



**CHALLENGES IN THE HOTEL INDUSTRY AND SOLUTION : A CASE STUDY OF
HOTELS OF MOMBASA HOTELS.**

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DECLARATION

Student declaration

This proposal is my original work and has not been presented for a diploma in any institution

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Lecture declaration

This proposal has been submitted with my approval as the college supervisor

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ACKNOLDGEMENT

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ABSTRACT

The hospitality industry faces numerous challenges that impact operational efficiency, customer satisfaction, and profitability. This study focuses on identifying the key challenges faced by hotels, including workforce management issues, technological advancements, shifting customer expectations, and external pressures such as economic instability and sustainability requirements. Using a mixed-methods approach, the research involves interviews with hotel managers and analysis of industry performance data to understand these challenges comprehensively. It also proposes practical solutions, such as adopting advanced technologies, implementing targeted staff training, and integrating sustainable practices. The findings aim to provide actionable strategies to enhance hotel operations, improve service delivery, and ensure resilience in a competitive market. This study contributes to the hospitality industry by offering insights to address its evolving challenges effectively.

CHAPTER ONE; INTRODUCTION

1.1 Introduction

This chapter involves the topic by providing the background of the study, the purpose of the study, objective and the research questions in detail and clarity. In addition, the limitation and scope of the study are also outlined within.

1.2. Background of the study

Travel and hospitality are a lucrative industry. Through the past years this business has witnessed a rise due to the demand of travelers around the world. However, due to the gains, challenges in this sector have made the running of the hotel difficult. This has led to challenges such as hiring and retaining staff members, change in the marketing trends dynamics, operational issues and many others(Kariru, 2023).

1.2.1 Recruitment and hiring of staff

Hiring and retaining the staff members has been a problem over the years for most hotels. Every hotel requires qualified staff on the fronts: of administration, maintenance, kitchen, housekeeping or front desk(Dominique-Ferreira et al., 2022). This has been brought by lack of skills and educated youths from educated houses who do not have a push or drive to empower themselves or to be empowered(Kwok et al., 2011). One of the factors that has affected this is the widespread of labor shortage, by events such as the COVID -19 pandemic. Many employees

were laid off or volunteered to leave the sector during the pandemic to avoid the spread of the infectious diseases or to reduce the staff number due to the fall of profits the hotel enquired that time. Moreover, the work in the hotel are characterized as long hours with physical demands and in some cases it has led to limited opportunities for career advancement. This condition has led to high turnover rates which has been a generating **problem**.

1.2.2 Change in the marketing trends and dynamics

In the marketing trend, there has been a drastic change in advertising and marketing due to lack of effectiveness around the world(Hinson et al., 2024). So far there are some hotels that are still stuck in the olden days not considering the strategy of getting it right. This has led the rise of online marketing for some business to take over the old ways of the hotels losing a big number of customers for them. It has led the hotels to reach out to travel agencies (OTAs) for potential quests. Digital marketing offers hotels the ability to target specific demographic, more effectively, track consumer behavior and adjust campaigns in the real time(Taherdoost, 2023). This has also led to small hotels compete highly after adapting this method by utilizing the cost - effective online tools. In sustainability of marketing, awareness of climate change and environmental issues most travelers prefer the sustainability of the changes around. This has led to the adaption of recycling plastics use, implementing energy – efficient technologies and supporting the community(Munir et al., 2023). Many hotels now highlight their sustainability efforts in campaigning, green practices and partnering with environmental organization as a way to appeal to the growing market.

1.1.3 Rising cost of daily consumables

Price inflation of products of food and other supplies has risen steadily in the past few years(Fan et al., 2023; Toledo & Duncan, 2024). One of the factors that has brought to this problem is the rise of the economy for some countries like Kenya. This has caused an effect to the travel patterns and consumer spending which in return has influenced hotel occupancy rates and the revenue. In terms of technology to stay competitive, there is a continuous need for a huge investment when it comes to technology. Despite being beneficial in the long run, the initial cost of integrating new technology systems can be substantial.

1.2.4 Changes in guest expectations

Guest expectation in the industry of hotel has been a hurdler(Sánchez-Franco & Aramendia-Muneta, 2023). Nowadays most guests expect more from a hotel. Be it free Wi-Fi, entertainment system, unique stay experience or swift check in and out services. This has been a problem to the hotels as the first step is aligning their services experience with guest expectations. This becomes costly as hotels start to recognize the changes they need to put across and design their service offerings accordingly(LUSPO et al., 2021).

1.2.4.1 Pride inn Diani

About 3 kilometers from Diani town in Ukunda, Kenya, on Beach Road, is the tranquil Pride Inn Hotel Diani. Known for its immaculate white sands and turquoise waters. It was founded as a member of the Pride Inn Group of Hotels with the goal of offering reasonably priced luxury while highlighting Kenya's stunning coastline. The hotel provides convenient access to Diani's lively attractions, like as water sports, nature parks, and local markets, and is located around 30

kilometers south of Mombasa. In addition to premium rooms, the hotel's 39 air-conditioned rooms provide a variety of comfortable and convenient accommodations. Numerous rooms have balconies overlooking the pool area. Modern conveniences like satellite TV, high-density beds, and hot water showers that run all day are available to visitors. Pride Inn Diani has experienced difficulties, like many other hotels in the region, such as varying visitor numbers brought on by worldwide economic trends, unstable political conditions, and travel bans during the COVID-19 pandemic. Operational difficulties have also arisen from environmental issues including beach erosion and marine conservation. Notwithstanding these challenges, the hotel keeps evolving, emphasizing sustainability and customized visitor experiences.

In addition to premium rooms, the hotel's 39 air-conditioned rooms provide a variety of comfortable and convenient accommodations. Numerous rooms have balconies overlooking the pool area. Modern conveniences like satellite TV, high-density beds, and hot water showers that run all day are available to visitors. A variety of dining options are available at the Oriental poolside restaurant, which serves a variety of international cuisines, three meeting halls with different capacities, and an Aqua Park for both adults and children.

The Pride Inn Hotel Diani offers amenities like free Wi-Fi, laundry, and room service to both business and leisure tourists.

1.3 Statement of the problem

The problem of the challenges the hotel at the coast region going through need efficient time to be dealt with to avoid the fall of a hotel. Most of these challenges include the need for comprehensive development taking into account external challenges, the impact of COVID 19 pandemic on various sectors, the challenges in human resource management in the hotel industry and lastly competition. These are just a few issues the hotels face in the hospitality industry. The most successful hospitality companies tame these challenges by assembling the necessary data, process and technology to make the best decision for the business.

1.4 Purpose of the study

The purpose of this study is to investigate the challenges the hotels in Mombasa face and what solutions they have taken into consideration to improve the challenges into coast region hotels in Kenya.

1.5 Objectives of the study

This section entails the general and specific objectives of the study

1.5.1 General objectives

The general objective of this study is to analyze the forefront challenges facing the hotel industry in the coast region and propose reasonable solutions aimed to improving operational efficiency and overall competitiveness in the tourism sector.

1.5.2 Specific objectives

I. To determine Pride Inn Hotel Diani's operating difficulties and examine how technology might improve these procedures.

II. To analyze how the growth of internet agencies and other lodging options affects hotel earnings and suggest ways for hotels to stay competitive.

1To look into the sustainability issues that Pride Inn Hotel Diani faces in its operations and suggest creative ways to lessen the impact on the environment without sacrificing income.

1.6 Research questions

The following are the questions that were raised while conducting this study

I. What are the main operational issues that hotels in the coastal area deal with, and how might technology help to make these procedures more efficient?

II. What tactics may hotels use to stay competitive? How have online travel agencies (OTAs) and other lodging options, like Airbnb, affected hotel earnings along the coast?

III. What sustainability issues do hotels deal with in their daily operations, and what creative fixes may be used to lessen the impact on the environment without sacrificing profitability?

1.7 Significance of the study

This study will suggest solutions in the challenges the hotel face. It will help in understanding the issues widely in the numerous challenges faced so as to thrive on an ever -changing landscape.

1.8 Limitation of the study

To anticipate difficulties like staff availability and restricted data access to the research on Pride Inn Diani's problems and remedies as this will lead to the use of surveys and interviews conductivity. Moreover, from several sources will be cross-checked to guarantee data trustworthiness as time restrictions will be lessened by concentrating on important concerns. Hotel management will gain insights from this study on how to improve operations, employees will find areas for training, and customers will benefit from improved service quality. Strategies for sustainable growth will be imparted to other hotel and tourist businesses.

1.9 Delimitation of the study

With a focus on Pride Inn Hotel Diani specifically, this study aims to examine the operational, competitive, and sustainability issues that hotels in the coastal region confront. The study will look at ways to stay competitive, the effect of online travel agencies (OTAs) and other lodging options like Airbnb on hotel revenue, and how technology might help with operational inefficiencies. It will also investigate sustainability issues and suggest creative fixes to reduce environmental effect while maintaining revenue.

To give a targeted and useful analysis, the study is restricted to the Pride Inn Hotel Diani. To keep it particular and pertinent to the coastal hotel industry, it leaves out other areas and sectors. The scope makes sense because it tackles urgent problems that have an impact on the region's sustainability and competitiveness.

CHAPTER 2

2.0 LITERATURE REVIEW

2.1 Introduction

This chapter will review related literature as guided by the following objectives ;to determine hotel operating difficulties and examine how technology might improve these procedures, to analyze how the growth of internet agencies and other lodging options affects hotel earnings and suggest ways for hotels to stay competitive and to look into the sustainability issues that Pride Inn Hotel Diani faces in its operations and suggest creative ways to lessen the impact on the environment without sacrificing income.

2.2 Hotel operation difficulties with implementation of technology as a fix

Working in hospitality has been challenging at the best of times. Due to the recent pandemic that affected the whole world which brought up shortage of staff members(Fan et al., 2023; Munir et al., 2023). While it has contributed to the reduction of staff members, there are number of factors that are to be blamed. Many employees seek to grow their careers allowing employees to lack those opportunities available. Most employees would stay with a company as long as there is room for progression and growth. This has led most employees to feel their careers being halted rather than progressing forward to learn more new things and expound their knowledge widely. Another factor to be considered is the lack of flexibility in the industry. Hospitality has little room for flexibility as it is considered a "on" industry. However, this has led most job seekers to

not apply for roles where flexibility may not be a priority bringing a burnout due to the demanding industries schedules(Alemayehu & Tveteraas, 2020; De la Mora Velasco et al., 2021). This can lead to overwhelming and overworking conditions without the flexibility to adjust their schedules leading people to quitting and overall job satisfaction. Another factor is the stressful work environments around the industry. This problem has affected most employees in the coast region due to the hot condition. Due to this climate change it can lead to decreased productivity like fatigue, slow reaction times leading to frequent breaks and shortage of time. In addition, hotels in Mombasa have invested in adding air conditioning systems and adjusting staff schedules to bring flexibility as a priority(Luu, 2021).

Evolving market trends have really impacted the hotels in the coast region in Mombasa by transitioning the way they attract customers.(Kariru, 2023) This has brought social media influence where most travelers rely on social media platforms to find a comfortable place to enjoy their holiday and relaxation. This act has pushed many hotels in the coast region to engage in social media platforms in order to attract customers and be competitive in the industry. In addition, it has brought active social media engagement and focusing on the appealing of content for pull of customers. This has also guided them to shift to online booking platforms due to the decline of customers brought up by the traditional ways of booking and reservation. These online agencies and rising of Airbnb's have brought competition as it has attracted more travelers over there years due to their cheaper prices and connection to clients on what they are like and prefer creating a massive competition with most hotels allowing them to shift in order to stay competitive(Sánchez-Franco & Aramendia-Muneta, 2023).

Moreover, the inflation pressure has significantly affected hotels driving up operational costs and adjustment of wages necessity. As we take a look into the economy rise prices of goods and services have increased compelling employees an increase to compensation to retain work stability and retain the talents. This move has been a challenge to the hotels in the coast region as it thrives to recover finical challenges that impacted them during the COVID -19 pandemic and economic fluctuations. Also, it has affected consumer spending habits for the tourist. Due to the increase of prices tourist had less disposable income for travelling, accommodation and leisure activities. This impact tourists spending power, making destinations more expensive and less attractive. Hotels in the coast region showed considerable resilience by adjusting their prices, increased safety measures and offering promotions despite the higher prices. While it still remains a concern the hospitality industry is navigating the fluctuation issues and coming up with solutions to decrease the pressure.

Poor hotel data security is not just a short -term obstacle as it is more like a bomb with consequences that can lead to challenges in the business for a long term(Wainstein, 2019). In addition to the high costs of these breaches you also need to consider fines for noncompliance with government regulations(Gwebu & Barrows, 2020). Violations may lead to civil penalties and administrative fines. The financial fallout from these violations may not only drain resources but could destroy a business. Hotel data security breaches can also deal a severe blow to customers satisfaction, trust and loyalty. Despite guests being open to share their personal information this hinges security measures by jeopardizing guests trust and loyalty. Studies show that 65% of consumers lose faith in a brand and staggering 80% refuse to patronize the brand any further(Gwebu & Barrows, 2020). Another impact is the decrease of the hotel reputation. Customers who are unsatisfied may post negative online reviews mentioning the poor data

security can bring a mislead to other travelers to feel safe. As result this may lead to struggle to attract and retain guests, ultimately affecting the market position. To tackle the problem of poor data security it requires the hotels to conduct regular security audits to identify vulnerabilities in the system. Moreover, the hotels may opt training staff on matters of data security since its crucial matter. They should be aware of scams and how to handle sensitive information properly

Customers want to feel special. They expect a personalized experience and some get frustrated when they do not get any(Zhu, 2023). Failure to offer personalization may bring financial consequences due to the demand in tourism and hospitality(Wang et al., 2018). As guests rely on digital check ins and automated services it has brought the experience to feel impersonal especially to travelers who value face to face services and human connection. For some guests who value human connection may feel information to be less their satisfaction. Moreover, their consequences in over reliance of technology that can lead to the disruption of services during cyber-attacks or system failures. This can lead to the reputation of the hotel to decline and customer trust. By balancing the personalized service of data protection protocol on the other hand can be a handful as it can be costly and complicated for the hotel industry. Lastly, due to the rise of technology adoption it can lead to alienation of old staff members who are not vast with the technology system or guest satisfaction creating a potential gap in service quality and workforce adaptivity. However, implementing technology can bring solutions by streamlining operations and enhancing guest experience(Chen et al., 2023; Molina-Castillo et al., 2023). For implementation of property management systems can automate bookings and check in and outs to reduce time wastage. Additionally, the use of apps allows guests to access services like room services even room control at their fingertips creating a more personalized experience

2.3 Rise of online agencies through gains and risks to the hotel.

In the past years, online agencies (OTAs) have helped in booking and increase exposure for hotels , they have also taken a significant cut of hotel revenue ,which in return has hindered revenue of growth(Molina-Castillo et al., 2023). In a world where hotels are still bouncing back from the effect of the pandemic it has been a challenging for Pride Inn Diani to gather potential tourists to the hotels. These online agencies have taken over the platform of allowing travelers to book hotels of their choice by use of online agencies leading competition to be high for Pride Inn Diani.

As we take a look back at the recent events that happened during the summer at Mombasa , due to the increase of travellers most clients opted use of online agencies and alternative accomodation due to their fair charges .This impacted the hotel booking capacity, due to the booking agiencies connections with the clients attracting them more to their sites . In this case it has driven Pride inn diani to join hands with online agencies and alternative accomodation to reach a broader audience and attracting of bookings. However, this hotel faces the commission fees and limited pricing control from this agencies.They get to charge a commission that ranges from 10% - 30% thus being costly for the industry(Demirel et al., 2022). Nevertheless, Pride inn Diani wantst to stay competitive so as to bring growth opportunities and potential increase to the gains the sector sets to achieve allowing them to join hands with online agencies for productivity in finance and attraction of customers.

In increased visability and reach , the online agiencies (OTAs) have been able to strive in it as compared to the hotel. Most quests have different preferences as others opt to enjoy a quiet private villa experience while others want to enjoy the beautiful asthetic of a hotel. This has led to online agencies to give clients what they want hence attraction becoming a big number.

Increased visibility has gradually boosted the competition with Pride inn diani and other hotels vying for guest attention leading to reduced customer loyalty and increased pressure to join hands with online agencies and alternative accommodation. However smaller hotels such as the Marigold guest house, may find it difficult to invest in them due to the costs of commission they offer. As hotels join hands with agencies, price decline of room service has emerged, hotels are forced to reduce their prices or offer more promotions so as to remain competitive which can compress profit margin. Moreover the pressure of airbnbs since last year has hit high for the hinterlands. The latest government data show that there is a big number of tourists in the beach front as tourists strive to visit sandy beaches and enjoy the hot climate in Kwale.

However, this has led Pride inn Diani to push itself to find strategies to remain competitive. It has embraced technology to create brand awareness in the social media platforms such as Facebook, Instagram, Tiktok and many others (Shin et al., 2023). This has enabled experience higher occupancy rates with increased customer loyalty. Due to embracing technology, it has increased efficiency where introduction of automated services such as check in and out and self services vending machines to save on time despite being costly. In addition hotel has created flexible pricing strategies so as to stay competitive and attraction of clients. This has increased visitor rates as Pride Inn Diani can adjust their room rates in real time based on factors such as seasonality or the demand. This strategy allows it to maximize their revenue and occupancy.

Moreover, flexible pricing has allowed the hotel to offer personalized rates based on the package a guest wants. This has helped the hotel to target different customers based on each customer's preference thus accommodating everyone at large. Investing in marketing can also help Pride inn Diani establish a unique identity to stand out from their competitors. This can lead to identifying their target audience creating an effective hotel marketing strategy. By gaining a deep

understanding who their potential guests are and preference you can customize their marketing efforts to attract attention.. This approach increases the engaging and retaining of guests.

2.4 Sustainability problems with its mitigation

During the research , hotels face various challenges in sustainability. This begins with energy consumption and efficiency. Hospitality industries consume a lot of energy for heating, cooling and lighting. In research to the energy consumptions, hotels account for 1% of global energy use and 2% of carbon dioxide emission. However, energy consumption differs widely depending on the size, type, location, and design of the hotel. Especially with the hot conditions around the coast region Pride inn Diani, consumes a high amount of energy for air conditioning to reduce the hot, humid climate. Moreover the hotel should adapt the use of renewable energy sources like solar power as it uses diesel generators thus leading of emission of dangerous gases.(Demir et al., 2023)

Water is essential in hospitality as it is used in cooking,drinking,cleaning,laundry and recreational activities. However, water scarcity and quality are a major issue in many regions especially in coastal areas where tourism demand is high. In the coast region the water used is usually considered salty due to the rocks on the land that dissolve salt into the seawater thus unhealthy to consume . Pride inn Diani can have significant impact on water resources such as polluting surface of water and disrupting nature ecosystems. So as to manage and conserve water , the hotel can implement certain strategies such as reducing water consumption, recycling water, treating of water and collaborating with local communities and authorities on water stewardship.

Waste generation and disposal has been a challenge in sustainability due to large amount of waste both solid and liquid from the hotels. This has been noticed especially in the coast region as large amount of wastes are disposed in the beaches be it plastics and papers. Waste generation can have a negative impact on the environment as this can lead to increase greenhouse gas emissions, contaminating soil and water. To minimize waste the industry can adopt the principles of circular economy which aim to eliminate waste and keep resources in use for as long as possible.

Hospitality contributes to climate change through its direct and indirect carbon emission. This direct emissions come from fossil fuels for energy, transport and refrigeration. (Demir et al., 2023) The direct emissions come from the fossil fuels of energy for energy, transport and refrigeration. While indirect emissions comes from the consumption of electricity, goods, and services that are produced. In addition, hospitality is vulnerable to the effects of climate change such as rising sea levels and extreme weather events. To reduce its carbon footprint and mitigate climate change Pride inn Diani can take steps such as measuring and reporting its emissions, setting and achieving reduction targets, offsetting unavoidable emissions and achieving reduction targets.

2.5 Conclusion

With an emphasis on the Pride Inn Hotel Diani, this study attempts to solve the main issues that hotels in the coastal area encounter. It looks at operational inefficiencies, how revenue is affected by online travel agencies (OTAs) and other lodging options, and the urgent sustainability issues that hotels are facing. By examining these problems, the study aims to provide workable plans for boosting competitiveness, implementing creative ways to lessen environmental effect while preserving profitability, and increasing operational efficiency through technology.

By providing useful suggestions for resolving industry obstacles, the study's conclusions will add significant insights to the hospitality sector, especially for hotels in the coastal area. In the end, the study will be a tool for decision-makers who want to attain resilience and sustained growth in a cutthroat industry.

CHAPTER 3: REASEARCH DESIGN AND METHODODLOGY

3.1. Introduction

This chapter clarified how the research was carried out as it provides comprehensive framework for understanding the strategies and tools used to collect, area of study, target population, analyze and interpret data, ensuring the study's validity and reliability. It clarifies whether the study adopts a qualitative, quantitative or mixed methods approach depending on the nature of the problem.

3.2.Reasearch design

A research design is the plan or framework used to conduct a research study. It involves outlining the overall approach and methods that will be used to collect and analyze data in order to answer research questions or test hypotheses (Singh Sunaina , 2023). Descriptive research will be used to conduct this research. The descriptive research design is applied where the aim is to identify frequencies, trends and categories (Singh Sunaina,2023).This method institutes the use of interviews or administration of a questionnaire to a sample individual (McCombes Shona, 2019). This design includes administering of questionnaires. It will involve gathering information of people's opinions, ideas and approaches. The methodology in this design are both qualitative and quantitative . This design will help the researcher to address complex questions more effectively ensuring reliable and insightful outcomes.

3.3. Location of the study

The study will be conducted at PrideInn Hotel Diani. This is because the researcher observed operational challenges and technology and innovation emerging. The hotel under study is also a 5-star hotel making it suitable for the research

3.4. Target population

A population is a statistical term that designates the pool from which a sample is drawn for a study.(Osikhotsali, 2024) The target population will be drawn from PrideInn Diani specifically the management staff and the guests of the hotel. Using the management staff as the target population will help the researcher get specific information related to the challenges while the guest will help give information on possible challenges faced.

3.5. Sampling techniques and sample size

3.5.1. Sampling techniques

In conducting research, gathering data from the whole population maybe impractical as groups may not be present for the sampling making it expensive and a lot of time wastage. As a result, sampling is highly considered and used frequently so as to approximate the characteristics that are relevant to the researcher question about a larger population. In addition, sampling is considered cost effective than studying the whole population at large. This can lead to producing more accurate results than studying and entire population, especially when using proper sampling techniques.

Stratified and purposive sampling techniques will be applied to the target population. Stratified sampling is a probability sampling technique that involves dividing a population into groups or strata based on shared characteristics. Purpose sampling refers to a group of non-profitability sampling techniques in which units are selected because they have characters that a researcher needs. The selected participants in this research are suitable to provide information helping the researcher gather answers.

3.5.2. Sample size

The hotel staff has 80 staff in total who will participate . in the survey. This will make the sample size.

House keeping	15
Front office	16
Food and beverage	49
Total	80

3.6. Researcher Instruments

3.6.1 Questionnaires

Data will be collected through questionnaires. This is because they consist of straight forward questions that are easy to understand since all participants answer the same question. This questionnaire will consist of open and close ended question. Close ended questions are used since it is time efficient for the collection of data as it allows ease of analysis of response. The open-ended question will be used specifically for the purposes of flexibility and understanding context under the study.

3.7. Data collection

As questionnaires will be distributed to the respondents that were purposely selected for this study, each participant will get an outlining purpose of the research after approval by the human resource department. The questionnaires will provide an assurance of confidentiality and explanation of how to answer the questions .

3.8. Data analysis

The data collected will be analyzed using Microsoft Excel, this will help to create graphs that can help visually represent the data, making it easier to analyze.

3.9. Logistical and ethical consideration

The logical consideration in this study includes keeping the questionnaires clear to the participants so as to encourage participation in the study to acquire helpful answers and solutions. In addition to the researcher's study, the scheduling and distribution will be taken into consideration so as to avoid working hours disruption for the working staff. Ethical consideration involves the confidentiality of the participants responds as respect for privacy is key to the study, ensuring informed consent and adhering to ethical guidelines ensure safety. Each participant be briefed on the purpose of the study assured of their voluntary participation.

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Appendix I: Time plan

Task	September	October	November	December
Proposal Writing				
First Review				
Revisions				
Second Review				
Final Revisions				
Submission				

Appendix II: Budget

Item	Estimated Cost (KES)
Surveys (printing, distribution)	5,000
Travel	10,000
Accommodation	15,000
Research assistant salaries (2 assistants)	20,000
Total	50,000

APPENDIX 111 ; QUESTIONNAIRE

Greetings, Respondent

The purpose of this brief survey is to determine the problems Pride Inn Diani is facing and investigate potential fixes. Your opinions are important.

What position do you hold at Pride Inn Diani?

☐ Administration

☐ Employees

☐ Other (specify): _____

2. What are the hotel's biggest problems? (e.g., exorbitant expenses, complaints from guests, personnel shortages)

3. What impact do these difficulties have on day-to-day operations and visitor satisfaction?

4. Which remedies have been put into practice, and were they successful?

5. What other tactics would you recommend to get beyond these obstacles?
