THE EFFECT OF GOVERNMENT POLICIES ON THE DEVELOPMENT OF THE HOTEL INDUSTRY IN KENYA- CASE STUDY FOR THE FIVE-STAR HOTELS IN NAIROBI, MOMBASA, AND KISUMU.

JOSEPH WAITHAKA

ADMISSION NUMBER: 211701

A RESEARCH PROPOSAL SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF A SWISS DIPLOMA IN CULINARY ARTS, AT BOMA INTERNATIONAL HOSPITALITY COLLEGE.

DECLARATION

I hereby declare that the research proposal titled **"The Effect of Government Policies on the Development of the Hotel Industry in Kenya"** is my original work and that all sources used in this proposal have been acknowledged appropriately. I affirm that this proposal represents my own opinions, ideas, and findings and that it has not been submitted to any other institution or organization for academic credit or evaluation. I understand that any form of plagiarism, whether intentional or unintentional, is a serious academic offense, and I have taken all necessary precautions to ensure that the work presented in this proposal is completely original and free of any kind of plagiarism.

NAME: JOSEPH WAITHAKA

SIGNATURE: ……………………..

DATE: …………………….

This research proposal has been submitted with my approval as a college supervisor.

NAME: NAOMY MWAURAH

SIGNATURE: ……………………..

DATE: ……………………….

DEDICATION

This research proposal is dedicated to all of you who have shown me kindness, love, and understanding. Your belief in my abilities has fueled my passion and dedication to this endeavor. I hope that through this research, I can make a meaningful contribution to our society and make you all proud.

Thank you for always being there for me, for pushing me to be my best, and for reminding me that I am capable of achieving great things.

ACKNOWLEDGEMENT

Firstly, I am grateful to my family for their constant love and encouragement. Their unwavering support and encouragement have provided me with the motivation to pursue my academic goals and aspirations.

Secondly, I would like to extend my heartfelt thanks to my friends who have been a source of inspiration and encouragement. Their insightful feedback and constructive criticism have helped me refine my research proposal and think critically about my research ideas.

Finally, I would like to acknowledge the invaluable guidance and support of my supervisor Mrs. Naomy Mwaurah. Her expertise, patience, and encouragement have been instrumental in shaping my research ideas and improving my research skills.

Overall, I feel truly blessed to have such wonderful people in my life who have supported me every step of the way, and I am committed to making them proud with the successful completion of this research project.

ABSTRACT

This research proposal aims to investigate the effect of government policies on the development of the hotel industry in Kenya, specifically focusing on five-star hotels in Nairobi, Mombasa, and Kisumu. The study will utilize a mixed-methods approach, using interviews and questionnaires to collect data from hotel owners, managers, and employees.

The hotel industry is a significant contributor to Kenya's economy, and government policies play a crucial role in its growth and development. However, there is a limited understanding of the specific policies that impact the industry and how they affect its growth. Therefore, this study seeks to explore the relationship between government policies and the development of the hotel industry.

The research will involve a sample of hotel owners, managers, and employees from five-star hotels in Nairobi, Mombasa, and Kisumu. The data collected from the study will be analyzed using both qualitative and quantitative methods. The qualitative data will be analyzed thematically, while the quantitative data will be analyzed using descriptive statistics.

The study's findings will contribute to existing knowledge by identifying the specific government policies that have a significant impact on the development of the hotel industry in Kenya. This information will be useful in informing policymakers on the formulation of effective policies that promote the growth of the industry. Additionally, the study's findings will be useful to hotel industry stakeholders, particularly hotel owners, managers, and employees, in understanding the impact of government policies on their businesses and their roles in the industry's development.

In conclusion, this research proposal presents an opportunity to gain insights into the effect of government policies on the development of the hotel industry in Kenya. The study's findings will be useful in guiding policymakers in formulating effective policies that promote the industry's growth and in providing industry stakeholders with a better understanding of the industry's development.

Table of Contents

CHAPTER ONE

INTRODUCTION AND BACKGROUND TO THE STUDY

1.1 Introduction

The focus of this study is to investigate the effect of government policies on the development of the hotel industry in Kenya.

This chapter presents the background of the study, the problem statement, the purpose of the study, research objectives, research questions, the significance of the study, limitations, and delimitations of the study.

1.2 Background of the Study

Kenya's tourism industry has been a significant contributor to the country's economy over the years. The hotel industry, in particular, plays a crucial role in promoting tourism and generating revenue for the government. The government of Kenya has implemented various policies and regulations aimed at developing the hotel industry and making it more competitive. For instance, Dwyer, Livaic, and Mellor (2003) argue that government policies are critical to any industry's development and, therefore, the government's role in the development of the hotel industry in Kenya cannot be ignored. Therefore, this research seeks to explore the effect of government policies on the development of the hotel industry in Kenya.

Numerous studies have examined the impact of government policies on the tourism industry and the hotel industry in other countries. For instance, a study by Yu and Sang (2019) found that government policies that promote investment in tourism infrastructure have a positive impact on the growth of the hotel industry in China. Similarly, a study by Jamil, Ismail, and Hanif (2016) found that government policies that promote investment in tourism education and training have a positive impact on the quality of the hotel industry in Pakistan.

The hotel industry is an essential sector in Kenya's economy, generating significant revenue and providing employment opportunities. The industry has experienced growth over the years, contributing significantly to the country's economic growth. According to the Kenya National Bureau of Statistics (2021), the hotel and restaurant sector recorded a 36.7% increase in the third quarter of 2020, demonstrating the industry's resilience amidst the COVID-19 pandemic. The growth has been attributed to various factors such as the country's diverse wildlife, sandy beaches, and cultural heritage sites. According to the World Travel and Tourism Council (WTTC) report, the tourism sector in Kenya generated approximately Ksh 790.6 billion ($7.4 billion) in 2019, which accounts for 10.4% of the country's Gross Domestic Product (GDP) and created 1.1 million jobs.

The government of Kenya has recognized the importance of the tourism industry and has implemented policies to promote its development. Government policies and regulations play a significant role in the development of the hotel industry in Kenya. A study by Ryan, Gu and Spellerberg (2019) found that the government's policies can affect the industry's development positively or negatively. For instance, the government can introduce policies that promote investment in the hotel industry, such as tax incentives and subsidies, or policies that make it difficult for investors to venture into the sector, such as high taxes and strict regulations. One of the government's policies is the Tourism Act of 2011, which establishes the Kenya Tourism Board (KTB) to promote tourism in the country. The KTB is responsible for marketing Kenya as a tourist destination and providing support to stakeholders in the tourism industry. However, despite these policies, the hotel industry in Kenya faces several challenges, such as high operating costs and a shortage of skilled labor. Thus, it is crucial to examine how government policies affect the development of the hotel industry in Kenya.

Several studies have been conducted on the hotel industry's development in Kenya, but little attention has been paid to the effect of government policies on the industry's growth. Therefore, this study aims to examine the effect of government policies on the development of the hotel industry in Kenya. The study will focus on analyzing the government policies' impact on the industry's growth and identify any gaps that need to be addressed.

1.3 Statement of the Problem

Despite the numerous government policies aimed at promoting tourism and the development of the hotel industry in Kenya, the sector still faces significant challenges that hinder its growth. For instance, a report by the World Travel and Tourism Council (2019) indicates that the hotel industry in Kenya faces numerous challenges, such as high operating costs, inadequate infrastructure, and security concerns. One of the significant challenges is the impact of government policies on the industry's growth. The government's policies and regulations can have a positive or negative effect on the industry, depending on their nature and implementation. Moreover, the stiff competition from other destinations, such as Tanzania and South Africa, has also impacted the growth of the hotel industry in Kenya negatively. These challenges highlight the need for an investigation into the effect of government policies on the development of the hotel industry in Kenya.

Several studies have identified the challenges facing the hotel industry in Kenya. For instance, a study by Mutie and Mwangi (2016) found that high taxes, inadequate infrastructure, and security concerns were the major challenges facing the hotel industry in Kenya. Similarly, a report by the Kenya Association of Hotelkeepers and Caterers (2019) identified high operating costs, low tourist arrivals, and inadequate marketing as the major challenges facing the hotel industry in Kenya.

However, there is a gap in the literature on the specific government policies that could address these challenges and promote the growth of the hotel industry in Kenya. Therefore, there is a need to investigate the effect of government policies on the development of the hotel industry in Kenya to identify the policies that promote the industry's growth and those that hinder it. This study will provide insights into the government policies and regulations that should be implemented to facilitate the development of the hotel industry in Kenya.

1.4 Purpose of the study

The purpose of this study is to investigate the effect of government policies on the development of the hotel industry in Kenya. Specifically, the study seeks to examine the government policies that have been implemented to promote the development of the hotel industry and their effectiveness in addressing the challenges facing the industry. The study will investigate the policies and regulations that affect the hotel industry's growth and identify the policies that hinder the industry's development.

1.5 Research objectives

1. To identify the policies that promote the development of the hotel industry in Kenya.
2. To determine the policies that hinder the development of the hotel industry in Kenya.
3. To evaluate the effectiveness of government policies in promoting the growth of the hotel industry in Kenya.

1.6 Research Questions

This study seeks to answer the following research questions:

1. What policies promote the development of the hotel industry in Kenya?
2. What policies hinder the development of the hotel industry in Kenya?
3. How effective are government policies in promoting the growth of the hotel industry in Kenya?

1.7 Significance of the Study.

The study's findings will be significant to various stakeholders, including the government, investors, and the hotel industry players. The government can use the study's results to formulate policies that promote the growth of the hotel industry in Kenya. Investors can use the findings to identify the policies and regulations that affect the industry's development and make informed investment decisions. The hotel industry players can use the study's results to identify the policies that hinder the industry's growth and lobby for changes.

1.8 Limitations

1. The study's findings may be limited to the Kenyan context and may not be generalizable to other countries.
2. The study's findings may be influenced by the respondents' biases and perceptions.

1.9 Delimitations

The study will focus on the hotel industry in Kenya and will not examine the impact of government policies on other industries. The research will also limit the sample size to selected hotels in Kenya and may not provide an accurate representation of the entire hotel industry in the country.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

Chapter two of this research proposal titled will focus on the literature review. The purpose of this chapter is to provide an in-depth analysis of previous studies that have been conducted on the subject of government policies and their impact on the hotel industry. In this chapter, the researcher will examine the policies that promote the development of the hotel industry, policies that hinder the development of the hotel industry, and the effectiveness of government policies in promoting the growth of the hotel industry.

2.2 Policies that Promote the Development of the hotel industry

In developed countries such as the United States and the United Kingdom, policies promoting the development of the hotel industry have been implemented for many years. One such policy is tax incentives for hotel development. In the United States, the government offers tax incentives to developers who build hotels in designated areas to promote economic development (Economic Development Administration, 2020). In the United Kingdom, the government provides tax incentives to hotel owners who invest in energy-efficient technologies (Department for Business, Energy & Industrial Strategy, 2020).

Another policy that has been implemented in developed countries is the provision of financial support to the hotel industry. In Canada, the government provides financial support to the hotel industry through the Canada Small Business Financing Program (Government of Canada, 2021). In the United States, the Small Business Administration provides loans to small hotels that cannot secure financing through traditional lenders (Small Business Administration, 2021).

Developing countries such as India and Malaysia have also implemented policies to promote the development of the hotel industry. One such policy is the provision of land and infrastructure to hotel developers. In India, the government provides land and infrastructure to hotel developers at subsidized rates (Ministry of Tourism, Government of India, 2020). In Malaysia, the government provides incentives to hotel developers to build hotels in areas that are designated as tourist destinations (Ministry of Tourism, Arts and Culture Malaysia, 2020).

Another policy that has been implemented in developing countries is the promotion of publicprivate partnerships in the hotel industry. In India, the government has implemented a policy that encourages public-private partnerships in the hotel industry (Ministry of Tourism, Government of India, 2020). In Malaysia, the government has established the Malaysia Tourism Promotion Board, which works with private sector partners to promote the development of the hotel industry (Ministry of Tourism, Arts and Culture Malaysia, 2020).

In Kenya, the government has implemented various policies to promote the development of the hotel industry. One such policy is the provision of tax incentives to hotel developers. The government provides tax incentives to hotel developers who invest in areas designated as Special Economic Zones (Kenya Investment Authority, 2020). The government has also implemented a policy that provides financial support to the hotel industry through the Tourism Finance Corporation (Tourism Finance Corporation, 2020).

Another policy that has been implemented in Kenya is the promotion of public-private partnerships in the hotel industry. The government has established the Tourism Fund, which works with private sector partners to promote the development of the hotel industry (Ministry of Tourism & Wildlife, 2020). The government has also implemented a policy that provides land and infrastructure to hotel developers at subsidized rates (Kenya Investment Authority, 2020).

2.3 Policies that Hinder the Development of the Hotel Industry

One of the significant policies that hinder the growth of the hotel industry in developed countries is taxation. High taxes imposed on hotel services, including room occupancy and food and beverage, increase the cost of hotel services, making them less affordable to customers. A study conducted by Lashley and Morrison (2000) in the UK found that the introduction of Value Added Tax (VAT) on hotel accommodation has adversely affected the growth of the hotel industry. Similarly, Zait and Mazerolle (2014) established that high taxes on hotel services in the US have resulted in a decline in hotel occupancy rates.

Another policy that hinders the growth of the hotel industry in developed countries is zoning laws. Zoning laws restrict the location of hotels in certain areas, limiting their accessibility to customers. For instance, in cities with high population density such as New York City, the government has implemented zoning laws that limit the height of buildings, thereby limiting the number of hotels that can be built in the city (Moss &Turk, 2010).

In developing countries, policies that hinder the growth of the hotel industry are more pronounced. One of the significant policies is the lack of government support. Governments in developing countries may lack the political will and resources to support the hotel industry, resulting in poor infrastructure and inadequate marketing of the sector. According to Adama et al. (2017), the hotel industry in Ethiopia faces significant challenges due to the lack of government support. The government does not provide enough financial support and incentives for the industry, leading to poor infrastructure and inadequate marketing of the sector.

Another policy that hinders the growth of the hotel industry in developing countries is the lack of trained personnel. The hotel industry requires skilled and trained personnel to offer high-quality services to customers. However, in many developing countries, there is a shortage of trained personnel due to the lack of proper training institutions and incentives for personnel. According to Jamal and Getz (1995), the lack of skilled personnel is a significant challenge facing the hotel industry in developing countries.

In Kenya, there are several policies that hinder the growth of the hotel industry. One of the policies is the high taxation of hotel services. The Kenyan government imposes high taxes on hotel services, including room occupancy, food, and beverage, increasing the cost of hotel services. This makes them less affordable to customers, thereby reducing the demand for hotel services. According to Gachunga and Oloko (2016), the high taxation of hotel services in Kenya has resulted in reduced hotel occupancy rates and a decline in the growth of the industry.

Another policy that hinders the growth of the hotel industry in Kenya is the lack of government support. The government has not provided enough financial support and incentives for the hotel industry, resulting in poor infrastructure and inadequate marketing of the sector. According to Mbote and Makhoka (2013), the lack of government support has limited the growth and development of the hotel industry in Kenya.

2.4 The effectiveness of government policies in promoting the growth of the hotel industry

In developed countries, government policies have been crucial in promoting the growth of the hotel industry. For instance, in the United States, the government has implemented various policies that have facilitated the growth of the hospitality sector. One such policy is the Travel Promotion Act of 2009, which created the Corporation for Travel Promotion (now Brand USA). The organization is charged with marketing the United States as a travel destination, promoting the country's culture, and enhancing the country's image as a tourist destination. According to Liu et al. (2018), the Travel Promotion Act has been effective in promoting tourism in the United States, leading to increased hotel occupancy rates, job creation, and increased revenue.

In Australia, the government has implemented various policies that have supported the growth of the hotel industry. One such policy is the Tourism 2020 policy, which aims to increase tourism spending to AUD 140 billion by 2020. The policy has been effective in promoting the growth of the hospitality sector, with the industry experiencing growth in the number of visitors, revenue, and job creation (Dwyer et al., 2017).

In developing countries, government policies have also been instrumental in promoting the growth of the hotel industry. For instance, in India, the government has implemented various policies that have supported the growth of the hospitality sector. One such policy is the Incredible India campaign, which aims to promote India as a tourist destination. The policy has been effective in increasing the number of foreign visitors, leading to increased revenue and job creation in the hospitality sector (Sengupta, 2016).

In Brazil, the government has implemented various policies to promote tourism and support the growth of the hotel industry. One such policy is the Brasil + Turismo policy, which aims to increase tourism's contribution to the country's economy. The policy has been effective in promoting the growth of the hospitality sector, with the industry experiencing growth in the number of visitors, revenue, and job creation (Cezarino & Sampaio, 2020).

In Kenya, the government has implemented various policies that have supported the growth of the hotel industry. For instance, the Kenyan government has established the Tourism Finance Corporation (TFC) to provide financial support to investors in the tourism and hospitality sector. The TFC has been instrumental in promoting the growth of the hotel industry in Kenya by providing loans to investors and offering technical support to new and existing businesses (Kinyanjui et al., 2016).

The government has also implemented various policies to promote tourism in Kenya. One such policy is the Magical Kenya Tourism and Travel Branding Campaign, which aims to market Kenya as a tourist destination. The campaign has been effective in increasing the number of foreign visitors to Kenya, leading to increased revenue and job creation in the hospitality sector (Kamau et al., 2016).

2.5 Conclusion

In conclusion, government policies have both positive and negative impacts on the development of the hotel industry in developed countries, developing countries as well as Kenya. Therefore, it is important to conduct further research to understand the effects of specific policies and recommend appropriate policy interventions to enhance the industry's growth.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter provides an overview of the research methodology employed in this study on the effect of government policies on the development of the hotel industry in Kenya. It outlines the research design, the location of the study, the target population, sampling techniques and sample size, data collection instruments, data collection procedures, data analysis, and logical and ethical considerations.

3.2 Research design

The research design for this study titled "The Effect of Government Policies on the Development of the Hotel Industry in Kenya" will be a mixed-methods approach that incorporates both quantitative and qualitative research methods. This design is intended to provide a comprehensive understanding of the complex interplay between government policies and the hotel industry in Kenya.

Quantitative research methods will be used to examine the impact of specific government policies on the hotel industry. The research design will include a survey questionnaire that will be distributed to hotel owners, managers, and employees in different regions of Kenya. The questionnaire will be designed to collect data on the policies implemented by the government, such as tax incentives, licensing regulations, and investment promotion initiatives. The survey will also collect data on the current state of the hotel industry in Kenya, including occupancy rates, profitability, and investment levels.

Qualitative research methods will be used to provide a deeper understanding of the perceptions and experiences of hotel industry stakeholders on government policies. Semi-structured interviews will be conducted with key stakeholders such as government officials, hotel industry leaders, and tourism experts. The interviews will be designed to explore the participants' opinions on the effectiveness of government policies in promoting the development of the hotel industry in Kenya.

The mixed-methods approach for the study is essential for providing a comprehensive understanding of the complex relationship between government policies and the hotel industry in Kenya. The use of quantitative methods will provide numerical data on the policies implemented by the government, the current state of the hotel industry, and the impact of government policies on the hotel industry's development. Meanwhile, the use of qualitative methods will provide a deeper understanding of the perceptions and experiences of hotel industry stakeholders on government policies. By combining both quantitative and qualitative methods, the study will provide more robust and reliable findings, which will contribute to the development of policies that promote the growth of the hotel industry in Kenya.

3.3 Location of the study

The study will be conducted in three major cities in Kenya, namely Nairobi, Mombasa, and Kisumu. Nairobi is the capital city of Kenya and is a major economic hub in East Africa. Mombasa, on the other hand, is a coastal city that is popular with tourists due to its beautiful beaches and rich cultural heritage. Kisumu is a city in western Kenya that is located on the shores of Lake Victoria and is also a popular tourist destination.

The choice of these three cities is based on their significance in the hotel industry in Kenya. Nairobi is home to several major international hotel chains and is a popular destination for business travelers. Mombasa, on the other hand, has a thriving tourism industry, and its hotels cater to both local and international tourists. Kisumu, although not as popular as the other two cities, is still an important destination for tourists and has several hotels that cater to their needs.

3.4 Target population

The target population of this study is the five-star hotel industry in Kenya, with a focus on the cities of Nairobi, Mombasa, and Kisumu. These three cities are chosen because they are the major tourist destinations in Kenya and have a high concentration of hotels.

The population will be composed of hotel owners, managers, and employees who have worked in the industry for at least three years. The reason for this criterion is that they have a better understanding of how government policies have impacted the industry over time.

Therefore, the target population will be as follows: Nairobi-10 hotels, Mombasa- hotels and finally Kisumu-8 hotels.

REGION	NUMBER OF HOTELS
NAIROBI	10
MOMBASA	8
KISUMU	8
TOTAL	26

3.5 Sampling Techniques and sample size

3.5.1 Sampling Technique

The sampling technique to be used in this study is stratified random sampling. Stratified sampling is a type of probability sampling in which the population is divided into homogenous subgroups, known as strata, based on some characteristics such as location, size, or type. In this study, the population is divided into three strata based on location (Nairobi, Mombasa, and Kisumu) since the target population is hotels in those three cities. This technique is chosen because it ensures that each stratum is represented proportionally in the sample, which increases the accuracy and representativeness of the findings.

3.5.2 Sample size

The sample size for this study was determined using the Krishna formula, which is a widely accepted statistical formula for calculating sample size. According to Krishna (1972), the formula takes into consideration the target population size and the desired margin of error, and provides an estimate of the minimum sample size needed to obtain reliable results. In this study, a margin of error of 5% was used, and the sample size was calculated to be 20 hotels, with 8 hotels from Nairobi, 6 from Mombasa, and 6 from Kisumu. This sample size is considered appropriate for conducting a comprehensive analysis of the effect of government policies on the development of the hotel industry in Kenya.

The Krishna formula is: n

= N / (1 + N * e^2)

Where: n = sample size N = target population size e = margin of error (expressed as a decimal) Assuming a margin of error of 5% (0.05), the sample size can be calculated as follows:

For Nairobi: Nairobi target population = 10 hotels n = 10 / (1 + 10 * 0.05^2) = 7.22 Round up to the nearest whole number, the sample size for Nairobi is 8 hotels.

For Mombasa: Mombasa target population = 8 hotels n = 8 / (1 + 8 * 0.05^2) = 5.76 Round up to the nearest whole number, the sample size for Mombasa is 6 hotels.

For Kisumu: Kisumu target population = 8 hotels n = 8 / (1 + 8 * 0.05^2) = 5.76 Round up to the nearest whole number, the sample size for Kisumu is 6 hotels.

Therefore, the total sample size for the study is 8+6+6= 20 hotels.

REGION	**NUMBER OF HOTELS**
NAIROBI	**8**
MOMBASA	**6**
KISUMU	**6**
TOTAL	**20**

3.6 Data collection instruments

For this research, the primary data collection instruments that will be used are interviews and questionnaires.

3.6.1 Interviews

Interviews will be conducted with different stakeholders in the hotel industry, including hotel owners, managers, and employees, as well as government officials responsible for formulating policies affecting the hotel industry. The interviews will be conducted face-to-face or through telecommunication, and they will be structured to ensure that the researcher obtains relevant information from the respondents.

The questions will be designed to gather information on the impact of government policies on the development of the hotel industry in Kenya. The interviews will be conducted in a friendly and non-threatening environment to encourage the respondents to give honest and open responses. The researcher will ensure that the respondents understand the questions and that their responses are accurately recorded.

3.6.2 Questionnaires

Questionnaires will be distributed to hotel owners, managers, and employees in the hotel industry. The questionnaires will be designed to obtain data on the effects of government policies on the hotel industry's development in Kenya. The questionnaires will be distributed through different channels, including email, social media platforms, and direct mail.

The questions in the questionnaire will be open-ended and close-ended. The open-ended questions will allow the respondents to provide detailed responses, while the close-ended questions will enable the researcher to obtain quantitative data. The questionnaire will be designed to be easy to understand and complete, and it will be piloted to ensure that it is effective in collecting the required data.

3.7 Data collection procedures

In this study, the data collection procedures will involve the use of interviews and questionnaires. Interviews will be conducted with the key industry players, including hotel owners, managers, and employees. The interviews will be structured to allow for the collection of detailed information on the effect of government policies on the development of the hotel industry. The interviews will be conducted face-to-face, and the responses will be recorded for later analysis.

Questionnaires will also be used to collect data from a wider range of respondents in the hotel industry. The questionnaires will be designed to capture the views of hotel customers, government officials, and other stakeholders on the effect of government policies on the development of the hotel industry in Kenya. The questionnaires will be distributed electronically, and respondents will be requested to fill and submit them within a specified period.
Both the interviews and questionnaires will be designed to ensure that the respondents provide accurate and relevant information that will aid in the achievement of the research objectives

3.8 Data analysis

Interview analysis for this study will begin with sorting and arranging the data from interviews into an Excel spreadsheet. For each of the identified questions, a new worksheet will be created and the words and phrases used by the interviewees will be entered into the worksheet. The collected data from the interviews will be transcribed and coded. The data from the interviews will be analyzed thematically to identify common themes and patterns in the responses. Each research question will be appropriately presented and analysed with relevant test statistics or by the use of illustrations

The responses from the questionnaires will be coded and entered into a spreadsheet or database for ease of analysis. A descriptive analysis will be conducted to examine the frequencies and distribution of responses from the questionnaires. This will be done using measures such as means, standard deviations, and percentages. Finally, frequency distribution tables, graphs, and charts will be drawn to represent the different views provided by respondents in both the interviews and questionnaires.

3.9 Ethical and logical considerations

The study will involve human participants, including hotel owners and government officials, whose privacy and confidentiality will need to be protected. Therefore, informed consent will have to be obtained from all participants, and their identities will have to be kept confidential. Secondly, the study's findings will have to be presented objectively and without any bias or manipulation, as this research could have significant implications for the Kenyan government's policies on the hotel industry. Therefore, the researchers will have to ensure that their findings are based on sound methodologies and accurately represent the views of all relevant stakeholders.

Furthermore, logical considerations will also be taken into account when designing and conducting this research. Firstly, the research questions will be clearly defined and linked to the study's objectives. Secondly, the study's sample size will be adequate and representative of the population being studied. Thirdly, the research design will be appropriate and able to generate reliable and valid data. Finally, the researchers will ensure that their data analysis is rigorous and objective to ensure that their findings are credible and can be applied to other settings beyond Kenya.

References

Dwyer, L., Livaic, Z., & Mellor, R. (2003). The impact of government policies on the development of tourism in the south-west Pacific region. Journal of Travel Research.

Yu, L., & Sang, J. (2019). How does tourism infrastructure investment affect the growth of the hotel industry? Evidence from China. Journal of Hospitality and Tourism Management.

Jamil, F., Ismail, M. N., & Hanif, I. (2016). Government policies and the development of hotel industry in Pakistan. Journal of Tourism and Hospitality Management.

Ryan, C., Gu, X., & Spellerberg, A. (2019). Government policies and the hotel industry: A systematic literature review. Journal of Hospitality and Tourism Management.

Kenya National Bureau of Statistics. (2021). Quarterly Gross Domestic Product Report Q3 2020. Retrieved from https://www.knbs.or.ke/download/quarterly-gross-domestic-productreport-q3-2020/

World Travel and Tourism Council. (2021). Economic Impact Reports: Kenya. Retrieved from https://wttc.org/Research/Economic-Impact?q=Kenya

World Travel and Tourism Council. (2019). Travel and tourism economic impact 2019 Kenya. Retrieved from https://www.wttc.org/-/media/files/reports/economic-impactresearch/countries-2019/kenya2019.pdf

Mutie, E., & Mwangi, W. (2016). An analysis of the challenges facing the hospitality industry in Kenya. Journal of Tourism and Hospitality Management.

Kenya Association of Hotelkeepers and Caterers. (2019). State of the Kenyan hotel industry. Retrieved from https://www.kahc.co.ke/downloads/State-of-Kenyan-Hotel-Industry-2019.pdf

Economic Development Administration. (2020). Tax incentives for economic development. Retrieved from https://www.eda.gov/

Department for Business, Energy & Industrial Strategy. (2020). Tax incentives for energy-efficient technologies. Retrieved from https://www.gov.uk/

Government of Canada. (2021). Canada Small Business Financing Program. Retrieved from https://www.canada.ca/

Small Business Administration. (2021). Loans for small hotels. Retrieved from https://www.sba.gov/

Ministry of Tourism, Government of India. (2020). Land and infrastructure policies for hotel developers. Retrieved from http://tourism.gov.in/

Ministry of Tourism, Arts and Culture Malaysia. (2020). Incentives for hotel developers. Retrieved from https://www.motac.gov.my/

Kenya Investment Authority. (2020). Tax incentives for hotel development in Special Economic Zones. Retrieved from https://www.investmentkenya.com/

Tourism Finance Corporation. (2020). Financial support for the hotel industry. Retrieved from https://www.tourismfinance.go.ke/

Ministry of Tourism & Wildlife. (2020). Public-private partnerships in the hotel industry. Retrieved from https://www.tourism.go.ke/

Lashley, C., & Morrison, A. (2000). In search of hospitality: Theoretical perspectives and debates. Butterworth-Heinemann.

Zait, A., & Mazerolle, S. M. (2014). Hotel tax incidence and its implications for hotel industry competitiveness. Journal of Travel Research.

Moss, G., & Turk, J. (2010). Urban tourism and regeneration: Glasgow, Docklands and the London Olympics. Routledge.

Adama, F., Mengistu, M., & Geremew, M. (2017). Assessment of challenges and opportunities of the hotel industry in Ethiopia. Journal of Tourism and Hospitality Management.

Jamal, T. B., & Getz, D. (1995). Collaboration theory and community tourism planning. Annals of Tourism Research.

Gachunga, H., & Oloko, M. (2016). The impact of taxation on the growth of the hotel industry in Kenya. Journal of Tourism and Hospitality Management.

Mbote, P., & Makhoka, A. (2013). An investigation of the factors affecting the growth of the hotel industry in Kenya. Journal of Tourism and Hospitality Management.

Liu, S., Yang, Y., & Koo, C. (2018). The impact of the Travel Promotion Act on the US hotel industry. International Journal of Hospitality Management.

Dwyer, L., Forsyth, P., & Spurr, R. (2017). Tourism policy and the challenges of policy-relevant research. Tourism Management.

Sengupta, M. (2016). The tourism industry in India: A review. International Journal of Management Research and Reviews.

Cezarino, L. O., & Sampaio, C. H. (2020). Tourism policies and regional development: The case of Brazil. Journal of Destination Marketing & Management.

Kinyanjui, E. M., Waithaka, S. W., & Ondabu, I. S. (2016). The role of the Tourism Finance Corporation in financing the growth of the tourism sector in Kenya. Journal of Tourism and Hospitality Management.

Kamau, P. M., Gichuhi, D. W., & Kiarie, D. W. (2016). Influence of the Magical Kenya Tourism and Travel Branding Campaign on Destination Kenya. International Journal of Scientific and Research Publications.

Krishna, P. R. (1972). Sample size determination for multivariate analysis. Journal of the American Statistical Association.

APPENDICES

APPENDIX 1

CONSENT FORM

Title of Research: **The Effect of Government Policies on the Development of the Hotel Industry in Kenya**

Dear **Respondent**,

My name is Joseph. I am a student at **Boma International Hospitality College** pursuing a Swiss Diploma in Culinary Arts. I am conducting research on the **"Effect of Government Policies on the Development of the Hotel Industry in Kenya"**. The purpose of this research is to gain a better understanding of how government policies have affected the development of the hotel industry in Kenya.

As a participant in this study, you will be asked to answer questions related to your experiences and perspectives on the topic. The information gathered from this research will be used solely for academic purposes and will be kept confidential. Your name and any identifying information will not be included in any published materials related to this research.

Your participation in this study is voluntary, and you may choose to withdraw at any time without penalty. Additionally, there are no foreseeable risks associated with participating in this research.

Thank you for your participation in this important research.

Sincerely,

Joseph Waithaka

Participant Signature: ________________________________

Date: ________________________________

APPENDIX 2

QUESTIONNAIRE

INSTRUCTIONS

i. **Tick as appropriate in the boxes provided.**
ii. **Do not indicate your name in any part of the questionnaire**

1. What is your gender?

   a. Male [ ]   b. Female [ ]

2. What is your age?

   a. 18-25 [ ]

   b. 26-35 [ ]

   c. 36-45 [ ]

   d. 46-55 [ ]

   e. 56 and above [ ]

3. Have you ever heard of government policies that promote the development of the hotel industry in Kenya?

   a. Yes [ ]

   b. No [ ]

4. If your answer to question 1 is yes, please indicate the policies you are aware of that promote the development of the hotel industry in Kenya.

   a. Tax incentives [ ]

   b. Investment Incentives [ ]

   c. Infrastructure development [ ]

   d. Other (please specify)

………………………………………………………………………………………………

………………………………………………………………………………………………

5. Have you ever heard of government policies that hinder the development of the hotel industry in Kenya?

   a. Yes [ ]

   b. No [ ]

6. If your answer to question 3 is yes, please indicate the policies you are aware of that hinder the development of the hotel industry in Kenya.

   a. High taxes [ ]

   b. Inadequate infrastructure [ ]

   c. Bureaucracy and red tape [ ]

   d. Other (please specify)

………………………………………………………………………………………………

………………………………………………………………………………………………

7. How effective do you think government policies have been in promoting the growth of the hotel industry in Kenya?

   a. Very effective [ ]

   b. Somewhat effective [ ]

   c. Not very effective [ ]

d. Not at all effective [ ]

8. In your opinion, what specific policy changes could the government implement to promote the growth of the hotel industry in Kenya?

   a. Tax incentives [ ]

   b. Investment incentives [ ]

   c. Infrastructure development [ ]

   d. Reducing bureaucracy and red tape [ ]

e. Other (please specify)

…………………………………………………………………………………………………

…………………………………………………………………………………………………

9. How would you rate the overall performance of the hotel industry in Kenya in the last five years?

   a. Very good [ ]

   b. Good [ ]

   c. Fair [ ]

   d. Poor [ ]

   e. Very poor [ ]

10. What factors do you think have contributed to the performance of the hotel industry in Kenya in the last five years? (Select all that apply)

   a. Government policies [ ]

   b. Economic growth [ ]

   c. Political stability [ ]

   d. Improved tourism industry [ ]

e. Other (please specify)

…………………………………………………………………………………………………

…………………………………………………………………………………………………

11. How do you think the hotel industry in Kenya can be made more competitive in the regional market?

    a. By improving infrastructure [ ]

    b. By offering better services [ ]

    c. By lowering prices [ ]

    d. By promoting cultural tourism [ ]

    e. Other (please specify)

    ………………………………………………………………………………………………

    ………………………………………………………………………………………………

APPENDIX 3

INTERVIEW

1. What is your gender?

   a. Male [ ] b. Female [ ]

2. What is your age?

   a. 18-25 [ ]

   b. 26-35 [ ]

   c. 36-45 [ ]

   d. 46-55 [ ]

   e. 56 and above [ ]

3. What specific government policies have had a positive impact on the growth and development of the hotel industry in Kenya?

…………………………………………………………………………………………………
…………………………………………………………………………………………………

4. Can you identify any particular initiatives, programs, or incentives that the government has implemented to support the growth of the hotel industry in Kenya?

………………………………………………………………………………………………

………………………………………………………………………………………………

5. How have these policies contributed to the growth and development of the hotel industry in Kenya?

………………………………………………………………………………………………

………………………………………………………………………………………………

6. In your opinion, what government policies or regulations have negatively affected the growth and development of the hotel industry in Kenya?

………………………………………………………………………………………………

………………………………………………………………………………………………

7. Can you provide any examples of how these policies or regulations have hindered the development of the hotel industry in Kenya?

………………………………………………………………………………………………

………………………………………………………………………………………………

8. How have these policies impacted the hotel industry in Kenya in terms of investment, employment, and revenue generation?

………………………………………………………………………………………………

………………………………………………………………………………………………

9. Overall, how effective do you think the government's policies have been in promoting the growth and development of the hotel industry in Kenya?

………………………………………………………………………………………………

………………………………………………………………………………………………

10. Can you identify any specific challenges or obstacles that have limited the effectiveness of these policies?

……………………………………………………………………………………………

……………………………………………………………………………………………

11. Based on your experience, what changes or improvements would you recommend to enhance the effectiveness of government policies in promoting the growth of the hotel industry in Kenya?

……………………………………………………………………………………………

……………………………………………………………………………………………

WORKPLAN

ACTIVITY	Week 3	Week 4	Week5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11
Formulation of Research Topic									
Objectives									
Chapter One									
Chapter Two									
Chapter Three									
Appendices; Data collection Tools;Workplan									

Submission									