

ABSTRACT

Mobile phones have evolved to be smart computers (Smartphone) supporting a wide range information services that can be accessed anytime and from anywhere. With the increased number of users and greater incursion into people's life, Smartphone have the potential to significantly influence the consumer buying behavior in tourism industry. The study explores the mechanisms by which smart phones employ to influence the consumers buying behavior of tourism products. The study examines the experiences of tourists using the smart phones during the planning to travel and during the actual travel. The study draws insight from a focus group of tourists visiting Nakuru County as a tourist's destination and uses the theory of technology agency and consumer model theories to establish the relation and models of consumer behavior in the tourism industry. The survey research design will be used and the questionnaires and interview will be the main tools used in this study. Data was analysed using Content Analysis method of analysing data. The data was analysed and the findings revealed that most tourists have been using Smartphones during their travel and this has influenced their behaviour towards tourism products. The study therefore concluded that Smartphones have been on the verge of shaping the tourism industry and therefore recommended that tourism providers and marketers should embrace the use of Smartphone in the industry.