

**MARKETING CHALLENGES FACING KENYA'S TOURISM INDUSTRY
A CASE OF NAIVASHA**

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ABSTRACT

The purpose of this research study was to assess the tourism marketing challenges in Kenya's industry a case of Naivasha region. It aimed at bringing up the challenges the tourism marketers undergo during the marketing process that undermine their performance. The study was guided by the following objectives: to analyze the extent to which nature of tourism services is a challenge to marketers, to analyze the extent to which environment is a challenge to marketers, to determine how seasonality in tourism industry is a challenge to tourism marketers and to investigate how inadequate funds challenges tourism marketers. The study used a descriptive research design where qualitative and quantitative data was collected. The study used a sample of 20 respondents to participate in the study using judgmental sampling method. For validity and reliability of the instrument, a pre-test was done. A total of 20 questionnaires was administered to the sample respondent. The data collected was coded and analyzed with the use of SPSS. The data was analyzed descriptively by use of means, percentages and frequencies. This was to establish the extent to which the highlighted factors challenged the respondents. The study aimed at identifying the main challenges affecting tourism marketers in Kenya's tourism industry and establishing possible mitigation strategies. The study results will benefit the tourism marketers, government, researches and scholars.