commercials enable advertisers to dominate television screens. They allow the advertisers to use all TV's capabilities: movement, animation, color, and sound and response-contact information. The most popular formats are 30-second, 45-second and 60-second slots. Although TV cannot target individual consumers, it can address the interests, wants, needs and emotions of well-defined consumer groups. It does this up to and slightly beyond the geographical limits of transmissions areas of individual stations, which is a crude form of targeting.

Halim (1999) found that television is the most effective medium in promoting soft drinks as it provides a sense of reality with the audience because of the sight and motion.

- **Radio Advertising**

You will find at least one radio set in every household in industrialized countries. Most The customer doesn't need to be focused all the time when listening to the radio. In addition to listening to the radio, he or she can read, take a shower, iron, or engage in other activities, and polishing diamond. Indeed frequently referred to as an audible wall paper. When browsing, reading mails, or studying online offers by advertisers, It is necessary for the customer to focus on the screen. Online As a result, marketers must make their presentations as engaging and inspiring as possible-especially given that the customer could own a radio on in the background.

- **Press Advertising**

On a newspaper or magazine page, it is easy to distinguish advertising from editorial. Indeed, editors and advertisers are careful to design their presentations to emphasize this distinction. In the UK some advertisers use an 'advertorial' technique. The design of advertisements closely resembles that of the editorial environment in which they appear. This is deliberate, and permitted by publishers. Each advertorial insertion, however, must be clearly identified as such, and must carry the heading 'Advertisement' or 'Advertisement Feature'

2.3.3.2 Personal selling

According to Kotler (2003) at some points in the purchasing process, personal selling is the most useful strategy, especially when developing up the buyers' wants, needs, and actions. It involves personal interaction between two or more people, so each person can observe the other's needs and characteristics and make quick adjustment

2.3.3.3 Sales promotion

According to Armstrong G. and Kotler P. (2003) A vast range of methods are used in sales promotion; they include discounts, competitions, cents-off offers, prizes, and more. Each of these tools has several distinctive characteristics. They draw in customers, provide

compelling reasons to buy, and may be utilized to highlight product deals. to boost sagging sales. Sales promotion invite and reward quick response-whereas advertising says, “Sales pitch reads, "Buy our product. Buy it now." But the impacts of sales promotions are frequently fleeting, and they are rarely as successful in creating enduring brand preference as advertising or personal selling. Burnette (2004) states that sales promotion is the last phase of advertising that raises staff members' knowledge of a company's goods and services. According to Stanley (1999), Sales promotion has four main objectives:

- Assisting the sales force and its merchandising impacts.
- Getting middlemen to embrace and actively promote sales marketing, assisting the sales team with their product merchandising and marketing.
- Increasing the product's sales force to customers.

2.3.3.4 Public relations

British institute of public relation define public relation as the deliberate and persistent endeavour to create and preserve understanding and goodwill amongst an organization and its public. On the other hand The Mexican statement state that public relation is the social science and art of identifying patterns, forecasting their effects, advising organisation leaders, and carrying out organised action plans that will serve both the organization and the public interest. According to Jefkins F. (2000) Public relations aims to create understanding through knowledge and, if it is to be successful in educating the market, it must be factual, credible and impartial.

According to Armstrong G. and Kotler P. (2003) Public relations is very believable – news stories, features and readers find events to be more credible and authentic than advertisements. Public many prospects that shy away from sales can also be reached through relations people and advertisements- the message gets to the buyers as “news” rather than as a sales-directed

communication. And as with advertising, public relations can dramatize a company or product. Marketers tend to underuse public relations or use it as an afterthought. Yet a well-thought-out public relations campaign used with other promotion mix elements can be very effective and economical.

2.3.3.5 Direct marketing

According to Kotler P. (2003) Although there many forms of direct marketing – telephone marketing, direct mail, online marketing, and others- they all share three distinctive characteristics

- Direct marketing is nonpublic – the message is normally directed to a specific person.
- Direct Marketing is instantaneous and personalized; messages may be created rapidly and adapted to target certain customers.
- Direct marketing is conversational; it enables the marketing team and the customer to have a conversation, and messages can be altered depending on the consumer's response. Thus, direct marketing is well suited to highly targeted marketing
- Efforts and to building one-to-one customer relationships.

2.3.4 Place

According to Backman F. K. (2004) place refers to the location which your employees buy your product. You may sell directly to them or they may select your product through certain channels of distribution. Travel agents, tour operators and tour wholesalers provide the main channels of distribution within the tourism industry

A customer will not likely purchase a service or product unless it can be relatively easily accessed. Placement can be anything from a magazine or candy bar sitting next to the checkout counter at the supermarket—a spontaneous purchase—to gas stations situated on the right-hand corner of the exit from a highway or to the location of an orthodontics office in the same complex as a pediatrician's office. Placement helps make the purchasing process for a customer easier and more convenient. Often the term distribution is used interchangeably for the placement component of a marketing strategy and includes the decisions a company or firm must make to ensure the connection with the customer or client. The easier, more comfortable, and more accessible the product or service is, the more easily the marketer can link it with the buyer through placement. May be, the more likely the customer will purchase the product or service.

2.4 Importance of marketing strategy

Basically, marketing strategy provides the direction and guidance to achieve marketing objectives of the firm. The analysis of marketing strategy can identify major competitors such identification of major competitors would enable the firm to offer it's appropriately designed marketing mix in order to attained the objectives of the firm.

Marketing strategies also have the function of market segmentation. The marketing strategies are helps to identify the market segmentations a well-defined marketing strategy clearly describes whom (employees and markets) to serve and whom to exclude. Also, what to serve (product and services) and what to serve (which products or services to avoid or stop serving, if such a products or a service does not bring the expected returns to the firm).

Marketing strategies helps to minimize risk due to changes in competitor's strategies, changes in technology, changes in product and services changes in consumers like and

dislikes. If risk or contingencies take place, the alternative strategies are put into action to minimize the risks.

Marketing Strategies may have various sales promotional strategies to put into action in order to face the challenges of the competitors' strategies. Marketing strategy helps a firm to identify the competitive advantage. With the competitive advantage. With the help of marketing strategy a firm can identify the competitive differences on whose strength the firm can compete effectively at the market place. A firm can enjoy competitive differences on whose strength the firm can enjoy competitive differences in several areas such as:-

- Corporate / Brand Image
- Product Superiority
- Services Superiority
- Distribution Network etc.

Marketing Strategy also facilitates Organizing, Directing, Controlling and Short term planning of the Organizing activities. Well defined marketing strategies can generate corporate image of the firm. Dedicated shows, channels, magazines, events, radios and celebrity associations have created an aspirations attribute for wellness offerings.

The basic function of marketing, sales, advertising and promotion is to find and retain enough guests to maintain a profitable level of business. In large hotels there is usually a full time marketing and sales division or department regardless of the hospitality firms' size, a continuous sales effort is required to fill guestroom, dining rooms, lounges, and meeting space. Sales must never be considered the sole responsibility of single individual, sales is an important part of every employee's job. In this age of new contribution and investment, modernization, consolidation and merger, automation and growing competitions the name of the game in the hospitality industry is to be "wearing out the carpet" that is, bring in the business.

Hospitality marketing strategy include new material on a number of topics, services to employees and clients, increase in market shares, product and services innovation and development, enhancement of corporate image, promotional strategies' relationship marketing, advertisement policy and public relation, employees satisfaction and relationship, food and safety.

CHAPTER THREE: METHODOLOGY

3.0 Introduction

This chapter focuses on the details of the research process, including the kinds of tools that were used during the study. In simpler words, this chapter focuses on the methodology that will be followed in the study.

Research methodology, as described by Sim and Wright (2004), is the overall approach adopted in a piece of research. In particular, it refers to the general principles of investigation that guide a study. Therefore, the target population and sampling, research instruments and procedures for data collection would be described.

3.1 Study area

My study area will cover the whole of Narok town taking in to account that Season's hotel and Chambai hotel represents businesses in the hospitality sector.

3.2 Research design

Babbie & Mouton (2001) indicate that a research design aims to address the planning of scientific inquiry by designing a strategy of investigation. It determines how a study can gain answers to the research questions in a consistent manner. With regard to the purpose of this study, to gain more detailed information concerning the subject matter, and to do so without influencing or manipulating the context, interviewing is usual. This study will employ a descriptive research design so as to describe different phenomena across the area of study.

3.3 Target population

This study will target both the marketing department of Seasons hotel and Chambai hotel in Narok as well as their potential employees including international and local tourists. The target population will be 11 management staffs who are in charge of decision making of both hotels and 80 employees in the month of January and February.

3.4 Sampling design

According to Mugenda and Mugenda (2012), the term sample design refers to the procedures used to obtain the sample size for the study. The sample size on the other hand is the number of cases involved in the study from which the researcher collects data.

3.4.1 Sampling size determination

Table 3.1: Target population of the research

	Seasons hotel	Chambai hotel
Management	6	5
Employees	45	35
Total	51	40

Desired sample size according to Mugenda's formula

$$nf = n/1+n/N$$

$$nf = 387/1+387/91$$

$$nf = 73$$

3.4.2 Sampling frame

The source material from which a sample is taken is known as a sampling frame. It is a list of every member of a population who is sampled.

Table 3.2: Sampling frame

	Seasons hotel	Chambai hotel	total
Management	$6/91*73= 5$	$5/91*73 = 4$	9
Employees	$45/91*73= 36$	$35/91*73= 28$	64
Total	41	32	73

3.5 Sampling method

The participants in this study will be the marketing department managers and the potential employees in Seasons hotel and the owners and different operators of the major chambai hotel in Narok town that the researcher selected, who have the experience and who have been in the tourism and hospitality industry for at least 5 years thus have the knowledge of the effective marketing strategies that this businesses use for their successful development in

order to gain a better competitive advantage. The technique that will be used for this study was “purposive sampling technique”, a technique that is understood as the process of choosing respondents, based on specific features identified as selection criteria for the target population. This method will be important for the research study because only specific staff members know about marketing strategies for the establishment since the information is always confidential to the owner, some senior staff and members of the marketing department. Therefore, in this case simple random sampling could will not be suitable because only some specific people will be required to be interviewed.

3.6 Research instruments

With respect to conveniences, complexity and cost and also the nature of the study, the research instrument that will be used during the study will be questionnaires.

Questionnaires will be presented to both the marketing manager and staff and both the international and local employees in the selected hotel and major chambai hotel in Narok town. The different responses will be used to determine the effective marketing strategies that they apply in order to gain a competitive advantage in the tourism and hospitality business world and also to find out the various impacts that these marketing strategies do have on the performance of these business ventures. The recommendation and conclusions drawn shall be used to provide different solvable solutions to the performance of the businesses in areas where ineffective marketing strategies are used and to add weight and stress on the effective marketing strategies in order to enhance good performance and development of tourism and hospitality businesses in Narok Town.

3.7 Procedure of data collection

The sampled hotels shall be presented with a letter in which all the relevant authorities and management in the properties were requested and required to give permission to allow the research activities to be done in their businesses. After the permission was granted,

questionnaires will be presented to the selected individuals by hand delivery by the researcher in the establishments and the researcher personally shall ascertain that this activity will be carried out thoroughly and that all the questionnaires will be filled correctly. Only the owner or the senior staff members of the establishment or the marketing staff will be required to fill the questionnaires.

3.8 Research ethics

Ethics are the norms or values that the researcher should have while conducting research. The researcher will inform the respondents on the general objective of the study so that they may not treat the researcher with suspicion.

The researcher will provide a letter from Greta University as a form of polite request for information and a sign of confidentiality. The researcher will observe honesty, confidentiality, objectivity, care and respect to all the respondents. The researcher observes respect to the choices of respondent to answer or not to answer questions asked and will not coerce them in anyway whatsoever.

3.9 Data analysis

Descriptive statistics, such as means, frequencies, and standard deviations, will summarize the data, while Pearson's correlation analysis will be used to assess the strength and direction of relationships between variables. Multiple regression analysis will evaluate the combined effects of promotion, marketing mix, and pricing on business success, quantifying their individual contributions. Hypothesis testing at a significance level of 0.05 will determine whether these factors have a statistically significant impact. SPSS and Excel software will be used to conduct these analyses, and results will be presented in charts and tables for clear interpretation.

CHAPTER FOUR: FINDINGS AND DISCUSSION

4.0 Overview

This chapter presents the analysis and findings of the study. The study intention was to find out the impacts of marketing strategies on the success of catering establishment. The study objectives were to investigate the impacts of marketing strategies on the success of catering establishment. The study sample were 73 respondents which include residential clients and managers. Researcher used questionnaires to collect information. A total of 73 questionnaires were distributed to the two hotels.

4.1 Response rate

Out of 73 questionnaires distributed, 67 were returned but there were only 60 valid questionnaires which were used for analysis. The results presented show that the response rate is 82% which was accepted as appropriate. According to Mugenda and Mugenda (2003) a response rate of above 70% is acceptable and rated to be very good.

4.2 Findings of the study

Charts, tables and graphs have been used in the presentation of findings of the study. In order to establish the situation in the application of effective marketing strategies in the study area and consequently determine the status of effective marketing in the entire Narok County. Various aspects of marketing that various researchers in the literature review found to be major determinant of effective marketing were found to be useful in promoting the business operation. These include: Internet, personal selling, public relations, location market demographics and press advertisement. These have been presented under the subtopics; demographics, career history.

4.3 Demographics

Below is a presentation of respondent demographics as it were found in the study area.

i. Gender

The chart below is a representation of the percentage of gender of respondents in Seasons hotel, Chambai hotel, local and international guests that the researcher went out to survey.

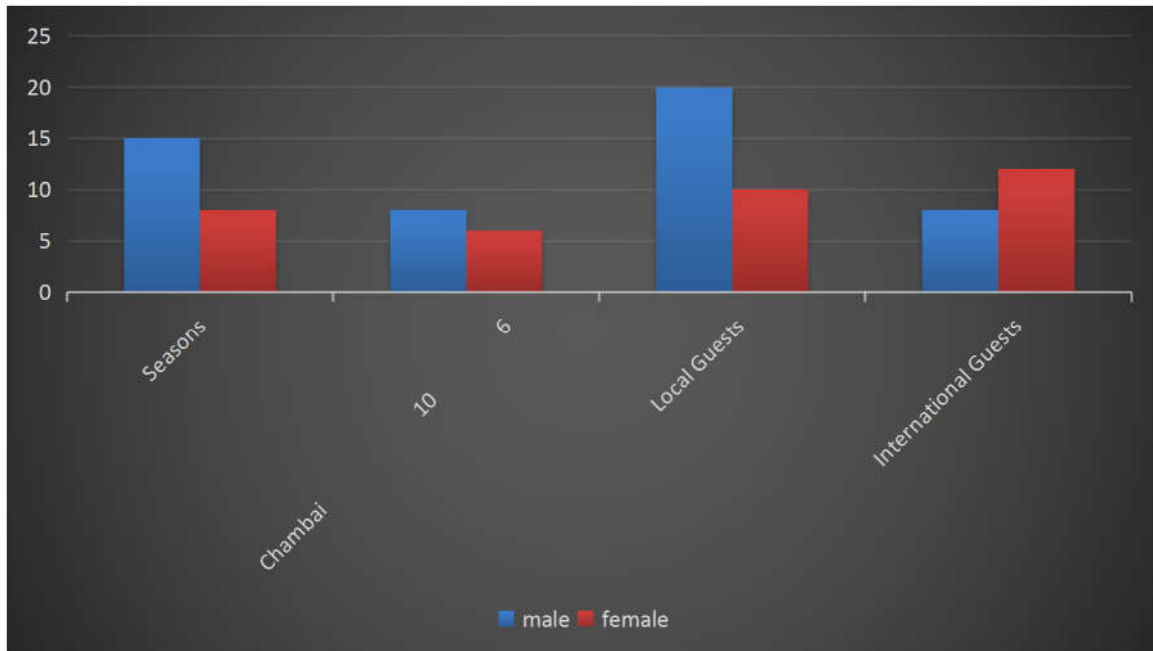


Figure 4.1: Gender

According to the above chart, it is clear that majority of the respondents were of the female gender across all the study zones with the exception for international tourists. This was partly due to the fact that many of males were here or there organizing for what the family will do next if the trip was unorganized, clearing bills or ensuring that the entire luggage was intact.

ii. Age category

Below is a chart of presentation of percentage age groups of all respondents in the study areas.

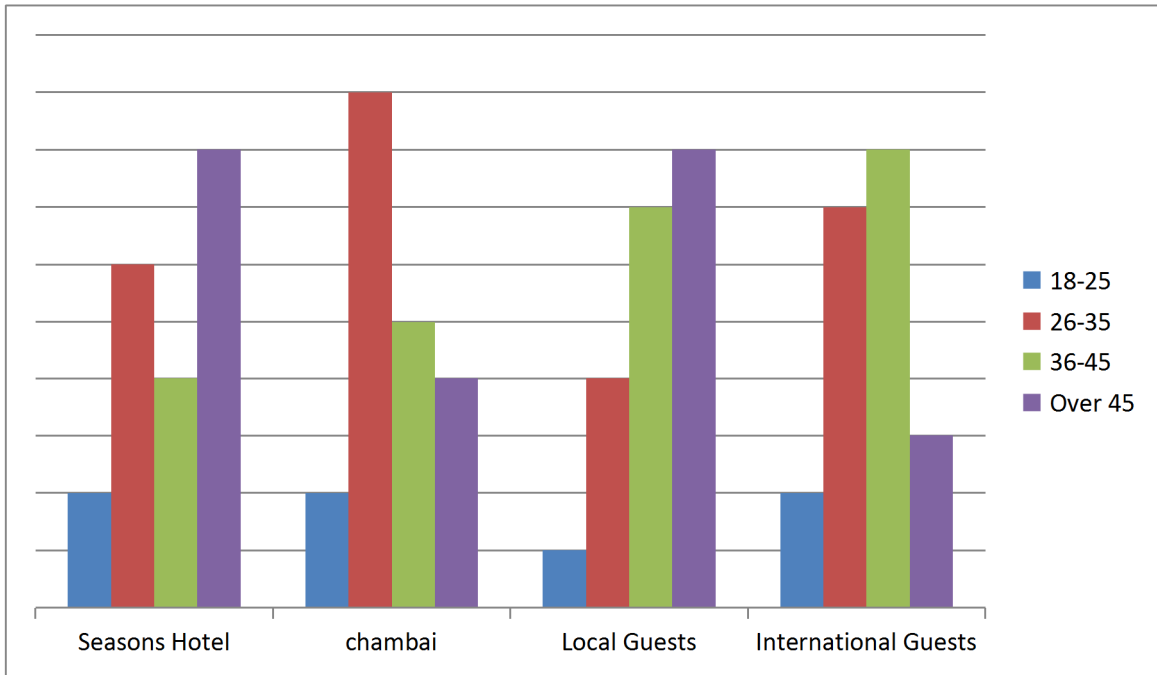


Figure 4.2: Age category

On average, the age between 18-25 is not dominant meaning the majority of the respondents were people of age above 26 years. This is because for those who had adequate information on the market needs and strategies used to market the various businesses then they had to be in operation for long. That is, they must have worked or be in the tourism and hospitality business for at least 5 years. This explains why the number of respondents below 26 years was less compared to the rest. The over 45 year age dominated in both Hotel and for local guests because, for seasons, the older age have been working in the hotel for long and majority have high posts like managers while for the local guests, this are people who visit seasons for purposes of business meeting, educational workshop and for seminars. Majority of them are above 45 and most of them are people of high profile in the society.

iii. Education level

The chart below is a representation of percentage level of education of respondents in the study level.

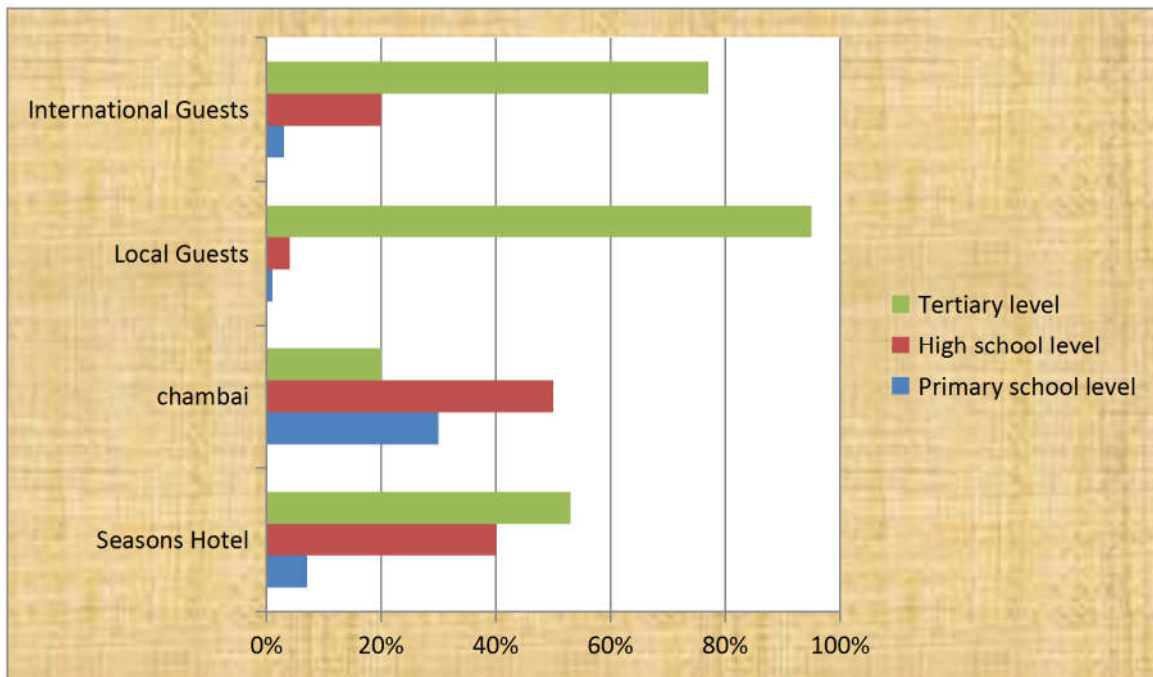


Figure 4.3: Education level

From the chart above, it is clear that most of the respondents' education status was tertiary apart from the curio shop group. This can be majorly because most of the personnel were professionals while for the local and international guests they were of tertiary level in order to be enabled to have money to spend on trips due to having jobs of high profile.

iv. Years in career

The presentation below is on the number of years that the residents of Narok County have been in their various jobs that act as sources of livelihoods.

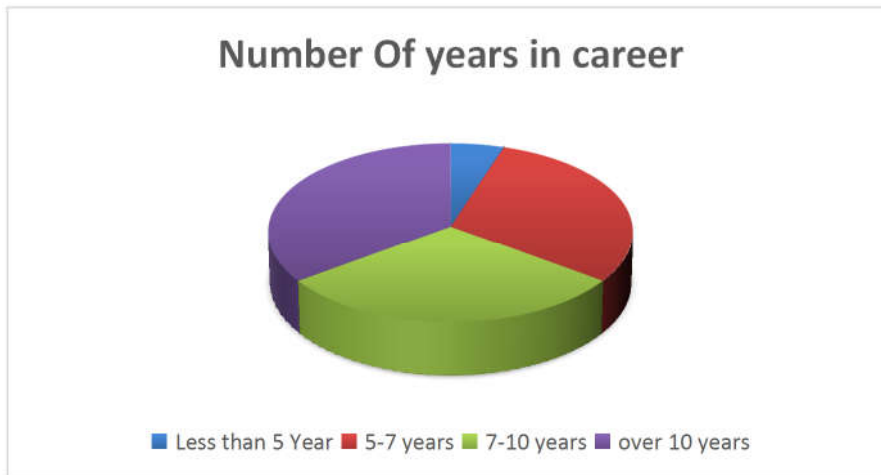


Figure 4.4: Years in career

The findings of the study showed that the respondents whose number of years is less than five years was represented by 5% and are those working in hotel as casual workers or of lower positions like receptionist and those in the chambai hotel that do personal selling for the owners. The number is less because most of those in this group have less information on marketing strategies used in the businesses. Although this group is considered a minority, those who were interviewed at least had some information on the marketing strategies being used in the businesses. Those between 5-7 and 8-10 balanced in numbers being represented by 30% because they were the senior staff members and very knowledgeable about the businesses, marketing strategies, various challenges and possible solutions. Those over 10 years were the majority by 35% and were management personnel hotels in Narok.

4.4 Guest history

- **Type of tourists**

The hotels receives both residents and Non-residents tourist arrivals. According to the findings, the residents and the non-residents share a ratio of 9:11 in terms of reservations that have been done over the last few years. This is presented in the graph below:

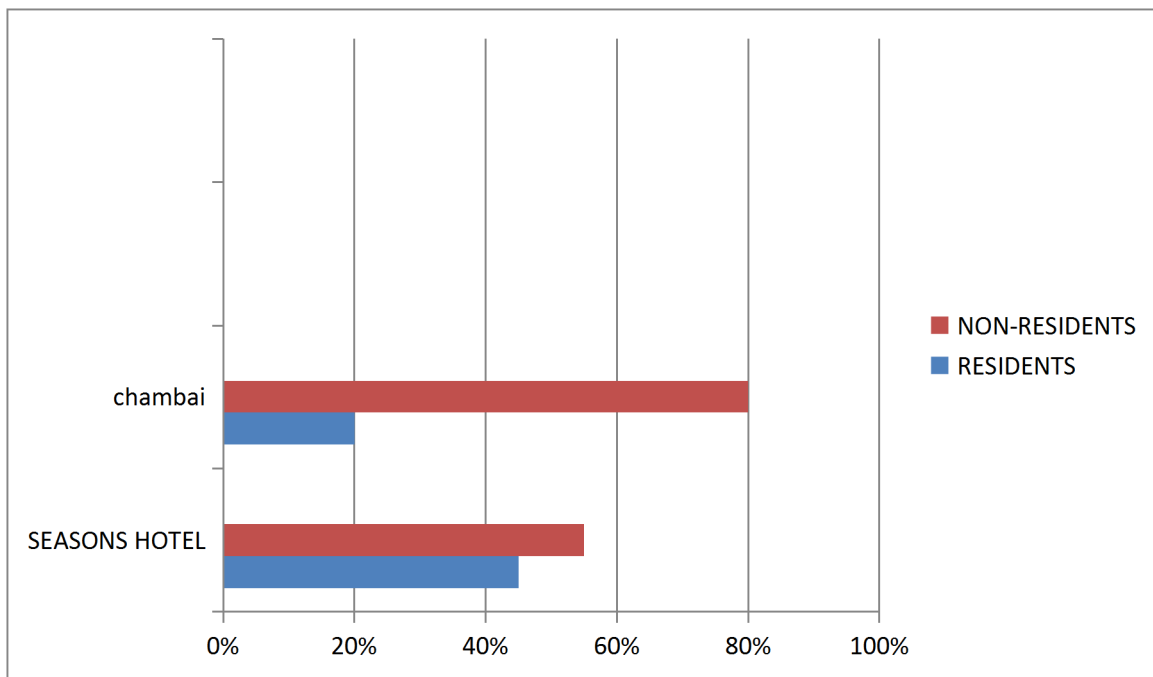


Figure 4.5: Type of tourist

According to the findings, the resident guests in Seasons Hotel are represented by 45% and majority is normally business people who make their visits for purposes of using the conference halls for meeting and seminars. The non-residents make a higher percentage of 55% and most of them make a stop-over at Seasons on their way to Maasai Mara National Reserve. The hotel businesses promote their items more to the international guests through personal selling. The hotel products items are normally expensive and most residents don't buy them unlike the non-residents who buy them as souvenirs. This explains the lower number (20%) of residents and the higher number (80%) of non-residents.

- **Nationality**

The non-residents who visit Seasons hotel and Chambai are different nationals representing several continents. The chart below shows how different nationals from different continents visit the seasons and the Chambai. It comprises only of the percentage of non-residents visitors where the Europeans are the ones leading with 45%, followed by the Americans at 40%, followed by the Asians at 10% and finally the Africans at 5%

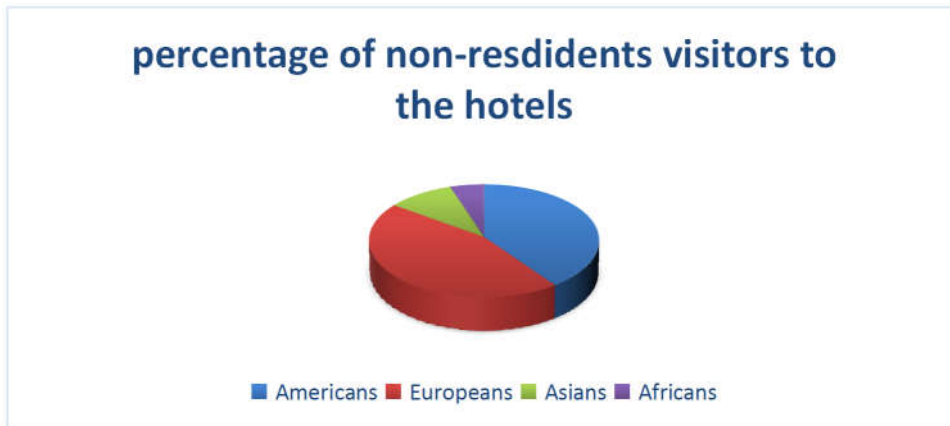


Figure 4.6: Nationality

- **Length of stay**

Though some guests stay for a day, others for 2-3, 4-5 or even over 6 days most guests (50%) of the total number prefer to stay at most 2-3 days at the Seasons hotel followed by those who stay for a period of 1 day (25%) and then those who stay for 4-5 days (15%). Those who stay for more days are few (10%) are normally business people while those who stay for few days are normally tourists on holiday and normally on their way to the seventh wonder of the world and that is Maasai Mara National Reserve. The higher number of short-stays is explained by the fact that majority are holiday makers than business tourists who stay longer. This is presented in a graph below.

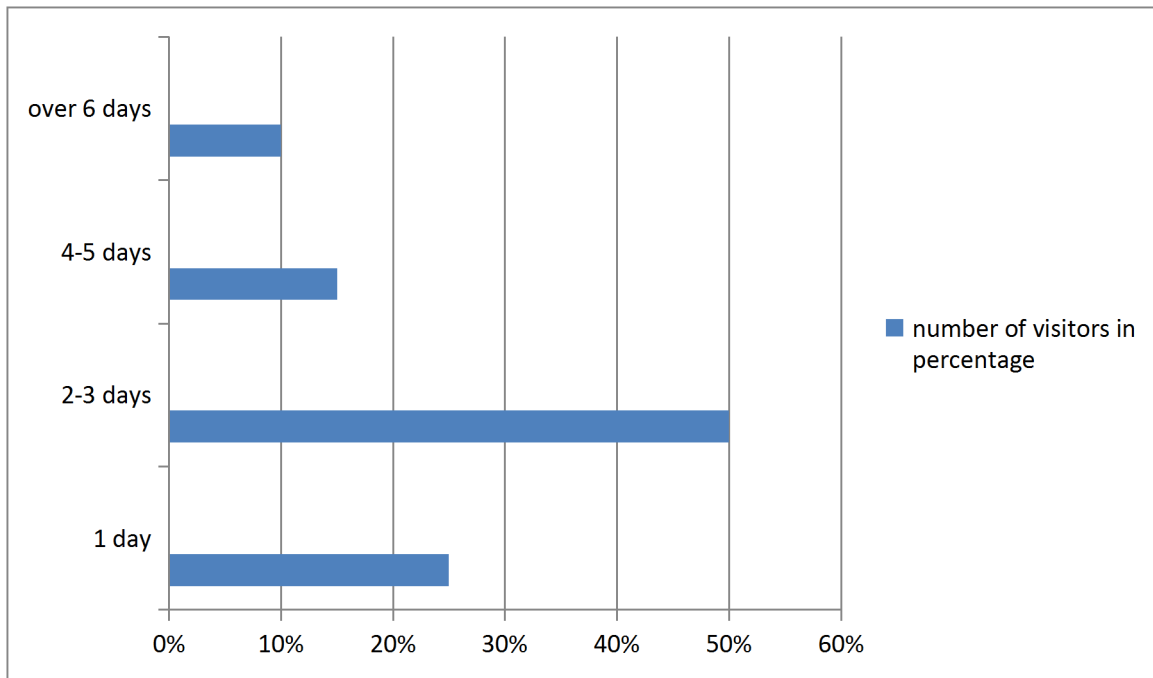


Figure 4.7: Length of stay

4.5 Marketing information needs

According to the findings the researcher concluded that tourism and hospitality businesses in Narok town mostly use face to face as a contact method to communicate with their employees. For instance Seasons hotel also gets important marketing information from their employees and employees while for the chambai hotel they get marketing ideas from their competitors. Since Seasons hotel majors on internet advertisement, most of their booking is done online. A few local people do manual booking since majorities are normally walk-in guests.

4.6 Marketing strategies

a) Effectiveness

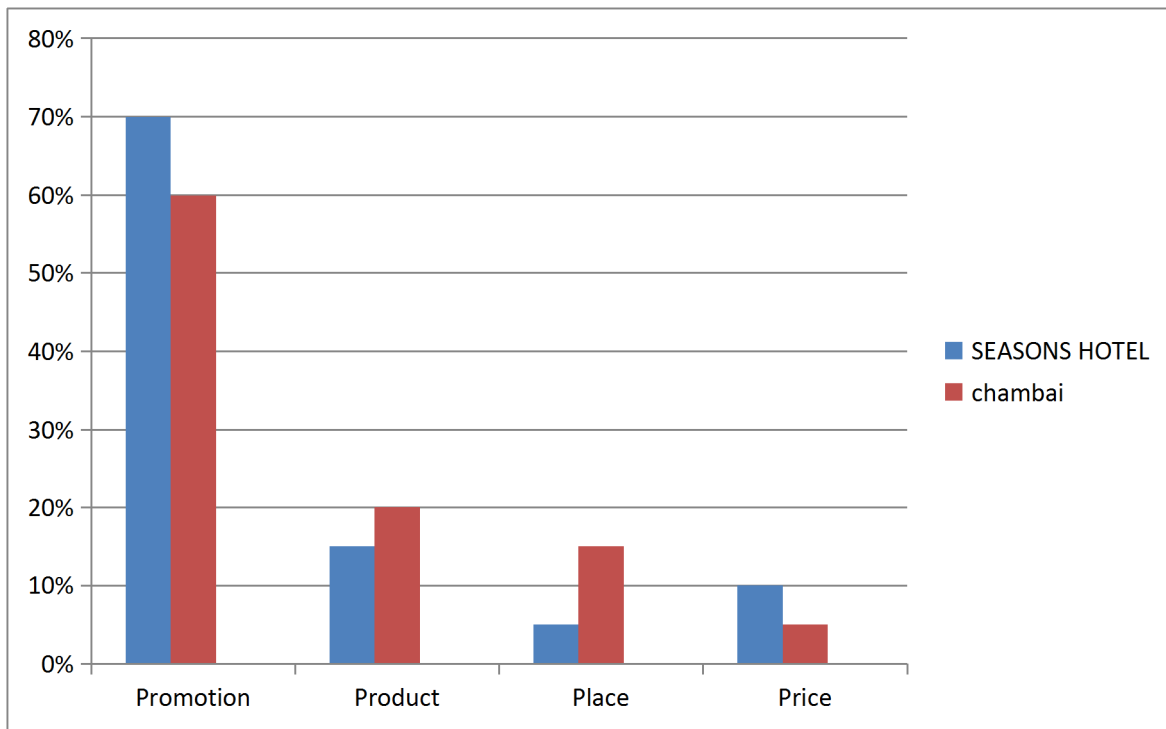


Figure 4.8: Effectiveness

From the above bar chart, the findings show that promotion is a marketing strategy that is mostly used in both Seasons hotel (70%) and even Chambai hotel (60%) respectively in Narok town. The other three marketing strategies are used but not so frequently because the marketing managers of Seasons hotel and other personnel of the chambai hotel believe that they are less effective.

b) Preferred marketing strategies

Over the past five years Seasons hotel and Chambai hotel have been using promotion as its major marketing strategy. Its impact on sales has not changed much since the business is still seasonal depending on the migration of animals in the Maasai Mara National Reserve. Despite the fact that this hotel has been trying to use other strategies like price, product and place, it has not capitalized on these other strategies. This was majorly because, the hotel management tested them but still, they did not cause much of the positive impacts on the

sales. Therefore the hotel generally invests very little on the other Ps apart from Promotion. On the other hand, promotion as a marketing strategy also has its own mix. In the promotion mix, the hotel has majored on advertisement especially internet advertisement. The other forms of advertisement that it uses includes, press advertisement, radio and television. The level of application is as per the following pie chart.

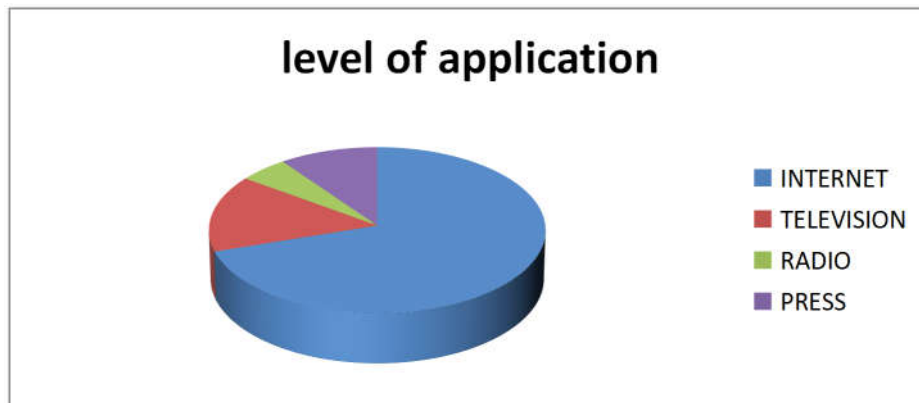


Figure 4.9: Level of application

iv. Other marketing strategies for Seasons and Chambai hotels.

The findings showed that hotels have a swimming pool as a unique product which other hotels in Narok town do not have. This earns it a competitive advantage and it is very effective in that since it's the only one, most of those who normally wants to enjoy swimming, will always choose seasons. The Season hotel is also located on the Nairobi- Narok highway thus enabling easy access. On the other hand the fact that Chambai is located on the outskirts of the town provides it a serene environment to enable relaxation and minimal noise to destruct those in meetings and seminars at the hotel. In addition, the hotel offers 10% discount to the guests who stay for more than 10 days. This is a marketing tactic on pricing and it's effective in Seasons in that it encourages repeat visits.

There are also other marketing strategies that are used but not intensively since they are expensive to apply and they only bring little or no positive impacts on the sales. This can be proved by the fact that at one point Seasons hotel used over Kshs.100000 in press advertising

which made little positive change on the sales and almost a loss to the hotel. The hotel also uses the traditional brochure which they give to the guests. The brochure is also effective in a way that the attractive pictures of the rooms are fascinating and can induce the buying effect of their hospitality service.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter presents the conclusion and recommendations of the study.

5.1 Conclusions

After analysis of the above findings, the researcher reached to the following conclusions;

The marketing department of Seasons Hotel and Chambai has got resourceful professionals who have provided important information for the hotels. This is evidenced by the fact that the hotels have been able to be at the competitive edge over the other hotels meaning that the marketing department had to do a lot in gaining market information and using it to their advantage of creating huge market awareness. This shows that marketing has been given a priority in the organization.

Without proper marketing, there would be no market opportunities, and where there are no opportunities it probably means that the totals sales will be down. But according to the findings of this research in the various hospitality and tourism businesses, there are plans which have been enacted in order to increase total sales by increasing the size of the market. We can therefore conclude that the current status of Marketing in Narok town is that the use of effective marketing strategies is highly valued.

From the findings, it is evidenced that most of the tourism and hospitality businesses now use promotion as a major form of marketing. Season's hotel has resorted to the internet advertisement which is cheaper and can be reached by a wide range of market. Internet advertisement has helped the hotel to be known globally and therefore it's an effective marketing strategy to be applied since it has helped in the promotion of the hotel.

On the other hand the Chambai hotel have majored in personal selling as a mode of promoting their products. Personal selling is promotion through convincing the customer by

word of mouth directly into buying one's products. It has been effective to this businesses since they are small scale and therefore and it easier to market through such means.

In summary, the researcher concluded that behind the success of all the tourism and hospitality businesses in Narok, there was and is effective marketing. There are several marketing strategies used in different situations to different markets and these include; pricing, product, promotion and place. All this have been applied in one way or another in the businesses. Promotion is the one that is commonly used through personal selling and advertisement as the major tools of promotion. In pricing they offer discount in order to encourage repeat visits. Product is also used in such a way like for chambai hotel, they provide diversified product to attract a wide range of market while Seasons has a swimming pool as a unique product to attract a new market. Lastly the businesses are located along the main road which indicates their products are readily available to the market and can be accessed easily.

5.2 Recommendations

Based on the above conclusions; the following recommendations can be outlined: While most tourism organizations are by now familiar with the internet, far fewer have gained an understanding of the technologies, new resources, new communication opportunities, and the requirements that they represent.

While new technologies provide new opportunities, they do not change the basics of marketing: people, product, place, price, promotion and distribution and generally the marketing mix. Hotels and tourism organizations should know their target markets, understand their purchase decision processes, and offer them the right product, at the right time, for the right price and correct their course continually.

Market research and marketing should be prioritized in every service industry if the organization is to achieve its growth objectives. This is because through market research an

organization is able to understand its target market and through proper marketing the products is made known to the market and buyers can easily access and buy the products leading to high sales volume and possible future growth.

Unique and new products satisfactory to the needs and wants of the employees are a prerequisite if a firm has to stay at a competitive edge or rather a step ahead of the competitors. Due to the new technology employees' needs keep on changing, therefore the tourism and hospitality industry should always invent and come up with new products to meet the ever changing employees' needs and wants.

Customer loyalty is a crucial weapon which can be used to retain your employees and ensure demand of service industry products even during low peak and economic recession times. High quality products and services should be enhanced in hotels and other service-offering firms as they create a good image to the customer and indeed they enhance repeat visits. Provision and production of high quality services and products is very crucial to any tourism and hospitality organization if it has to be at competitive edge and enhance high level of customer retention. Sometimes it can be out of the ability of the organization managers to ensure that this happens. Though they have got a role to play, the government can be very supportive stakeholder in various ways. Below are some of the ways in which the government can intervene through policy regulation:

Use of various promotional tools in marketing hotel products should be encouraged to ensure that a wide and diverse target market is reached. This is because different marketing strategies have different impacts to different markets. This would involve the use of both modern online/internet marketing tools as well as the use of traditional brochure to reach to the locals. Word of mouth should also be encouraged as it's also a very important tool in marketing.

Lastly, market research is currently changing. New and diverse knowledge is emerging; about target markets, competitors, employees, products and services, and manufacturing /processing processes. This requires market researchers to be on the lookout in order to be updated and knowledgeable on the new market trends to ensure the survival of their businesses. It's only those firms which would adjust to this dynamic and gradually changing marketing environment that would survive as its now survival for the fittest.

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APPENDICES

Appendix A: Questionnaire

I am Josephine Mutuku a fourth year student at Grets University pursuing a Bachelor of Science in hospitality and tourism management.

This questionnaire is a an official document that will assist in determining the effectiveness of an academic research project based on the use of effective marketing strategies in order to boost the performance of tourism and hospitality businesses in Narok town.

SECTION A: BACK GROUND INFORMATION

1. Gender: A. Male B. Female
2. Age: A. 18-28 B. 29-39
 C. 40-50 D. over 50
3. Department you work in: A. Room B. Food
 C. Front Office D. Other
4. Work status: A. Full time B. Part time
5. What is your Educational background?
 A. O-Levels
 B. Diploma level
 C. College or University
 D. Other
6. How long have you worked in the hotel and hospitality industry?
 A. Less than 1 year
 B. 1 to 2 years
 C. 3 to 5 years
 D. More than 5 years
7. How many hotels have you worked in the last 10 years?
 A. Just 1 hotel
 B. 2 hotels
 C. 3 hotels
 D. More than 3 hotels
8. How long have you worked in this Hotel?
 A. Less than 5 year
 B. 5 to 7 years
 C. 7 to 10 years
 D. More than 10 years

SECTION C: MARKETING INFORMATION NEEDS

- What kind of contact methods do you use to get information from employees?
 Telephone Email Face to face
- What are the sources of information in the marketing department?

Suppliers Employees competitors employees

- Which technique do employees use while booking?
Computerized Reservation System Paper Reservation

SECTION D: GUEST HISTORY

- c) Which guests frequently visit the hotel?
Resident's non-residents
- d) How long do the guests stay at the hotel?
1-2 days 3-4 days 5-6 days over 6days
- e) What kind of accommodation do the guests most prefer?
Standard family unit twin room Deluxe

SECTION E: MARKETING STRATEGIES

1. Do you have a new product/ service that you have or you are about to launch in the market that your competitors are not aware of?
Yes No if yes, specify
2. What is the level of your product/service awareness in the market?
Low high medium
3. Do you have any programs or activities that enhance customer retention in your firm?
Yes No if yes, specify
4. How effective has the location of the hotel been in positioning the enterprise to the target market?
Very effective moderate not effective
5. Which is the most expensive marketing strategy that you have ever applied?
Promotion Pricing place Product
6. How effective was it?
Effective Moderate Less effective
7. What marketing strategies do you use in marketing your business?
Road show Personnel marketing Brochure Other specify

Appendix B: Task execution schedule

<u>TASK PLAN</u>		<u>TIME/DATE</u>
1	Preliminary survey & or reconnaissance	25 TH FEB 2016
2	Distribution of Survey questionnaires	27 TH FEB 2016
3	Data collection and analysis	28 TH FEB 2016
4	Writing progress report	03 ^R MAR 2016
5	Project end	11 TH MAR 2016
6	Writing final report, Presentation and submission	13 TH MAY2016

Appendix C: Project Budget

PERSONNEL		AMOUNT
	Statistical Analyst	500
	Field Respondents	1000
	TOTAL	1500
OTHER EXPENSES		AMOUNT
	Telephone	200
	Printing & Photocopy	500
	Duplicating & Binding	200
	Miscellaneous	500
	TOTAL	1400
TRAVEL		AMOUNT
	To Narok Town	500
	TOTAL	500
GRAND TOTAL		<u>3400</u>