



*"Unlocking Africa's potential through sustainable tourism growth"*

## The 15<sup>th</sup> Magical Kenya Travel Expo 2025 Industry Professionals and Academia Seminar

### Book of Abstracts and Innovations

**MKTE 2025**



1st to 3rd OCT, 2025



Uhuru Gardens,  
NAIROBI



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### Foreword by Cabinet Secretary, Ministry of Tourism and Wildlife

On behalf of the Ministry of Tourism and Wildlife, I am honored to extend a warm welcome to all attendees of the 2025 Magical Kenya Travel Expo, 15<sup>th</sup> Edition, particularly to the participants in the seminar sessions dedicated to practitioners and academics. As the Ministry of Tourism and Wildlife, we remain steadfast in our commitment to positioning Kenya as a premier tourism destination that offers diverse and unique experiences. The seminar series constitutes a vital component of the 2025 Magical Kenya Travel Expo.

The theme for 2025 is “Sustainable Tourism Growth: Unlocking Africa’s Potential.” The seminar sessions provide a unique platform for stakeholders in the tourism industry to network and exchange ideas, thereby promoting societal transformation. The keynote speeches, overarching theme, and sub-themes are aligned with critical issues such as inclusivity, sustainability, economic impacts, digital technology, cultural diversity, and climate change, among others, necessitating research and the sharing of knowledge for the development of effective solutions. This year we have further enhanced the seminars to cover some of the innovative solutions in the sector through the young innovators forum

I extend my heartfelt appreciation to the Kenya Tourism Board for their commendable efforts in organizing the seminar sessions and the Innovation Forum. This initiative has facilitated the convergence of scholars and practitioners with the aim of advancing knowledge and elevating the Tourism Industry to new heights. I also express my gratitude to all presenters and delegates for their attendance, knowledge dissemination, and the potential for strengthening academic collaboration.

I am confident that this seminar will make a considerable contribution to the advancement of tourism by providing scientifically supported and evidence-based insights. Therefore, I encourage all participants to seek opportunities for partnerships, linkages, and collaborations with relevant stakeholders during this session. Wishing you all a productive and scholarly experience at MKTE 2025.



**Hon. Rebecca Miano, EGH**  
**Cabinet Secretary,**  
**Ministry of Tourism and Wildlife**

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## Message from Principal Secretary, State Department of Tourism, Ministry of Tourism and Wildlife

Ladies and Gentlemen,

Welcome to the MKTE 2025 seminars

The government of Kenya is making substantial investments in the development of the tourism sector. We are pleased to observe that these investments have yielded positive outcomes, as evidenced by the remarkable growth of the sector and its significant contribution to ongoing national economic development. The importance of the tourism sector in the comprehensive development of the country's economy cannot be overstated.

Kenya's tourism industry has experienced significant growth over the past three years. This positive trend, however, must be sustained, and I sincerely believe that through these seminar sessions, industry professionals and academics will continue to exchange experiences, further supporting and enhancing this growth by sharing best practices and innovations that will advance the tourism agenda in Kenya.

I am genuinely pleased to acknowledge the collaborative efforts that have successfully brought this initiative to fruition. I hereby recognize the KTB Board of Directors and our partners, including industry professionals, academic staff from both public and private universities, and other key stakeholders, for their collaborative engagement. It is also appropriate to acknowledge the young men and women from various educational institutions in the sector, who have participated in these seminars in various capacities, driven by the desire to acquire skills and knowledge that will contribute to the advancement of the national economy through tourism research and information dissemination.

I therefore seize this opportunity to extend my gratitude to all of you for honoring our invitation and for your support of KTB as it endeavors to reposition Kenya as a premier tourism destination. I wish you fruitful engagements at the 2025 MKTE seminars.

Thank you



**Mr. John Ololuaa**  
Principal Secretary,  
State Department of Tourism  
Ministry of Tourism and Wildlife

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### **Keynote speech from the Chief Executive Officer, Kenya Tourism Board**

We are honored to have you join the MKTE Seminars 2025. Once again, we are privileged to host this gathering of academia and industry professionals, to share experiences, knowledge, and best practices in the Tourism Industry. This event exemplifies the convergence of knowledge and practice, fostering innovation.

The tourism sector is highly dynamic, presenting a range of opportunities as well as challenges. This seminar provides an opportunity to share some of these developments, along with the innovations and lessons learned in addressing these advancements.

The 2025 edition of MKTE seminars has been elevated to a higher level, and we are pleased to host some of the young innovators as they share their solutions developed to address emerging development challenges.

I take this opportunity to thank each and every one of you for participating in these important discussions and wish you an enjoyable time at the MKTE Seminars 2025.



**June Chepkemei**  
**Chief Executive Officer,**  
**Kenya Tourism Board**



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## Message from The Director General, Tourism Regulatory Authority

### “The Role of Quality Tourism Standards in Enhancing Destination Competitiveness”

Distinguished guests, esteemed tourism stakeholders, colleagues from across the globe, ladies and gentlemen, It is an honour, on behalf of the Tourism Regulatory Authority, to address the 15th Magical Kenya Travel Expo, 2025, under the theme “*Unlocking Africa’s Potential through Sustainable Tourism Growth.*”

This forum reaffirms Kenya’s unique position in global tourism as a destination of exceptional natural beauty, diverse cultures, and adventure. Yet, we must also acknowledge the evolving reality: destinations today compete less on natural assets alone and more on the *quality, safety, and consistency* of the visitor experience. Travelers demand trust, authenticity, and value making quality standards the foundation of competitiveness. From a regulatory perspective, quality tourism standards reinforce Kenya’s global standing in three strategic ways:

1. **Assurance and Trust** – Accreditation, classification, and regular audits guarantee internationally recognized standards, building visitor confidence, loyalty, and repeat business.
2. **Reputation** – Licensing and accreditation safeguard professionalism and ethics, ensuring consistent experiences across all regions of Kenya, and transforming visitors into ambassadors of the Magical Kenya brand.
3. **Global Alignment and Sustainability** – Embedding environmental stewardship and community well-being into standards safeguards Kenya’s heritage while aligning with international best practices.

As the national regulator, the Tourism Regulatory Authority is advancing this agenda through nationwide classification of facilities, strengthened compliance monitoring (including digital platforms), regulation of short-term rentals, and targeted capacity building for Micro, Small, and Medium-Sized Tourism Enterprises (MSMTes) and community-based initiatives.

However, regulation alone cannot achieve competitiveness. Investors, operators, and communities must embrace standards as a *shared culture of excellence* not as a burden, but as a badge of pride and opportunity within global value chains. The true magic of Kenya lies not only in its landscapes or heritage, but in the *promise* of a safe, authentic, and world-class visitor experience. The Tourism Regulatory Authority pledges to uphold this promise as we champion quality and excellence, positioning Kenya as Africa’s benchmark for destination competitiveness.



**Thank you.**  
**Norbert Talam**  
**Director General**  
**Tourism Regulatory Authority**

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## MKTE 2025 Scientific Research and innovations Committee



Rotich K. Laban, PhD  
Chairman, Department of Travel and Tourism  
Management  
Murang'a University of Technology



June Chepkemei  
Chief Executive Officer  
Kenya Tourism Board



Rita Wairimu Nthiga, PhD  
Department of Hotel and Hospitality  
Management, Moi University



Kipkosgei Bitok, PhD  
Department of Hospitality and Tourism  
Management,  
Kenyatta University



Doreen Odhiambo  
Deputy Director Research, Strategy, Risk &  
Compliance  
Kenya Tourism Board



David Chiawo, PhD  
Dean, School of Tourism and Hospitality  
Strathmore University  
Regional Chair, Innovation for African  
Universities Community of Practice (IAU COP)



Ruth Kimaiga, PhD  
Ag. Deputy Director - Planning and Strategy  
Tourism Regulatory Authority



Edgar Ndubi, PhD  
Chairman, Department of Hospitality and  
Tourism Management  
Kenyatta University



Faith Njoroge  
Assistant Deputy Director; Business  
Intelligence  
Kenya Tourism Board



Noah Otieno  
Business Intelligence Officer  
Kenya Tourism Board



Christopher Kyengo  
Assistant Deputy Director Strategy, Risk &  
Compliance  
Kenya Tourism Board

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**Cultural Diversity and Workforce Productivity in International Tour Companies Operating in Nairobi's Tourism Hub**  
**Doreen Ikala Musakala**  
**\*Email: doriikala@gmail.com**

**Abstract**

Tour companies in Nairobi continue to adopt generic diversity management practices that fail to address the unique challenges brought about by their multicultural workforce. This knowledge gap has led to ineffective strategies, resulting in continued productivity losses, employee dissatisfaction and poor customer experiences. This study was therefore conducted with the aim of addressing this gap by analyzing the influence of cultural diversity on workforce productivity in international tour companies operating in Nairobi's tourism hub. The specific objectives were to; establish the influence of intercultural communication on employee productivity and evaluate the influence of cultural competence training on employee productivity in tour companies. The study was guided by Hofstede's Cultural Dimensions Theory and Social Identity Theory. The study adopted a descriptive cross-sectional design and targeted 5,571 employees in 25 international tour companies registered with the Kenya Association of Tour Operators (KATO) and headquartered in Nairobi. Using Krejcie and Morgan's sample size determination table, a sample of 357 respondents was drawn using stratified random sampling. Data was collected using a semi-structured questionnaire. Quantitative data was analyzed using descriptive statistics (means, frequencies) and inferential techniques (ANOVA and multiple regression), while qualitative responses were examined through thematic content analysis. Results were represented using tables. Regression analysis results revealed that intercultural communication and cultural competence training jointly explained 54.9% of the variance in employee productivity ( $R^2 = 0.549$ , Adjusted  $R^2 = 0.546$ ). The model was statistically significant ( $F = 46.785$ ,  $p < 0.05$ ) as shown by the ANOVA results, confirming that the predictors collectively influenced productivity. Intercultural communication had a positive and significant effect ( $B = 0.438$ ,  $t = 8.423$ ,  $p = 0.000$ ), while cultural competence training also showed a significant positive influence ( $B = 0.367$ ,  $t = 7.646$ ,  $p = 0.000$ ). The study concludes that strengthening intercultural practices and training programs results into higher employee output in culturally diverse environments. The study thus recommends that there is need for international tour firms to put in place inclusive communication strategies and continuous diversity training programs to improve productivity.

*Key words: Cultural diversity, Workforce productivity, International tour companies, Hofstede's Cultural Dimensions, Social Identity Theory, Nairobi tourism hub*



## Evaluating the Impact of Website Optimization on Star-Rated Hotel Performance: Evidence from Mombasa County, Kenya

Angore Benedict Mbitha<sup>1</sup>, Shem Wambugu Maingi<sup>2</sup>, Duncan Shirandula<sup>3</sup>

Department of Marketing, Hospitality and Human Resource Development, Alupe University<sup>1</sup>

Department of Hospitality and Tourism Management, Kenyatta University<sup>2,3</sup>

### Abstract

This study examined the impact of website optimization on the performance of star-rated hotels in Mombasa County, Kenya. The specific objective was to evaluate the effect of website optimization on hotel performance, operationalized as customer purchase behavior, repeat purchase, occupancy rate, and daily average rate. A census approach was adopted, targeting 90 marketing staff from 18 star-rated hotels; 87 questionnaires were returned, yielding a 96.7 percent response rate. Descriptive findings showed consistently high ratings for website optimization indicators, with mean scores ranging from 4.93 to 4.97 on a five-point Likert scale and low standard deviations (0.234 to 0.297), indicating strong agreement among respondents. Hotel performance indicators were also rated highly, with customer purchase behavior ( $M = 4.97$ ,  $SD = 0.184$ ) and overall profitability ( $M = 4.94$ ,  $SD = 0.279$ ) showing the largest improvements. Regression analysis indicated that website optimization explained 55.7 percent of the variance in hotel performance (Adjusted  $R^2 = 0.557$ ). The model was statistically significant ( $F = 108.949$ ,  $p < 0.001$ ), and the regression coefficient ( $B = 0.722$ ,  $t = 10.438$ ,  $p < 0.001$ ) showed that a one-unit increase in website optimization is associated with a 0.722-unit increase in hotel performance. The study concludes that website optimization is a strategic driver of hotel competitiveness. It is recommended that hotel managers prioritize continuous website improvement with emphasis on aesthetics, search engine optimization, content adequacy, and loading speed. Policymakers should integrate digital readiness into tourism and hospitality regulatory frameworks to strengthen the competitiveness of Kenya's hotel sector.

*Key words: Website optimization, Hotel performance, Digital marketing, Tourism competitiveness, Mombasa County*



## Effects of Carbon Reduction Conservation Strategy on Sustainable Tourism Development in Communal Group Ranches in Laikipia County, Kenya

Cosmas Munyao Nzomo<sup>1</sup> Kipkosgei Bitok<sup>2</sup> Sisinio Kiria Muthengi<sup>3</sup>

cosmasnzomo@gmail.com<sup>1</sup> bitok.kipkosgei@ku.ac.ke<sup>2</sup> sysynyo@gmail.com<sup>3</sup>  
Department of Hospitality and Tourism, Kenyatta University<sup>1,2,3</sup>

### Abstract

Tourism accounts for approximately 8% of global greenhouse gas (GHG) emissions, positioning the sector as a critical focus for climate change mitigation. Carbon reduction strategies which are defined as systematic efforts to reduce GHG emissions, particularly carbon dioxide (CO<sub>2</sub>) are increasingly being integrated into sustainable tourism structures for development. The relationship between carbon reduction strategies and sustainable tourism development is complex and multifaceted, requiring holistic and informed approaches. However, implementing these strategies poses significant challenges, particularly in regions with limited resources for example, communal group ranches in Laikipia County, Kenyan where the initial costs can hinder adoption. Examples of carbon reduction measures which are conservation oriented include tree planting, the use of renewable energy, sustainable transport, and alternative energy source. These strategies play a critical role in advancing environmental sustainability. Yet, the empirical relationship between these strategies and sustainable tourism development, especially within communal group ranches, remains underexplored. In particular, disparities in climate change mitigation and adaptation outcomes across communal group ranches suggest a complex situation and environment that has received limited attention from researchers and scholars. In order to address this gap, the study was guided by the null hypothesis that carbon reduction conservation strategy does not have significant effect on sustainable tourism development in communal group ranches in Laikipia County, Kenya, grounded in three theoretical frameworks: the Tourism Area Life Cycle (TALC), Participation Theory, and the Broad Context Model. Adopting a pragmatic research philosophy, the study employed an embedded mixed-methods research design, integrating both qualitative and quantitative data collection and analysis. The target population consisted of 18,724 individuals, with a sample size of 392 drawn from all 13 group ranch chairpersons and secretaries, registered community members, and tourists. Stratified, simple random, and purposive sampling techniques were used to ensure a representative and relevant sample. Quantitative data were analyzed using regression analysis and ANOVA to examine the predictive power of carbon reduction strategies, while qualitative data provided contextual depth and supported interpretation of the statistical findings. Quantitative data was entered, cleaned, and subjected to analysis using Statistical Package for Social Sciences (SPSS) version 22.0 software. Descriptive statistics, encompassing frequencies, percentages, means, and standard deviations, were employed to analyze quantitative data. Qualitative data collected in accordance with research objectives was analyzed using thematic content analysis. Results revealed a weak but positive correlation with transport-related carbon reduction measures and alternative energy sources showing the most significant effects. Tree planting, however, had an insignificant impact on sustainable tourism development. Qualitative findings reinforced these results by showing that sustainable tourism practices also attracted environmentally conscious travelers, increased the number of visitors and boosted local businesses that depend on tourism. The study offered actionable recommendations for policymakers, conservationists, and development partners seeking to align local development goals with Kenya's Vision 2030 and the United Nations Sustainable Development Goals.

*Key words: Carbon Reduction Conservation Strategy, Sustainable Tourism Development, Tourism Development, Communal Group Ranches, Community Conservancies.*



## Enhancing Sustainability in Tourism through Ecotourism Kenya's Ecorating Certification Program

Lynnet Kamonde<sup>1</sup> George Ileri<sup>2</sup>  
 ceo@ecotourismkenya.org<sup>1</sup> ecoratingpa@ecotourismkenya.org<sup>2</sup>  
 Ecotourism Kenya<sup>1, 2</sup>

### Abstract

Local and global tourism destinations are increasingly expected to uphold sustainability, accountability, and innovation. In Kenya, where tourism contributes about 10% of GDP and supports over 1.6 million jobs, rapid growth has intensified pressure on natural resources, biodiversity, and local communities. This underscores the importance of frameworks that integrate Environmental, Social, and Governance (ESG) principles. Since 2002, more than 300 accommodation facilities have been certified under the Ecotourism Kenya (EK) Eco-rating Certification Program. Global scholarship shows that certification enhances sustainability and competitiveness, yet few empirical studies have assessed these dynamics in Kenya. Available literature has focused on descriptive program outcomes with minimal critical assessment of certification's role in shaping enterprise competitiveness and by extension sustainability. This gap restricts policymakers, investors, and enterprises from leveraging certification as a tool for sustainable tourism development. This study therefore explores how the EKs Ecorating program enhances Kenya's tourism sustainability. Based on the stakeholder theory and the triple-bottom-line model, sustainability was conceptualized in terms of environmental conservation initiatives, social-economic benefits, community engagement and sustainable business practices & corporate culture. A qualitative design, supported by descriptive statistics, analyzed data from 87 certified facilities across key tourism zones including the Maasai Mara, Laikipia, Tsavo, Samburu, Amboseli, Nakuru, and the Coast between 2023 and 2024. Findings reveal strong sustainability performance among certified facilities: 97% adopted renewable energy and water management practices, 80% implemented recycling, and 90% reduced carbon footprints. Socio-economic impacts were also significant, with 90% creating local jobs, 90% procuring locally, and 95% investing in community projects. Corporate culture improved as 60% developed sustainability policies, 90% ensured compliance, and 70% maintained records. Workforce development progressed through training (65%), leadership engagement (83%), and staff participation in safety and health programs (80%). The study finds that the Ecorating Certification Program demonstrates a replicable model for advancing sustainable tourism, economic growth, and sustainability-oriented culture. However, uptake remains low. Stronger policy support, targeted incentives, and greater awareness are critical for scaling adoption and maximizing impact.

*Key words: Ecotourism Kenya, Eco-rating Certification Program, Sustainable Tourism, ESG, Destination Competitiveness, Global Sustainability.*



## Greening Tourism and Hospitality Education: An Analysis of Challenges Faced by Faculty in Kenyan Hospitality and Tourism TVET Institutions

Aloys Onchuru<sup>1</sup> Ciselyn Amake<sup>2</sup> Faith Cherop<sup>3</sup>

alloys.onchuru@bihc.ac.ke<sup>1</sup> ciselyn.amake@bihc.ac.ke<sup>2</sup> faith.cherop@bihc.ac.ke<sup>3</sup>  
Boma International Hospitality College (BIHC), Kenya<sup>1, 2, 3</sup>

### Abstract

This study synthesizes literature to evaluate how TVET (Technical and Vocational Education and Training) faculty in Kenyan hospitality and tourism programs experience the challenges of teaching sustainability. The research appraises whether the current curriculum aligns with the practical ESG (Environmental, Social, and Governance) competencies demanded by the Kenyan tourism industry and identifies barriers that prevent the translation of classroom knowledge into green practices. 45 articles, from academic databases, including JSTOR, Emerald, Scopus, ERIC, and Google Scholar, were deemed relevant and reviewed for synthesis. The selection criteria included peer-reviewed full-text articles and relevant reports published between 2020 and 2025. Using a structured thematic synthesis of the supplied corpus and complementary reviews on education for sustainable development (ESD) and tourism education, the study applied inclusion criteria that prioritized works on ESD in tourism and hospitality education, TVET and vocational settings, faculty capacity, curriculum industry linkages, and barriers to enterprise sustainability, following established review protocols for this area of research. The findings consistently show that faculty face significant challenges. These include pedagogical issues like the conceptual complexity of sustainability, limited preparedness for hands-on teaching, and assessment systems that prioritize theory over practical skills. The study also identifies institutional constraints, such as fragmented governance, accreditation frameworks that don't specify ESG competencies, and weak industry partnerships that limit quality student placements. Additionally, resource-based barriers like inadequate green instructional infrastructure and limited access to local demonstration sites further hinder effective teaching. Kenya-specific studies confirm these patterns and highlight broader sectoral impediments, including limited green finance and infrastructure gaps. The review recommends a comprehensive response to these issues. Key recommendations include providing sustained professional development for faculty in experiential teaching methods, developing employer-designed competency frameworks, and creating stackable micro-credentials to signal graduate readiness. The study also calls for strengthening supervised placement systems and establishing on-campus "living labs" for practical training. In conclusion, this research suggests that a coordinated effort is necessary to enable TVET faculty to effectively teach sustainability and ensure graduates acquire the ESG competencies needed to support Kenya's sustainable tourism goals. Further targeted research is proposed to refine and scale these effective models.

*Key words: Sustainable tourism, hospitality education, curriculum greening, green skills, sustainable hospitality, sustainable development goals (SDGs), TVET.*





## Assessing the Effect of Artificial Intelligence Applications on Guest Satisfaction in Experience-Driven Travel among Luxury Hotels in Nairobi City County

Doreen Ikala Musakala  
doriikala@gmail.com

### Abstract

Despite this change, guest satisfaction levels remain inconsistent, with industry reports indicating that only 62% of guests in Nairobi's luxury hotels rated their experience as highly satisfactory, compared to 79% in digitally advanced global destinations. The study sought to address the gap in empirical evidence on how Artificial Intelligence applications can be strategically leveraged to improve service delivery and reverse the declining guest satisfaction threatening the profitability and sustainability of luxury hotels in Nairobi City County. The purpose of this study was thus to assess the effect of artificial intelligence applications on guest satisfaction in experience-driven travel among luxury hotels in Nairobi City County. The specific objectives were to: examine the effect of AI-powered concierge on guest satisfaction and evaluate the effect of AI-enabled feedback on guest satisfaction. Grounded in the Technology Acceptance Model (TAM), the study adopted a descriptive research design targeting 171 respondents from 10 luxury hotels comprising hotel guests, front office staff, and managerial representatives. A sample size of 120 respondents was determined using Yamane's simplified formula. Luxury hotels in this study were considered to be high-end, star-rated hospitality establishments in Nairobi City County, officially classified as 4 and 5-star by the Tourism Regulatory Authority based on service quality, amenities, and international grading standards. Data was collected through structured questionnaires and Key Informant Interviews. Quantitative data were analyzed using descriptive statistics, Pearson correlation, and linear regression, while qualitative data were thematically analyzed. Regression analysis results established that AI-powered concierge services and AI-enabled feedback jointly explained 49.7% of the variation in guest satisfaction ( $R^2 = 0.497$ , Adjusted  $R^2 = 0.491$ ). The ANOVA results confirmed the model's significance with  $F(2,102) = 24.414$  and  $p < 0.001$ , indicating strong explanatory power. In addition, regression coefficients showed that AI-powered concierge had a stronger positive effect ( $B = 0.428$ ,  $p < 0.001$ ) compared to AI-enabled feedback ( $B = 0.317$ ,  $p < 0.001$ ). The constant term was also significant ( $B = 0.842$ ,  $p < 0.001$ ), demonstrating a positive baseline for guest satisfaction. The study concludes that AI applications are vital in enhancing guest satisfaction in luxury hotels by aligning services with expectations of experience-driven travelers. The study therefore recommends that luxury hotels should invest in AI systems, train staff to optimize AI-human interaction, and continuously evaluate guest feedback to refine digital service delivery.

*Key words: Artificial Intelligence, Guest Satisfaction, Experience-Driven Travel, Luxury Hotels, Technology Acceptance Model, Nairobi City County.*





## The Adoption Level of Circular Economy and Its Influence on Customer Satisfaction Among Star-Rated Hotels in Kenya: Waste Management Perspective

Juma, O. Alphonc<sup>1</sup>; Pepela W. Anthony<sup>2</sup>; Okech, Roselyne<sup>3</sup>

Department of Hospitality and Tourism Management, School of Business and Economics, Pwani University, Kenya<sup>1, 2</sup>

School of Arts and Social Sciences, Grenfell Campus, Memorial University of Newfoundland, Canada<sup>3</sup>

### Abstract

The tourism and hospitality industry is considered a major contributor to foreign exchange for many countries across the globe. Notwithstanding the positive contributions, the sector still poses serious challenges including climate change and growing consumerism that cannot be ignored. These challenges have resulted to many countries advocating for sustainable business models for tourism industry operators to alleviate climate change vagaries and promote resource efficiency. Despite integration of sustainable business models, tourism and hospitality still contribute 8% of the GHG emissions globally. This research sought to assess the relationship between the level of adoption of waste management practices and customer satisfaction among star-rated hotels in Kenya. The study's specific objective was to establish whether the adoption level of waste management practice among star-rated hotels in Kenya affects customer satisfaction. A sample size of 367 was obtained from a population of 8731 hotel customers from all the 48 star-rated hotels in Coast Region of Kenya using Israel's formulae of 1992. The study employed a mixed-method research design. Stratified sampling was used to select the 2-to-5 star-rated hotels. Disproportionate sampling was utilised to allocate questionnaires to hotels, while simple random sampling was employed to pick customers. The required data was collected from customers through structured questionnaires, hotel staff through interviews, and personal observation of hotel processes. The data collected from questionnaires was coded and transcribed into Statistical Package for Social Sciences. A multiple regression analysis established that waste management had no significant influence on customer satisfaction ( $B=0.0672$ ,  $t=0.932$ ,  $p=.352>.05$ ). The study recommends that hotels should link their waste management practices to environmental conservation or cost reduction as opposed to them being strategies for customer satisfaction. Additionally, TRA, in collaboration with other relevant agencies should organise periodic seminars for hotel operators to reinforce the levels of awareness and sustainable waste management practices.

*Key Words: Circular Economy, Customer Satisfaction, Waste Management, Star-Rated Hotels.*



## Staff Literacy in ICT and Its Influence on the Growth of Serviced Accommodation Facilities in Kwale County, Kenya

Divinah Kemunto<sup>1</sup>, Paul Mwangi<sup>2</sup>, Bitok Kipkosgei<sup>3</sup>  
dngare52@gmail.com<sup>1</sup>

### Abstract

Hospitality industry is increasingly utilizing ICT for product and service development, serving a discerning customer base. The irregular digital revolution in the industry was linked to resistance to change, infrastructure limitations, low digital literacy, and financial constraints. This study aimed to assess the influence of ICT staff literacy on the growth of serviced accommodation facilities in Kwale County, Kenya. Specific objective for this study was; to establish how ICT staff literacy influences the growth of SAFs. The study adopted an embedded mixed research design to investigate the influence of ICT staff literacy on the growth of SAFs in Kwale County, Kenya. A total of 254 participants were drawn from the 754 TRA-licensed SAFs using stratified and purposive sampling to ensure diversity and representativeness. Data collection involved questionnaires administered through Google Forms and hard copies to owners, supervisors, frontline staff, and hospitality management consultants, while interviews were conducted with guests and government staff. A descriptive survey methodology was employed to profile sector characteristics. The findings showed that ICT staff literacy was positively and significantly related to SAF growth ( $r = 0.585$ ,  $p < 0.05$ ). Thematic analysis of qualitative data reinforced this association, revealing a strong correlation ( $R = 0.698$ ). Regression analysis indicated that ICT staff literacy explained 57% of the variation in SAF growth ( $R^2 = 0.57$ ), with the remaining 43% attributable to other factors. The regression model was statistically significant ( $F = 31.812$ ,  $p = 0.000$ ), and ICT staff literacy emerged as a significant predictor of growth ( $B = 0.187$ ;  $t = 3.073$ ;  $p = 0.0031$ ). Based on these results, the null hypothesis was rejected. The study concludes that ICT staff literacy is a key driver of SAF growth in Kwale County. Based on current study findings and existing gaps in literature, several recommendations are appropriate. A summary of the recommendation include; more government support, more incentives from diverse stakeholders, continuous training among staff. Strategic Recommendations for Improving ICT staff literacy include; more government support, more incentives, and continuous training among staff. The findings of this study are useful to various stakeholder groups including academicians, policy makers, hotel managers, and potential investors.

*Key words: Staff literacy, serviced accommodation facilities, Hospitality Industry, product development & service development.*



## Product Strategy, Business Environment and Performance of Curio and Craft Vendors in Nairobi County

Charles Odhiambo  
Zetech University, [odhiambocharles912@gmail.com](mailto:odhiambocharles912@gmail.com)

### Abstract

This study examined the influence of product strategy and business environment on the performance of curio and craft vendors in Nairobi County. Despite the sector's role in Kenya's tourism economy, limited research has empirically explored how strategic product choices and environmental conditions shape business outcomes. The study specifically sought: (1) to determine the effect of product strategy on performance; (2) to assess the influence of the business environment on performance; and (3) to analyze the moderating effect of business environment on the relationship between product strategy and performance. A descriptive survey design was employed, targeting licensed curio vendors in four key Nairobi markets. Using stratified sampling, 60 vendors were selected. Data was collected using structured questionnaires and analyzed through regression techniques. Findings revealed that product strategy significantly explained 15.4% of the variation in performance, while business environment as a moderator raised the explained variance to 23.8%. The results suggest that vendors who adopt diverse product mixes and branding strategies, while also adapting to political, economic, and technological factors, achieve higher profitability, growth, and customer satisfaction. The study concludes that business environment dynamics strengthen the impact of strategic product decisions on performance. It recommends that vendors embrace product innovation and branding, while policymakers ensure a stable and enabling business environment to sustain the curio and craft trade in Nairobi County.

*Key words: Product Strategy, Business Environment, curio and craft vendors, innovation, branding*



## Contribution of Green Practices on Consumer Buying Behavior in 4-5 Star Restaurants in Nairobi County, Kenya

Maureen Muyoka Wakasala<sup>1</sup> Moses Miricho<sup>2</sup> Monicah Wandolo<sup>3</sup>  
 wakmau@gmail.com<sup>1</sup> mnmiricho@gmail.com<sup>2</sup> wandolo.monica@ku.ac.ke<sup>3</sup>  
 Department of Hospitality & Tourism, Kenyatta University, Kenya<sup>1, 2, 3</sup>

### Abstract

There is an exponential increase in consumer concerns over green practices due to environmental problems occurring, yet restaurants continue to be among the greatest contributors to greenhouse gases. Green practices involves a company engaging in activities or actions that protect the environment from pollution and preserve natural resources by reducing its carbon emissions. Consumer buying behavior refers to the activities and experiences of restaurant guests who engage in purchasing, consuming and disposing of goods and services. The purpose of this study was to examine the contribution of green practices on consumer buying behavior in 4-5- star restaurants in Nairobi County, Kenya since it is the huge contributor in poor waste disposal. The study employed a descriptive survey design, where a sample of 19 out of 20 restaurants were selected in Nairobi County using a census method since one restaurant was used for pre-testing. In addition, the study used fisher's formula to determine the sample size of 79 respondents. Furthermore, a purposive sampling method to select managers, supervisors, waiters, and waitresses in order to obtain critical information. Data collection techniques included questionnaires, observation schedules, and secondary data sources, such as newspapers, articles, and TV programmes. Qualitative data were coded and analysed using content analysis through Text search queries and Word-frequency query analysis in NVIVO. Quantitative data was analyzed using SPSS with levels of significance established using ANOVA with a cut-off point of  $p$  being  $< \text{or } = 0.05$  at 95% confidence and significance levels. It was revealed that at 5% significant level the  $P$  values for green product, green certification and green promotion as follows: 0.006, 0.001 and 0.000 respectively. Since the  $P < 0.005$  the study concludes that there is indeed a significant association between green product, green certification and green promotion with consumer buying behavior. In addition the results indicated that green promotion had the highest significant association with consumer buying behavior since it has the greatest Pearson chi-square static of 185 compared to green product (116) and green certification (127). The study discovered that there was a statistical mean difference between mean green practices and mean consumer buying behavior since the  $P$  value was  $0.001 < 0.05$ . The results imply that the study rejected all the null hypotheses and concluded that at 95% confidence level a significant relationship exists between green practices and consumer buying behavior in 4-5-star restaurants in Nairobi City County. The study concluded that consumer-buying behavior has a positive association with green practices.

*Key Words: environmental sustainability, green practices, green restaurants, green consumerism, eco-friendly products*



## Digital Divide: Ensuring Inclusivity in Tech-Driven Tourism

Naomy Mwaurah<sup>1</sup> Aloys Onchuru<sup>2</sup>  
 naomy.mwaurah@bihc.ac.ke<sup>1</sup> aloys.onchuru@bihc.ac.ke<sup>2</sup>  
 Boma International Hospitality College (BIHC), Kenya<sup>1, 2</sup>

### Abstract

The tourism sector is undergoing a rapid and multi-modal digital transformation that encompasses artificial intelligence, the Internet of Things, big data analytics, immersive media (virtual and augmented reality), and platformization through online booking and marketplace services, and these changes are documented across recent syntheses and bibliometric surveys that focus both opportunity and risk for varied stakeholder groups. The rapid integration of digital technologies in tourism, while enhancing efficiency, risks exacerbating socioeconomic inequalities. A significant gap exists in the synthesized understanding of the independent variables which include; levels of internet access, digital literacy, technology design; that directly influence equitable access to tech-driven tourism services. To address this fragmentation and provide empirical clarity, this study conducts a systematic literature review following the PRISMA framework to rigorously analyze the documented causes, effects, and solutions of the digital divide in tourism. A comprehensive search was executed across Scopus, Web of Science, and EBSCOhost databases for peer-reviewed journal articles, industry reports, and policy documents published between 2020 and 2025. From an initial pool of 1,649 identified records, 40 documents met the strict inclusion criteria, which required full-text access, and empirical focus on barriers or interventions for marginalized groups (e.g., low-income, elderly, rural populations) within the tourism context. The analysis reveals that unequal infrastructure, low digital literacy, and non-inclusive design, create a significant barrier to access. Thematic synthesis further identifies and evaluates the efficacy of key interventions, such as public Wi-Fi initiatives, low-bandwidth mobile applications, and community training programs. The findings underscore that the roles of governments, businesses, and NGOs are critical moderating factors in mitigating the divide. This review consolidates a robust evidence base to inform future research and policymaking, concluding that without proactive, multi-stakeholder strategies, technological advancement in tourism will continue to perpetuate the exclusion of underserved populations.

*Key words: Digital divide, inclusive tourism, technology accessibility, digital equity, sustainable tourism*



## Unlocking Africa's Potential through Regenerative, Cultural, and Human-Centered Tourism

Wasiru A. Naftali  
Cheli & Peacock Safaris, [naftaliadhola7@gmail.com](mailto:naftaliadhola7@gmail.com)

### Abstract

The African tourism sector sits at a crossroads. While travel has the power to uplift communities, restore environments, and promote cultural understanding, it also bears a track record of inequity, environmental degradation, and cultural dilution. This paper explores how regenerative and transformational tourism, rooted in culture and human connection, can redefine Africa's path to sustainable growth. Using a qualitative review of lived experiences, cultural insights, and current trends in digital transformation, the study interrogates Africa's tourism competitiveness in the global market. Drawing from field operations across East Africa and practical examples from the continent, the paper emphasizes the transformative power of authentic, respectful travel that changes not only perceptions but lives. The paper critiques over-reliance on artificial intelligence in the booking process and argues for the preservation of human curation, especially in African destinations where empathy, storytelling, and personalized service remain the heart of travel. It also examines environmental, social, economic, and governance (ESEG) pillars, proposing strategies for tourism companies to deepen their role as agents of cultural exchange and economic inclusion. Findings show that when local communities lead storytelling, when culture is hosted not commodified, and when tech enhances rather than replaces people, tourism can regenerate. The conclusion calls for collaboration over competition, urging tourism players to create spaces for mutual learning, cultural diplomacy, and two-way storytelling. In a world growing increasingly polarized, Africa's future depends not on mass arrivals, but on meaningful arrivals, the kind that leave both guest, host and the environment better than before.

*Key words: Regenerative Tourism, Transformational Travel, Cultural Competitiveness, Human-Curated Travel, Sustainable Tourism Development*





### List of Innovations

- ❖ Digitally Empowering Youth to Drive Local Tourism: The Echoes of Africa Tourism - Stephen Mayaka - [stephenondieki007@gmail.com](mailto:stephenondieki007@gmail.com)
- ❖ Connecting Tour Guides And Visitors In Real Time: A Digital Transformation In Tourism In East Africa - Kelvin Gakere - [gakerekelvin123@gmail.com](mailto:gakerekelvin123@gmail.com)
- ❖ Youth-Led Coastal Conservation Tours: Beach Cleanups and Mangrove Planting Experiences in Diani - Hamisi Sina - [hamisisina97@gmail.com](mailto:hamisisina97@gmail.com)
- ❖ Wings of Weekend Wonders: A Student-led Birdwatching Experience in Western Kenya Rooted in Nature, Community, and Mindful Travel - Elizabeth Winnie - [ew7949730@gmail.com](mailto:ew7949730@gmail.com)
- ❖ Chakula Kikwetu - Harnessing Digital Transformation to Elevate Kenya as a Premier Gastronomic Destination - Stacy Kamangu - [nyambulove20@gmail.com](mailto:nyambulove20@gmail.com)
- ❖ Naidura: A Sustainable Tourism Model for the Greater Mara Ecosystem - Ann Njuguna



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