

**IMPACT OF MOBILE PHONE APPLICATIONS ON CUSTOMER ENGAGEMENT IN
HOTELS IN NAIROBI**

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BHHM/006/2012

**A RESEARCH PROJECT SUBMITTED IN PARTIAL FULFILLMENT FOR AWARD
OF BACHELORS DEGREE IN HOTEL AND HOSPITALITY MANAGEMENT OF
MAASAI MARA UNIVERSITY.**

MAY, 2016

ABSTRACT

Mobile applications are taking over the world, no matter what industry or location. The hospitality industry has not been left behind when it comes to taking advantage of mobile technology. Mobile applications are redefining guest experience in the hotel industry. They play an important role for engaging and attracting customers. This study sought to determine the impacts of mobile applications on customer engagement in hotels in Nairobi. The study adopted a descriptive survey to examine the objectives under study. Purposive sampling procedure was used to select the hotels. The study used questionnaires and interview schedules to collect data. Data collected was analyzed and presented in form of charts and tables. The study outcome of the study shows that customers found mobile applications effective on customer engagement. The study also revealed that mobile applications influence the customers' image of the hotel. The study concludes that mobile applications are important for customer engagement and hotels could achieve more if they can add more useful features in their mobile applications.