

**THE IMPACT OF CONFERENCE FACILITIES AS A STRATEGY FOR
PROMOTING THE HOSPITALITY
INDUSTRY IN KENYA**

(Case study of Intercontinental Hotels, Nairobi)

BY:

YOGOHO EVERLYNE ACHIENG

REG NO: BTM/16052/72/DF

**A RESEARCH REPORT SUBMITTED TO THE FACULTY OF BUSINESS AND
MANAGEMENT IN PARTIAL FULFILLMENT
FOR THE AWARD OF BACHELOR'S DEGREE IN
TOURISM AND HOTEL MANAGEMENT OF
KAMPALA INTERNATIONAL
UNIVERSITY**

MAY, 2011

DECLARATION

I, YOGOHO EVERLYNE ACHIENG declare that the material in this research report has been done entirely by my effort and has not been presented else where for any academic qualification.

SIGNED



YOGOHO EVERLYNE ACHIENG

DATE 09/05/10

APPROVAL

This research report is submitted for examination with my approval as a University Supervisor.

Signed

M. Ruteganda

MR. RUTEGANDA MICHEAL

DATE: 09/05/11

DEDICATION

This book is especially dedicated to my beloved parents and siblings for their tremendous support encouragement and patience during my studies.

TABLE OF CONTENTS

DECLARATION	i
APPROVAL	ii
DEDICATION	iii
ACKNOWLEDGMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problem	2
1.3 Objectives of the Study.....	3
1.5 Justification of the Study	4
1.6 Scope of the Study	5
1.7 Limitations and Anticipated Challenges	5
1.8 Conceptual framework.....	6
CHAPTER TWO	7
REVIEW OF RELATED LITERATURE.....	7
2.1 Introduction.....	7
2.2 Types of Convention and Conference Facilities and Services Rendered	9
2.3 The Location of Convention and Conference Facilities.....	12
2.4 Importance of conventions and conference facilities	16
2.6 Challenges in the provision of facilities for conferences and conventions.....	19
CHAPTER THREE	25
METHODOLOGY.....	25

3.1 Introduction	25
3.2 Research Design	25
3.3 Area of Study	25
3.4 Population of the study	25
3.5 Sampling Frame	26
3.6 Data Collection	26
3.6.1 Interviewing	26
3.6.2 Questionnaires	26
3.6.3 Observation	26
3.6.4 Study of Existing Information	26
 CHAPTER FOUR	 27
FINDINGS AND INTERPRETATIONS	27
4.1 Introduction	27
4.2 Demographic Characteristics of Respondents	27
4.3 Different types of conference facilities and hospitality services	28
4.4 To establish the location of conference facilities	37
4.5 Importance of convention and conference facilities	40
 CHAPTER FIVE	 44
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	44
5.1 Introduction	44
5.2 Summary	44
5.3 Conclusions	45
5.4 Recommendations	47
5.5 Areas for further studies	48
REFERENCES	49
 APPENDICES	 51

LIST OF TABLES

Table 1: Education of Respondents	28
Table 2: Opinion on the existence of Extra Facilities	29
Table 3: Opinion on the presence of Banking Services.....	30
Table 4: Opinion on the availability of Accommodation Facilities	32
Table 5: Opinion on the Exhibition Halls	34
Table 6: Opinion on Secretarial services	35
Table 7: Opinion on Hotel offering Foods and Beverages.....	37
Table 8: Opinion on the attractive location of the Hotel	38
Table 9: Opinion on the hotel' s closeness to the city center and entertainment centers in the area.....	40
Table 10: Opinion on the enhancement of convention and conference facilities improvements in cultural preservations	41
Table 11: Opinion on the country' s retrieval of foreign exchange earnings from convention and conference facilities	43

LIST OF FIGURES

Figure 1: Conceptual framework.....	6
Figure. 2: Gender of Respondents	27
Figure 3: Opinion of respondents on whether the hotel offers Internet services	30
Figure 4: Opinion of respondents on Concert halls and Theatres.....	31
Figure 5: Opinion on whether the hotel has Banquet Halls	33
Figure 6: Opinion of respondents on Leisure and Recreation facilities.....	34
Figure 7: Opinion of respondents on Transport services	36
Figure 8: Opinion on whether the hotel is situated in an accessible location ..	39
Figure 9: Opinion on whether the hotel earns adequate revenue from convention and conference facilities.....	42

ABSTRACT

The study looked at the Role of convention and conference facilities as strategies for promoting the hospitality Industry in Kenya with a case study of Intercontinental Hotels, Nairobi. The objectives of the study were to examine different types of conference facilities and hospitality services rendered to delegates and their quality; establish the location of conference facilities in this case- The Intercontinental Hotels, Nairobi conference facility at Intercontinental Hotels, Nairobi; Examine the importance of convention and conference centers, particularly of Intercontinental Hotels, Nairobi as attributed to hospitality development; and find out the challenges faced in provision of conference facilities for the purpose of developing the hospitality industry and their solutions. The methods used for data collection were questionnaires for the staff of Intercontinental Hotels, Nairobi. The study used a descriptive survey design with both qualitative and quantitative methods in relation to cross sectional approach. Hence, the design was seen as appropriate for investigating opinions, attitudes, roles, prospective strategies of convention and conference facilities regarding the hospitality industry in Kenya. Interviews involved exchange of views and ideas, mainly in conservation form- for the purpose of obtaining detailed data. Observation method was vital for examining the quality and type of convention and conference facilities, in relation to the services rendered or offered. The study made some of the recommendations to overcome the challenges the hotel industry faces among which are the following; the government should speed up the allocation of land to the potential investors who are willing to invest in hotel and tourism industry. This will enable government to attract more investors who will offer jobs to its citizens. Hotel owners should ensure that their hotels have enough facilities that can accommodate conferences and conventions. This will enable them make more income for their businesses. It will also sale their businesses to other parts of the world.

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The evolution of convention and conference centers are traced back to the major development in business travel and hospitality taking place in United States, as early as the twentieth century. The concept of convention and conference was developed in United States (Swarbroke, 2001).

In the late nineteenth century, trade and scientific associations in collaboration with political parties commenced to organize large scale gatherings. In the decades of the twentieth century, this activity gathered pace in which cities realized that hosting such events brought great economic benefits and convention bureaucracy started to appear to market cities as convention destinations. Thus, phenomenon of the convention bureau has been well established around the world.

Business travel and hospitality are huge business, employing millions of people around the world and the core of the hospitality market for several leading destinations. Inskeep (1991) states that meeting: convention and conference hospitality already has an important specialized form of hospitality and is expected to continue growing, including new destinations being developed for convention hospitality. He proceeds to illustrate that business travel can be expected to increase as business activities expand, combination business and pleasure travel is increased.

In an emerging and increasingly more dynamic economy of Kenya, one can foresee conference centers and the adequate need for increasing facilities in the near future (The Daily Nation, 2002)

Despite the fact that Kenya is undergoing dramatic expansion of the public and private sectors in the economic development of the country, there exist several corporate firms both local and international. In addition, government ministries and Non-governmental organizations that are venturing into investing in this country hence, vast multinational corporate firms convene in holding enormous meetings like conventions and conferences to discuss business related matters.

Convention and conference hospitality has been rapidly expanding and convention centers are often considered in urban development. Hence, attraction of numerous delegates and travelers basically, conventions and different types of conferences and meetings are often scheduled in relation to travel arrivals. Thus, facilitating counter seasonality challenges or problems that perceive in many areas.

1.2 Statement of the Problem

Promotion of hospitality in Kenya does not only involve offering first class hotel accommodation or first class airline service, but support services like convention and conference centers greatly attribute to promotion of the hospitality industry in Kenya. In relation to the various convention and conference facilities, particularly- Munyonyo conference centre at Intercontinental Hotels, Nairobi, Hotel Africana in house conference centre and the like, offer exclusive services that are potential enough to facilitate large and small meetings. In modern surrounding though, some lack proper in built equipment to facilitate these functions in accordance to the tastes and preferences of today's business travelers and delegates attending conventions and conferences worldwide.

Kenya being a hospitable destination and offering variety of attractions in form of nature-flora and fauna as well as manmade attractions, it mainly depends on holiday travelers and ignores prominent business travelers. These constitute the up-market of potential delegates and visitors with high spending power, are good

frequent travelers to numerous destinations entirely throughout the year- combining both business and leisure when at various conventions or conferences, unlike plain leisure travelers. The problem is the conference and convention sector in the hospitality industry is not promoted equally as other sectors like accommodation.

Therefore, in attempt to generate useful and vital information in relation to the above challenging issues. The researcher intends to focus on the type of conference facilities available for large or small meetings of all kinds and how these facilities were promoted to attract the potential market.

1.3 Objectives of the Study

- To examine different types of conference facilities and hospitality services rendered to delegates and their quality
- To establish the location of conference facilities in this case- The Intercontinental Hotels, Nairobi conference facility at Commonwealth Resort. Intercontinental Hotels, Nairobi
- Examine the importance of convention and conference centers, particularly of Commonwealth Resort. Intercontinental Hotels, Nairobi as attributed to hospitality development.
- To find out the challenges faced in provision of conference facilities for the purpose of developing the hospitality industry and their solutions.

1.4 Research questions

- What are the different types of conference facilities and hospitality services rendered to delegates and their quality?

- What is the location of conference facilities in this case- The conference facility at Intercontinental Hotels, Nairobi?
- What is the importance of convention and conference centers, particularly of Intercontinental Hotels, Nairobi as attributed to hospitality development?
- What are the challenges faced in provision of conference facilities for the purpose of developing the hospitality industry and their solutions?

1.5 Justification of the Study

The study will particularly benefit Intercontinental Hotels, Nairobi Hotel Africana, Nairobi Serena, Imperial Resort and several other conference providers, in purely understanding the importance of hosting conference events for hospitality development.

In addition, this study will also benefit the entire hospitality industry and conference organizers, offering conference delegates and business travelers' quality conference services in accordance to their tastes and preferences. Thus, enabling them understand the value of location of conference facilities in developing the hospitality industry.

Above all, it will be quite significant to Kenya Hotel Owners Association (KHOA) in relation to strategic management.

Hence, providing them an opportunity to appropriately allocate resources for convention and conference facilities, as well as hospitality development. In turn, attributing to Kenya as a prominent conference destination

1.6 Scope of the Study

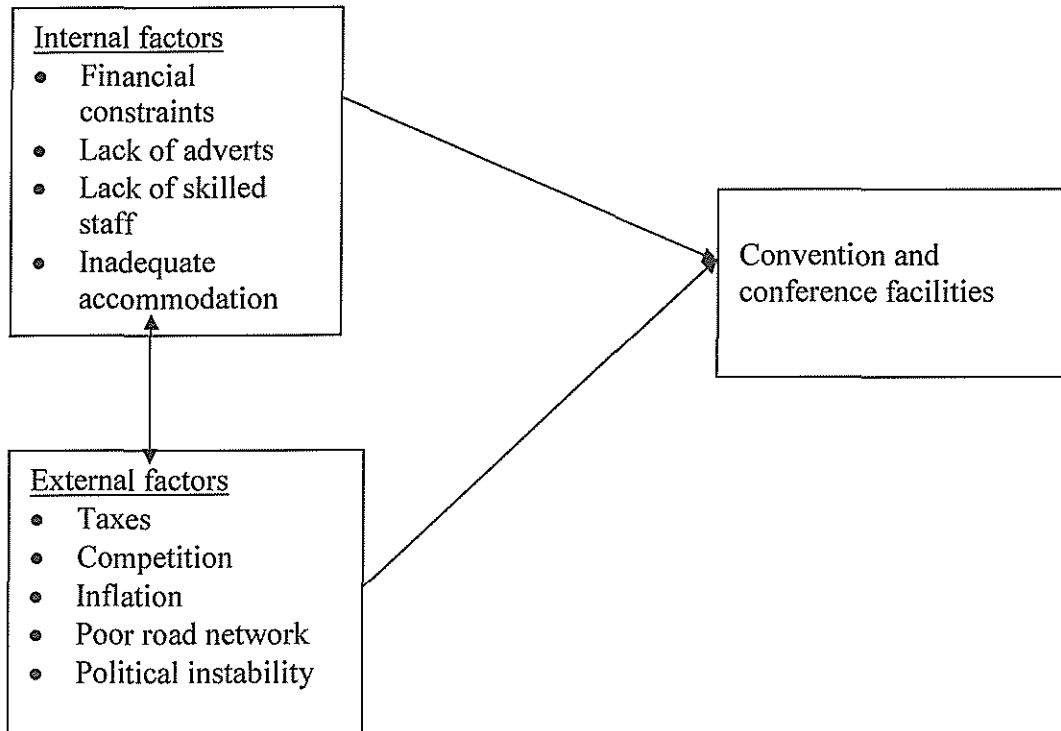
The study was carried out at Intercontinental Hotels, conveniently located close to Nairobi City. This study involved specific departmental heads and staff responsible for managing and organizing many conference events. In examining Intercontinental Hotels, the purpose of the study was aimed at analyzing and understanding the various types of conference facilities, equipment and services rendered based on the size and quality, their location and above all their importance to hospitality development. In addition, also to engage in identifying the challenges faced and their solutions.

1.7 Limitations and Anticipated Challenges

The convention and conference respondents gave vague answers and were at times uncooperative when vital information was extracted from them.

In addition, limited time was a challenge since my case study of Intercontinental Hotels, Nairobi interrupted the work schedules for the hotel management in general.

1.8 Conceptual framework



The Figure 1 shows the factors that affect the availability of conference and convention facilities, illustrating that there are internal and external factors affecting the availability of convention and conference facilities. The internal factors are identified as the major factors affecting the availability of convention and conference facilities, consisting of: finances for setting up the facilities, a policy of the company to make advertisement; skilled employees and the availability of accommodation for the convention and conference facilities.

The external factors that affect the convention and conference facilities are; taxation policy of government, competition from other companies, inflation rate in the country, the road network to the facilities and the stability of the political atmosphere in the area among others affect the availability of convention and conference facilities.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This information was retrieved from available literature on the subject matter and mainly derived from textbooks, journals, newspaper articles and Internet.

A 'Convention or Conference' centre is a building that can be used for holding various exhibitions and conferences, facilitated with large halls where seating arrangement can be installed and several ancillary 'breakout' rooms for smaller meetings (Law,1993).

In relation to the Dictionary of hospitality and travel, a 'conference' is defined as a formal meeting or assembly for information, consultations and discussions at times called convention or congress.

In the United Kingdom (UK) a conference is basically a large meeting where as in the United States of America (USA) is referred to as a convention or congress on much of mainland Europe (Swarbroke, 2001)

The Dictionary of hospitality and travel further states it that a 'conference' is a formal meeting that particularly takes place for a number of days and also involves people with similar interests, especially held by an organization or an association

Conferences are organized by or on behalf of wide range of firms that are generally classified as either association or corporate. Hence, companies and other organizations arrange corporate meetings so as to achieve their objectives. The association conference may involve religious, educational, professional, political and social organizations (Law, 1993).

There are local and international conferences, some of which are training seminars, education, business, retreats, workshops, medical or legal meetings (New Vision, March 2002)

Conferences vary from inter-governmental summit, the convention of a political party, a company strategy meeting, a church synod, a symposium for scientists to the annual conference of trade union or professional or social association.

Certain conferences take place on a regular basis, for instance the annual conferences mentioned above unlike others are off and several involve unique circumstances. Meetings may last from a day to a week and further. Thus, conferences occur annually or throughout the year (Astroff and Abbey, 1991)

In this case, conferences vary in size from ten people to over twenty thousand people. Hence, the term 'convention' in this aspect is based on larger meetings.

The majority is relatively small and has fewer than one hundred delegates, in which a significant proportion of most conferences are organized by firms, companies through the corporate market for policy making, training or marketing.

According to (Law, 1993) states that it's in association with political and trade unions, where by conferences may be large constituting of numerous delegates. He continues to note that 'as national and international organizations develop, enormously large membership associations are likely to exist and there is the greater possibility of the mammoth-sized conference.

These large organizations likely hold other meetings between their annual conferences, local and regional conferences.

Further more, he views that the larger the organization and the conference in relation to the width area from which membership is drawn, the more likely that delegates will cease overnight.

In addition, (Law, 1993) proceeds that conferences and exhibitions are activities that are often regarded together as one of the staples of hospitality. Hence, arguing that in some cities up to forty percent of those staying overnight in serviced accommodation acquire exclusive hospitality.

Thus, conferences are perceived to be growth industries in which numerous delegates and visitors spend above-average amount that operates for most of the year and considered quite desirable as a basis for hospitality in cities.

Conferences are convened for a number of different purposes for instance- policy making, the exchange of ideas and information, training and selling. Hence, most conferences fulfill a social purpose with delegates, meeting old colleagues or friends, making deals indirectly connected to the purpose of the conference, as well as meeting people for the first time. Often, there is also a recreational purpose to enhance the delegates short holiday during or after the conference.

2.2 Types of Convention and Conference Facilities and Services Rendered

The choice of a convention or conference facility to host intended meetings will greatly depend on detailed and well-presented information concerned with destination facilities and efficient transportation among several other services rendered.

This is quite vital in enticing potential delegates and business travelers (Mill, 1990) also notes that 'business people require specific facilities to enable them conduct the business they have to perform, whether it's a meeting, an exhibition or convention.' Many conventions, conferences and are held in hotels that offer

special meeting rooms or exhibition halls. However, enormous conferences and exhibition centers exist to facilitate major events.

However, in review of the above statement, it does not portray in detail the size of the conference facilities used in relation to the capacity level and style of seating arrangement. Hence, the need to carry out research on this issue

(Mill, 1990) continues to state 'whatever the size event they are attending, people traveling on business do require certain facilities, appropriate accommodation, and ease of access as well as the appropriate size of rooms in which to conduct their meetings.'

In accordance to (Law, 1993), argues that basic accommodation requirement for a meeting is a large hall or room of sufficient size to take the expected attendance-a failure that is widely found. He proceeded to suggest that extra facilities are required in the form of special lighting, microphones, projection-equipment, loudspeakers, the possibility of simultaneous translation and catering-including; banqueting overnight accommodation which does not usually have to be in the same building.

Besides, this statement does not explain more on the nature and kind of extra facilities required by today's business traveler in relation to quality of services expected.

Just as elsewhere, there are uprising expectations in which many conference organizers are searching for high standard venues.

(Law, 1993) categorized conference venues into four types;

- Large halls, arena, civil centers, concert halls and theatres, particularly found in major cities.

- Purpose built convention/conference centers which may not only have large halls for the main conference sessions, but smaller 'breakout' rooms for other meetings.
- Hotel category, in this case-most hotels have some large rooms often built for banquets to hold various conferences. Hence, can also provide catering and sleeping accommodation. In recent years, new large hotels have been built with conference in mind and high standard facilities.
- University and other educational establishments where there are lecture rooms and possibly accommodation which are usually and specifically outside the tutoring.

In relation to the above categorization of conference venues, the author generalized this phenomenon and neglected the specifics of what appeal more to delegates or business travelers.

(Swarbroke, 2001), sought that the type of facilities will greatly depend on the scope of design. Infrastructural design requires the design of a whole range of elements in relation to convention, location, main buildings and structures, scale and material, internal fittings and fixtures including-catering facilities, retail outlets and toilets. Landscaping around the buildings and structures, the layout of the site as a whole, support services-such as car parks and signing.

(Swarbroke, 2001) further notes that when designing conference facilities, a number of design objectives are met which are also user-friendly, environmental-friendly, multipurpose use, meeting the demands of planning authorities, impressing potential investors and users, safety and security hence, producing an aesthetically appealing structure.

However, conference facilities in Kampala are not known to comply with certain design standards as illustrated above thus, calls for research in this area.

According to Solution limited quoted in (Mill, 1990) states that 'when designing a convention centre one has to consider first most importantly who will be using the facilities and for what purpose'? The target markets and the likely occupants of the facilities are crucial to their viability and ought to follow functions and not the vice versa.

(Law, 1993) cited that some of the planning for conference facilities is in control of the private or independent sector. Hotels have become very important providers of conference facilities, attributing to provision for adequate sleeping accommodation. In this case, some conference centers have been built and operated by the private sector. He continued to argue that universities and educational establishments also provide conference facilities and have been upgrading in the recent years.

In some cases, building all-year-round purpose-built centers. However, increasingly it's the public sector that finances the main venue (Petersen, 1989).

(Inskeep, 1991) states that at any scale of development, conference centers must meet certain standards and often need to include specialized facilities and services-such as for simultaneous language translation and exhibit space, so as to be appropriate and acceptable to the conference organizer.

2.3 The Location of Convention and Conference Facilities

(Law, 1993) notes that conference organizers not only have a choice on types of venues but also on location. For some conferences specifically those lasting only a day, a central location that is accessible to all participants is quite vital. For longer conferences, delegates will be prepared to travel further.

Nevertheless, several associations move their conferences around the country so that over numerous years those attending share travel.

According to surveys of 'how decisions are made as to where to locate a conference' illustrate that there are four major factors;

First and foremost, the organizer must be convinced that there is a high standard of conference and accommodation facilities available.

Secondly, the question of cost effectivity must also be portrayed.

Thirdly, accessibility- which is quite essential to the wider areas from which numerous delegates are drawn.

Fourthly, attractiveness of the area, in which conference attendance may be enormous if the meeting, is located in an area that is recognized as a hospitality centre.

Popular location being capital cities, historic cities, seaside resorts and rural areas.

The survey proceeds to point out that unpopular location could be cities and those with a reputation for being unsafe (Coopers and Lybrand, 1990).

Firms or companies at times deliberately locate their conferences in exotic locations to facilitate this aspect, believing that such experience will enhance staff motivation. Thus, referred to as incentive travel due to this recreational aspect several conference organizers make arrangements to be appropriate to attend and layout special programmes during the convention or the conference session (Law, 1994)

(Collins, 1979) wrote, 'it would seem that traveler appeal is a prime consideration in convention site selection. Though several small and medium sized cities are competing for a share in the business, large cities with their multitude of

entertainment, cultural and commercial attraction remains the primary cards for convention facilities.

For location of major convention centers (Murphy, 1985) quoted in, (Inskeep, 1991) emphasizes the importance of a location in a gateway city that has major national and international airline connections to particularly generating destinations worldwide. He identifies several site location criteria within city, consisting of;

- Availability of a large building site at least half or full city block.
- Central location and accessibility to good quality hotels and an inter-city transportation terminal for domestic delegates.
- Close to major shopping and entertainment centers, the prime location being in a downtown or regional business district.
- Availability of parking facilities on site or nearby for persons driving to the convention or conference
- Proximity to recreational facilities and attractive surroundings as delegates want to maintain their exercise routines and cities want to encourage sight seeing with in the city and environs.

(Murphy, 1985) continues to state that it's quite vital to locate a convention centre in a region that offers opportunities for interesting pre-post conference tours of attractions further away from the city. Murphy also quoted that 'because spouses often travel with delegates to conferences, the availability of shopping, touring entertainment and several other leisure-hospitality related services are especially important'.

(Inskeep, 1991) notes that for small conferences and meetings, location of meeting facilities in smaller cities, or often in resorts and towns ought to have good access and some recreation, dining and entertainment facilities hence,

appropriate and may be preferred by the conference organizers to provide a quieter environment for the meetings. Large hotels develop their own meeting facilities for small gatherings and some hotels maintain substantial conference facilities.

In this case; Commonwealth Resort. Intercontinental Hotels, Nairobi- in an idyllic location along Lake Victoria's shores.

(Swarbroke, 2001) defines that 'venues are the places where business actually takes place, whether it's a convention or conference'. He further suggests that 'Hotels are perhaps the best-known venues for various meetings and conferences in particular, including;

- City Centre Hotels
- Motels located
- Coastal Resort Hotels
- Country House Hotels rural locations

Conference hospitality seems to function best in locations that offer a range of close-by attractions and activities for conference delegates and their spouses, who often engage in recreational activities during their leisure time, which are rendered by the hospitality industry. For instance-sight seeing, shopping, eating out, sports, entertainment and several other activities.

Hence, good accessibility to the city for large-scale conferencing, conventions as well as international meetings.

In addition, it's advantageous for the conference facilities to be located in a country or region that can basically provide a range of captivating attractions and facilities for pre and post-conference tours (Inskeep, 1991).

2.4 Importance of conventions and conference facilities

Tourism is the world's largest industry, responsible for more than one in ten jobs globally". "This trillion-dollar industry is booming around the world even in times of recession, military conflicts, natural disasters, and energy problems" (Davidson, 2000).

Tourism can be considered to be a complex industry combining a set of interdependent businesses because "it focuses on travelers away from home and on all the services they utilize, including the means of transport, food and lodging services, travel expeditors such as travel agents, conventions and conference facilities, tour operators, and reception services" (Davidson, 2000).

According to (Davidson, 2000) the major economic advantage of conventions and conference facilities is reflected in terms of foreign exchange earnings for a destination country, which positively affects the balance of payment account (Davidson, 2000). When analyzing the economic impact of international travel Lundberg discussed "multipliers" effect of foreign tourist expenditures. "As soon as a tourist spends a dollar in a destination economy, it is received by someone, spent, and re-spent. Some of the dollar may soon leave the destination. Some goes for local and national taxes.

The part that remains may be rapidly spent within the economy, invested, or saved. The spending that results within an economy "multiplies" its impact" (McGregor, 1960)

(Davidson, 2000) mentions that development of conventions and conference facilities provides a number of benefits to local people. Among them are increase in employment options and sales tax revenue; improvements in cultural preservations, entertainment, restaurant service, roads, airports, public transportation, area beautification, cultural understanding between host and

guest, economic health and stability of suppliers to the tourism industry (Davidson, 2000).

These arguments indicate that development of conference tourism as a part of tourism in general positively contributes to a country's economy, culture, and social life. However, (Davidson, 2000) argues that in the countries, "where tourism is not yet fully developed or is beginning to develop as is the case in many developing countries, better results can be achieved if the industry is centralized and under direct government control. In such countries direct government intervention would seem to be not only desirable but indispensable" (Davidson, 2000).

(Burton, 2005) provides a list of twelve factors influencing the growth of international tourism; three of them are related to business, thus, favoring business tourism development: "an enormous growth in international business, necessitating travel; conferences and business meetings are proliferating; ideological pressure groups (political, cultural, scientific, etc.) hold more and more annual conventions, etcetera." (Burton, 2005). "Business tourism is a lucrative, fast-growing segment of the world's largest industry sector.

Good niches in business tourism exist for developing and transition economies. These countries can market themselves as cost-effective, yet exotic locales, where corporate objectives can be met in a rejuvenating setting"

Attraction of international business travelers to a country is essential, as their expenses in a destination place appear to be quite high. Many scholars state that business travelers are less price-sensitive than leisure travelers (Pine, 1995, 77; Bhatia, 1991, 35) "spending on average twice as much per day".

(Pine, 1995) maintain that "meetings and conventions typically result in considerable sums spent on banquet and meeting rooms facilities, guest rooms and food service. In some cases conference traffic can be scheduled to occupy a hotel during off-peak periods."

Moreover, the amount of money spent by a business tourist is increased by expenses on pleasure and entertaining activities; results of the research conducted by the International

Trade Centre show that "two-thirds of business travelers extend their business trips for pleasure when they can" (worldwide web and trade Centre.com). "Conventions represent the highest incidence of business travel, and both conventions and corporate meetings are on the rise as the pace of international business accelerates.

There is a tremendous opportunity for developing and transition economies to attract meeting and convention traffic through the promotion of "off-the-beaten track" locations, high-quality services and cost-effective options" (International Trade Centre web page). However, a country willing to position itself as a conference destination should consider factors that determine geographical distribution of international conferences described by Bhatia: "Location of main or subsidiary offices of convention organizing associations; availability of sufficient facilities for holding conventions; cost factors; accessibility to the convention centre; location of convention venue in relation to potential participants;

Availability of tourist attractions; importance of convention venue in relation to the convention field; congenial atmosphere for holding conventions; effective marketing and promotional functions of the organizers" (Widney, 2000)

2.6 Challenges in the provision of facilities for conferences and conventions

One of the principal difficulties associated with the provision of conferences and conventions is the problem of ensuring land supply. This is by no means a problem confined to African cities, but the nature of the problem in African cities is almost unique. Traditional or 'customary' land ownership in many African countries is held on a tribal basis. Under these circumstances, decisions about the use of land are made according to the customs of the tribe.

Hence, decisions may be taken individually by a chief, they may be collectivized within a council of elders, but in any event they are rarely recorded in writing and hence there is no evidential basis for use rights. The concept of any kind of 'Ownership' may be entirely alien. The principal outcome of these constraints on the operation of the land market is that access to formal land ownership in many African cities is effectively precluded to all but a minority of affluent and influential people. In turn, these circumstances encourage the growth of an informal market in land amongst those who are excluded from the formal market and a dual system emerges. Or, more accurately, a number of informal systems arise, (see, for example, Rakodi, 2003).

In many African cities this type of informal land supply greatly exceeds the formal provision and because land, and the various ordinances which govern its use, are integral to the form of residential development which takes place, these areas become developed as 'unauthorized areas', they are constructed without reference to planning codes, they are invariably without basic infrastructure and they sometimes represent health and fire hazards. They range from areas of quite high standard, self-built housing using permanent materials (as in areas of Accra, for example), to some of the poorest areas of squatter settlements (such as those in Lagos or Nairobi).

Without legal title, residents of such areas are also penalized in other ways, most notably in their inability to access formal loan finance, but there are many other ways in which residents of informal settlements may be socially excluded from the full rights of citizenship, for instance, excluded from political representation, or from access to educational provision or employment. Hernando de Soto (2000) highlights this problem in his book *The Mystery of Capital*, "The poor inhabitants of these nations (third world and former communist nations) - the overwhelming majority - do have things, but they lack the process to represent their property and create capital.

They have houses but not titles; crops but not deeds; businesses but not statutes of incorporation. It is the unavailability of these essential representations that explains why people who have adopted every other Western invention, from the paper clip to the nuclear reactor, have not been able to produce sufficient capital to make their domestic capitalism work."

The existence of these extensive areas of 'informal settlements' has, however, been the focus of attention of policy-makers for some time. The main policy response has been in terms of upgrading the physical condition of some of the worst of these settlements by improving water supplies and other forms of infrastructure. Over time, however, there has been an increasing recognition that without conferring rights of ownership such upgrading measures do not necessarily generate longer term or sustainable improvements in living conditions. Current policy thinking by the United Nations Human Settlements Programme has resulted in a commitment through its Millennium Declaration to improve the lives of 100 million slum dwellers by 2020.

This is to be achieved through a global initiative entitled 'Cities without Slums' and accompanied by a campaign advocating action plans to ensure the extension, where possible, of security of tenure to the inhabitants of such areas, (Erguden, 2002).

A second implication of these constraints on the operation of land markets is that they effectively preclude the development of a house-building industry and all the 'backward' and 'forward' economic linkages that this entails. An effective house-building industry is essential to increase the supply of housing, reduce the overall housing shortage and seek to drive down costs. The 'backward' and 'forward' linkages create employment and reduce the need for the expensive import of materials. Within a capitalist economy a secure supply of land with good title is the life-blood of the commercial house-builder.

But a prospective developer in many Sub Saharan African countries will experience considerable difficulties in securing a reliable supply of land, especially with good legal title. This means that those developers that do exist invariably service only the affluent end of the market where legal land title can be secured, but at a considerable cost. (Tipple and Korboe, 1998) confirm these circumstances in the Ghanaian context, 'there are very few capable building contractors and even fewer developers who could supply housing ahead of demand. The construction industry has no speculative elements; there is no Ghanaian equivalent of the British 'spec builder' constructing large numbers of houses and selling them at or near completion at prices which a household with median income can afford to buy."

When the South African government formulated its New Housing Policy and Strategy after 1994, one of the main thrusts of its strategy, (for the reasons outlined above), was to engage with private contractors to scale-up the output of formally constructed stock in order to meet the huge backlog of housing need, (Collins, 1996).

Then, to bridge the gap between the resources of low-income households and the costs of formal construction, various forms of household and institutional subsidies were introduced. It is now recognized, however, that the emphasis of the African National Congress Government's approach in striving to achieve one

million houses in five years has relied too heavily on market forces to alleviate the housing problems of the urban poor.

Critics of the programme argue that it has encouraged "a handout mentality" (Omenya, 2002); that it "does not lend itself to a flexible tenure approach that may be managed by representative, community-based organizations", (Huchzermeyer, 2002); that institutional subsidies (intended to encourage renting through co-operatives) have been little used, (Royston, 2002); and that the long-term financial viability of the programme is not sustainable in some of the metropolitan areas, (Cross, 2002).

They argue for much greater tenure flexibility in the housing programme and essentially for the government to have more confidence in self-help solutions for low-income groups, (Omenya, 2002). In other words, in the face of such huge housing shortages the government needs to embrace a much wider range of housing solutions. Nonetheless, in Sub-Saharan Africa, South Africa is developing a supply side capacity in housing delivery which other countries can only envy.

The outcome of these previous considerations is that privatized housing markets, in terms of the regular exchange of dwellings between willing buyers and sellers, simply do not exist on any scale in African cities. The housing finance institutions servicing these limited markets are a further reminder of the colonial past in that 'building societies' have been the most prevalent institutions in Anglophone Africa, whilst caisses d'epargne survive in the Francophone countries, (The Centre for Urban Development Studies, Harvard University, 2000). The modest scale of these institutions is not only a reflection of small (albeit elite) markets but also because of the poor macro-economic environment prevailing in many Sub-Saharan African countries, (as outlined earlier by the African development agencies' study - World Bank, 2000). During the 1980s and 1990s, moreover, the building society model has suffered as a result of Structural Adjustment Programmes which removed government support and other special tax and

regulatory privileges and many institutions of this kind have either been privatized or liquidated, (Lohse, 2002).

But with very high interest rates³ and relatively short loan repayment periods, the ratio of repayments to incomes is many times the affordability level of average households; hence, these institutions are inappropriate for the vast majority.

A variety of other sources of private sector housing finance exist including savings and credit co-operatives and employee savings schemes as well as a whole range of traditional forms of rotatory credit associations, (see Osondu and Middleton, 1994).

These invariably involve relatively small sums, but where the former have been linked to other sources of funding, such as public subsidies or grant aid from donor agencies, they have been used successfully to underpin modest house building programmes, as in Kenya and (until recently) in Zimbabwe, (Lohse, 2002). These kinds of initiatives provide nowhere near the scale of funding which is needed to address the backlog of housing need, however.

But, exciting developments in terms of micro-finance for shelter are taking place in Sub-Saharan Africa and are being led by the development of coordinated savings schemes by slum dwellers in South Africa. The original foundations for a community-based savings programme were established in India and exported via an exchange programme facilitated by Homeless International, a British based donor agency, in the early 1990s. The South African scheme was taken up by the People's Dialogue;

A Non-Government Organization essentially concerned with issues of empowerment and shelter amongst the 'poorest of the poor', and developed in partnership with The Homeless People's Federation⁴, a network of squatter

communities throughout South Africa. By 2002 Homeless People's Federation⁴ had initiated approximately 1,500 schemes involving savings in excess of R10m (ca. US\$1.6m), (Molokoane, 2002).

The People's Dialogue consolidates these squatter savings schemes with bridging loans to construct self-build housing programmes from its own fund, the uTshani Fund, (derived originally from government sources and from donor agencies including Homeless International), which was capitalized at R77m (ca.US\$12.5m) in 2002. In 1996 Homeless People's Federation also convinced the government to enable it to utilize housing subsidies through the uTshani Fund and to allow Homeless People's Federation members to construct housing developments themselves rather than through private contractors.

By 2002, using loan funds, members' savings, subsidies and other funding sources Homeless People's Federation had built more than 14,000 houses, (Molokoane, 2002). Having assisted with the establishment of these financial arrangements in South Africa, Homeless International is now exploring the feasibility of extending this community based funding approach to other Sub-Saharan African countries including Zimbabwe, Namibia, Ghana, Nigeria, Kenya and Tanzania, (McLeod, 2002).

These developments are welcome, but what is desperately needed now in Sub-Saharan Africa are other similarly effective initiatives in mainstream housing finance for middle income groups. There are some, such as the housing revolving fund in Namibia, or the efforts to introduce (relatively) low-cost loans by the Home Finance Company of Ghana, (Derkyi, 2002). But, without headway in resolving the difficulties over land supply it is wishful thinking to assume that such developments can take place in housing finance.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter was focused on the methodology of research which covered research design, sample size and sampling procedure, as well as survey that was used for the data collection and data analysis.

3.2 Research Design

The study was based on a descriptive survey design with both qualitative and quantitative methods in relation to cross sectional approach. Hence, the design was seen as appropriate for investigating opinions, attitudes, roles, prospective strategies of convention and conference facilities regarding the hospitality industry in Kenya. Thus, involving case studies and comparative studies as well.

3.3 Area of Study

The study took place more specifically on Commonwealth Resort. Intercontinental Hotels, Nairobi attributed to its conference facility and also in comparison with other conference related facilities, for instance Hotel Africana and Kampala Serena Hotel. Hence, this study was focused on the strategies for promoting Kenya's hospitality industry.

3.4 Population of the study

The population of the study comprised of 20 respondents at Commonwealth Resort. Intercontinental Hotels, Nairobi as illustrated below;

Respondents	Population	Sample
Managers	10	5
Supervisors	20	5
Conference staff	20	10
Total	50	20

3.5 Sampling Frame

The respondents were selected from management of Intercontinental Hotels, Nairobi that were concerned with handling and organizing conference events. Such as- Commonwealth Heads of Government Meeting (CHOGM) and The Afro-Arab meeting that previously took place.

3.6 Data Collection

The study collected the data in various aspects which comprised of questionnaires, interviews, observation, Internet, newspapers, journals, textbooks and magazines.

3.6.1 Interviewing

It involved exchange of views and ideas, mainly in conversation form- for the purpose of obtaining detailed data.

3.6.2 Questionnaires

This comprised of various questions that were forwarded to convention and conference respondents of Intercontinental Hotels, Nairobi. Basically, constituting of both open-ended and close-ended questions

3.6.3 Observation

This method was vital for examining the quality and type of convention and conference facilities, in relation to the services rendered or offered.

3.6.4 Study of Existing Information

In this case, the study involved extraction of relevant information from Internet different journals, newspapers, documentaries and any other relevant literature.

CHAPTER FOUR

FINDINGS AND INTERPRETATIONS

4.1 Introduction

This chapter is a presentation, interpretation and discussion of the field results. The results are presented in tables and in form of frequency counts and percentages. The results and discussions are centered on the set objectives of the study.

4.2 Demographic Characteristics of Respondents

The study covered 50 randomly selected respondents of whom 30(60%) were female and 20(40%) were male as shown in the figure 4.2.

Figure. 2: Gender of Respondents

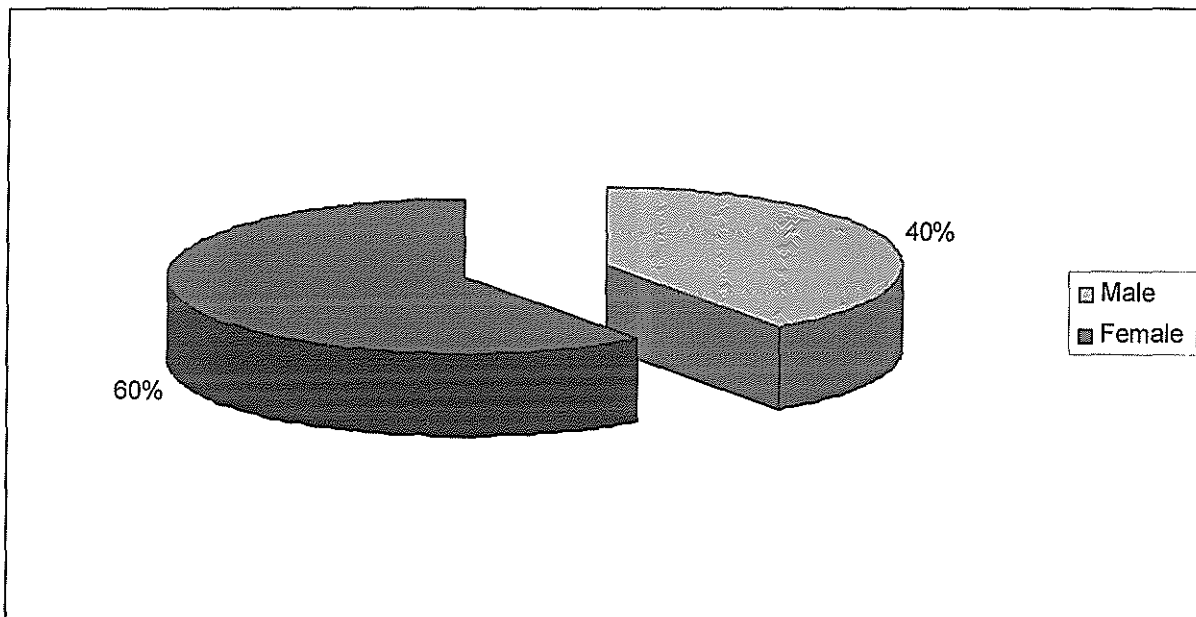


Figure 2 indicates that the majority of respondents (30) were female. This is attributed to the fact that the industry employees more women than men because women are known to show more customer care to the visitors compared to men.

Table 1: Education of respondents

Education level	Number	Percentage (%)
Primary	3	6
Secondary	7	14
Diploma	20	60
Degree	10	20
Post graduate	-	-
Total	40	100

Source: Primary Data

Table 1 shows that the majority of the respondents 20(60%) had a Diploma as their qualification. 10(20%) respondents were degree holders while 7(14%) and 3(6%) had secondary and primary qualifications respectively. This therefore shows that the majority of respondents had the qualification to do their job as the standard qualification is a Diploma.

4.3 Different types of conference facilities and hospitality services

The first objective of the study was to find out the Different types of conference facilities and hospitality services rendered to delegates and their quality. To achieve this, respondents were asked on whether the hotel offers special meeting rooms for conference and convention meetings; whether the hotel offers exhibition halls for conference and convention meetings; and whether extra facilities required in the form of special lighting, microphones, projection-equipment are present in this hotel. The results are presented in the subsections illustrated below;

Workers were asked if the extra facilities required in the form of special lighting, microphones, projection-equipment are present in this hotel. Their responses are summarized in Table. 2;

Table 2: Opinion on whether extra facilities exist

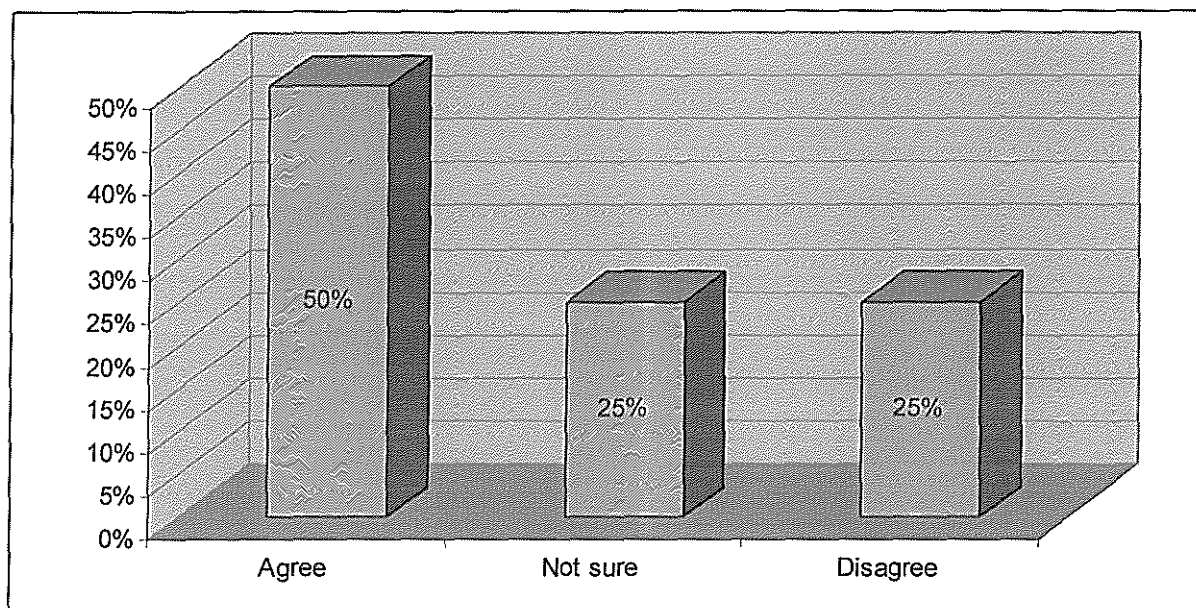
Response	Number	Percentage (%)
Agree	10	25
Not sure	10	25
Disagree	20	50
Total	40	100

Source: Primary Data

The results in Table 2 shows that 20(50%) of employees disagreed that the extra facilities required in the form of special lighting, microphones, projection-equipment are present in this hotel. 10(25%) were not sure and 10(25%) agreed that extra facilities required in the form of special lighting, microphones, projection-equipment are present in this hotel.

Workers were asked if the hotel offers enough conference and convention meetings. Their responses are summarized in Figure 3

Figure 3: Opinion of respondents on whether the hotel offers Internet services



Source: Primary Data

The results in Figure 3 showed that 20(50%) of employees agreed that the hotel offers internet services. 10(25%) were not sure and 10(25%) disagreed that the hotel offers Internet services

Workers were asked if Banking services are present in this hotel. Their responses are summarized in Table 3;

Table 3: Opinion of respondents on whether Banking services are present

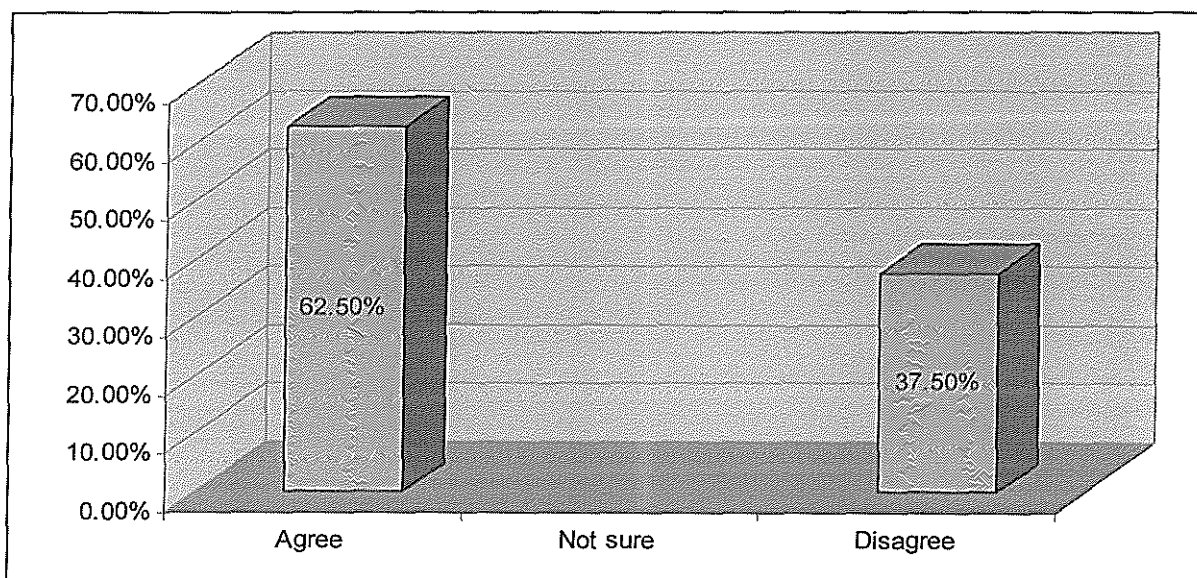
Response	Number	Percentage (%)
Agree	20	50
Not sure	5	12.5
Disagree	15	37.5
Total	40	100

Source: Primary Data

The results in Table 3 showed that 20(50%) of employees agreed that Banking services are present in this hotel 5 (12.5%) were not sure and 15(37.5%) disagreed that banking services are present in this hotel. Thus it can be said that at Intercontinental Hotels, Nairobi Banking services are present in this hotel

Respondents were asked if the hotel has large halls, arena, civil centers, concert halls and theatres for the entertainment of visitors. Hence, their responses are summarized in Figure 4;

Figure 4: Opinion of respondents on Concert halls and Theatres



Source: Primary Data

The results in Figure 4 showed that 25(62.5%) of employees agreed that the hotel has large halls, arena, civil centers, concert halls and theatres for the entertainment of visitors and 15(37.5%) disagreed that the hotel has Large halls, arena, civil centers, concert halls and theatres for the entertainment of visitors.

Workers were asked if the hotel has a high standard of conference and accommodation facilities available. Their responses are summarized in Table 4;

Table 4: Opinion on the availability of Accommodation Facilities

Response	Number	Percentage (%)
Agree	35	87.5
Not sure	-	-
Disagree	5	12.5
Total	40	100

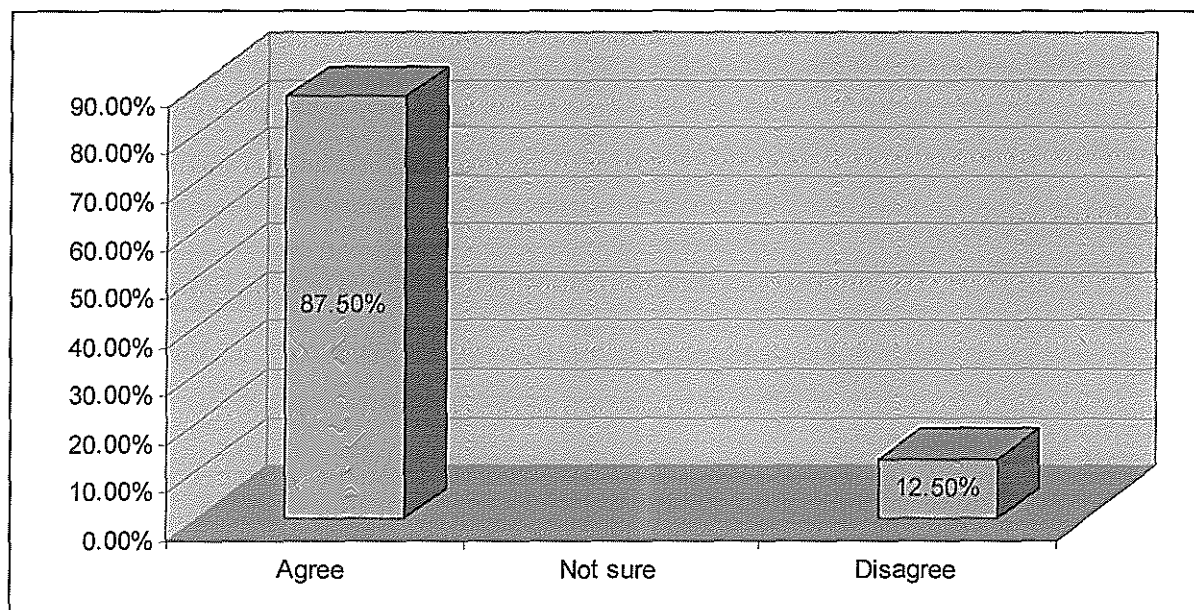
Source: Primary Data

The results in Table 4 showed that 35(87.5%) of employees agreed that the hotel has a high standard of conference and accommodation facilities available and 5(12.5%) disagreed that the hotel has a high standard of accommodation facilities available.

Thus, it can be said that at Intercontinental Hotels, Nairobi hotel has a high standard of accommodation facilities available

Workers were asked if the hotel has Banquet Halls. Their responses are summarized in Figure 5;

Figure 5: Opinion on whether the hotel has Banquet Halls



Source: Primary Data

The results in Figure 5 showed that 35(87.5%) of employees disagreed that the hotel has Banquet Halls and only 5(12.5%) agreed that the hotel has Banquet Halls.

Thus it can be said that Intercontinental Hotels, Nairobi Hotel has no enough Banquet Halls.

Workers were asked if the hotel has Exhibition halls. Their responses are summarized in Table 5;

Table 5: Opinion on whether the hotel has Exhibition halls

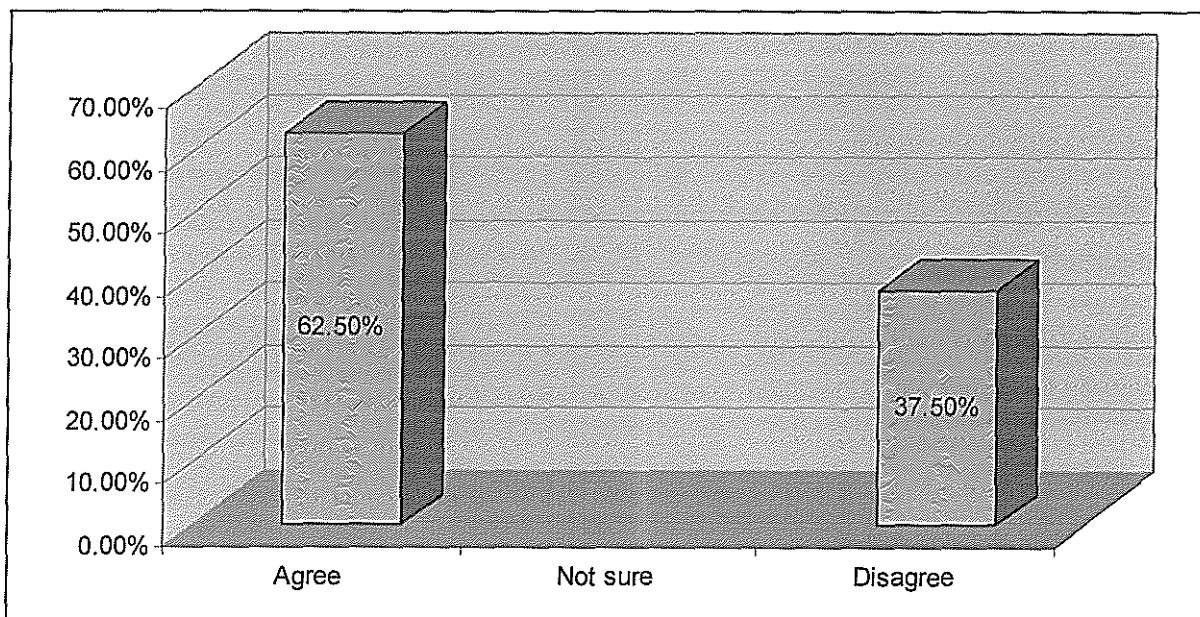
Response	Number	Percentage (%)
Agree	35	87.5
Not sure	-	-
Disagree	5	12.5
Total	40	100

Source: Primary Data

The results in Table 5 showed that 35(87.5%) of employees agreed that the hotel has exhibition halls available and 5(12.5%) disagreed that the hotel has Exhibition halls. It can thus be concluded that Intercontinental Hotels, Nairobi has exhibition halls.

Workers were asked if the hotel has leisure and recreation facilities. Their responses are summarized in Figure 6;

Figure 6: Opinion of respondents on Leisure and Recreation facilities



Source: Primary Data

The results in Figure 6 showed that 25(62.5%) of employees agreed that the hotel has leisure and recreation facilities and 15(37.5%) disagreed that the hotel has leisure and recreation facilities. It can thus be concluded that Intercontinental Hotels, Nairobi has leisure and recreation facilities.

Workers were asked if the hotel has secretarial services. Their responses are summarized in Table 6;

Table 6: Opinion of respondents on Secretarial services

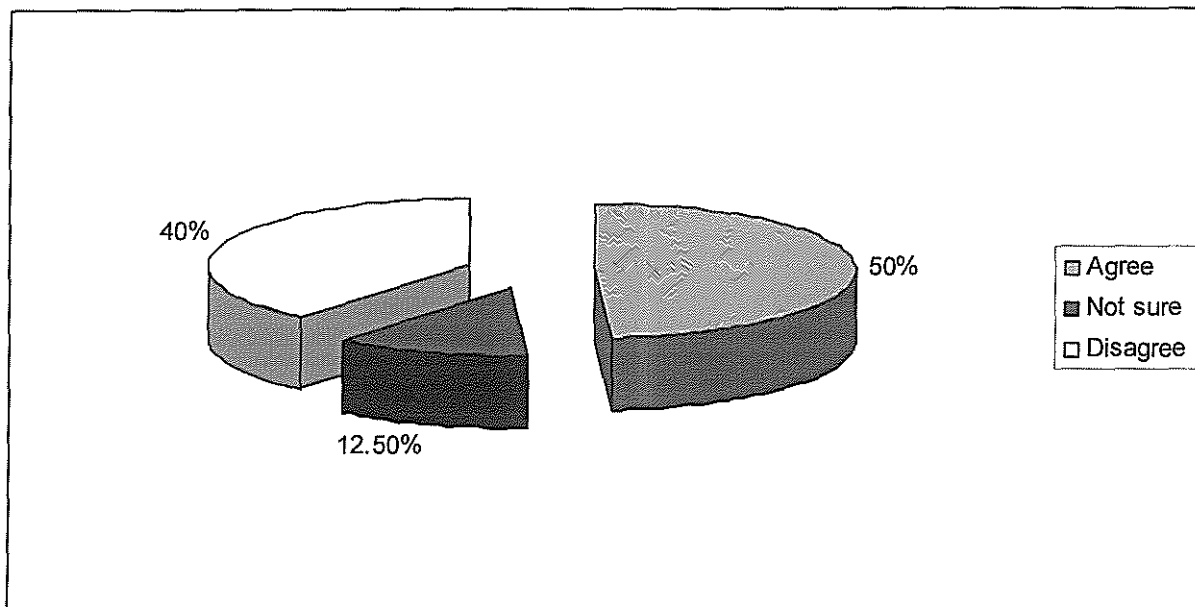
Response	Number	Percentage (%)
Agree	20	50
Not sure	5	12.5
Disagree	15	37.5
Total	40	100

Source: Primary Data

Results from Table 6 show that 20(50%) of respondents agreed that the hotel has secretarial services. 15(37.5%) of the respondents said the Secretarial services were not available while 5(12.5%) of the respondents were not sure. It can thus be concluded there are Secretarial services at Intercontinental Hotels, Nairobi

Workers were asked if the hotel has transport services. Their responses are summarized in Figure 7;

Figure 7: Opinion of respondents on Transport services



Source: Primary Data

Results from Figure 7 show that 20(50%) of respondents agreed that the hotel has transport services. 16(40%) of the respondents said the hotel has Transport services where not available while 5(12.5%) of the respondents were not sure. It can thus be concluded there are transport services at Intercontinental Hotels, Nairobi

Workers were asked if the hotel offers foods and beverages. Their responses are summarized in Table 7;

Table 7: Opinion of respondents on whether the hotel offers Foods and Beverages

Response	Number	Percentage (%)
Agree	20	50
Not sure	4	10
Disagree	16	40
Total	40	100

Source: Primary Data

Results from Table 7 show that 20(50%) of respondents agreed that the hotel offers foods and beverages. 16(40%) of the respondents said the hotel offers foods and beverages where not available while 5(12.5%) of the respondents were not sure. It can thus be concluded that Intercontinental Hotels, Nairobi offers foods and beverages

4.4 To establish the location of conference facilities

The second objective of the study was to establish the location of conference facilities. To achieve this, respondents were asked on whether the hotel is located in an attractive location; whether the hotel is in a location accessible by well built infrastructure like roads; and whether the hotel is close to major shopping and entertainment centers in the area. Data collected was analyzed below;

Workers were asked if the hotel is located in an attractive location. Their responses are summarized in Table 8;

Table 8: Opinion of respondents on whether the hotel is located in an attractive location

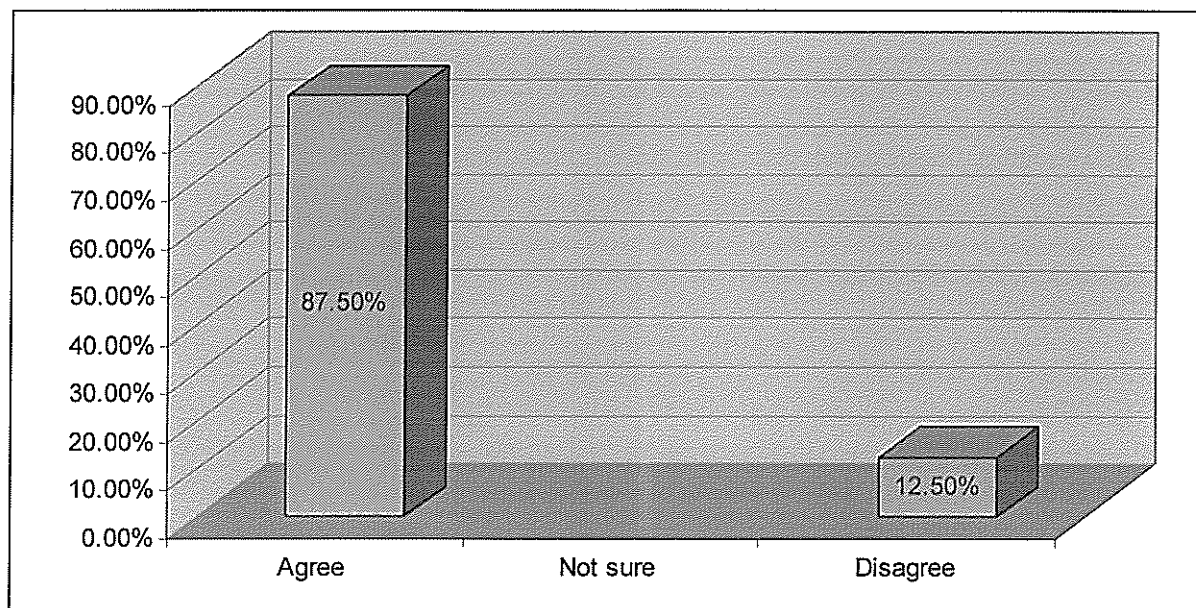
Response	Number	Percentage (%)
Agree	20	50
Not sure	5	12.5
Disagree	15	37.5
Total	40	100

Source: Primary Data

Results from Table 8 show that 20(50%) of respondents agreed that the hotel is located in an attractive location. 15(37.5%) of the respondents said the hotel is located in an attractive location while 5(12.5%) of the respondents were not sure. It can thus be concluded that Intercontinental Hotels, Nairobi is located in an attractive location

Workers were asked if the hotel is in a location accessible by well built infrastructure like roads. Their responses are summarized in Figure 8;

Figure 8: Opinion on whether the hotel is situated in an accessible location



Source: Primary Data

The results in Figure 8 showed that 35(87.5%) of employees agreed that the hotel is in a location accessible by well built infrastructure like roads and 5(12.5%) disagreed that the hotel is in a location accessible by well built infrastructure like roads.

Thus, it can be said that at Intercontinental Hotels, Nairobi hotel is in a location accessible by well built infrastructure like roads.

Workers were asked if hotel is close to major shopping and entertainment centers in the area. Their responses are summarized in Table 9;

Table 9: Opinion on whether the hotel is close to the city center and entertainment centers in the area

Response	Number	Percentage (%)
Agree	10	25
Not sure	10	25
Disagree	20	50
Total	40	100

Source: Primary Data

The results in Table 9 showed that 20(50%) of employees disagreed that the hotel is close to major shopping and entertainment centers in the area. 10(25%) were not sure and 10(25%) agreed that hotel is close to major shopping and entertainment centers in the area.

It thus be concluded that Intercontinental Hotels, Nairobi hotel is not close to major shopping and entertainment centers in the area

4.5 Importance of convention and conference facilities

The third objective of the study was to establish the Importance of convention and conference facilities. To achieve this, respondents were asked on whether Convention and conference facilities bring improvements in cultural preservations; whether the hotel earns enough income from convention and conference facilities; and whether the country gets foreign exchange earnings from convention and conference facilities. Data collected was analyzed below; Workers were asked if Convention and conference facilities bring improvements in cultural preservations. Their responses are summarized in Table 10;

Table 10: Opinion on whether convention and conference facilities enhance improvements in cultural preservations

Response	Number	Percentage (%)
Agree	5	12.5
Not sure	-	-
Disagree	35	87.5
Total	40	100

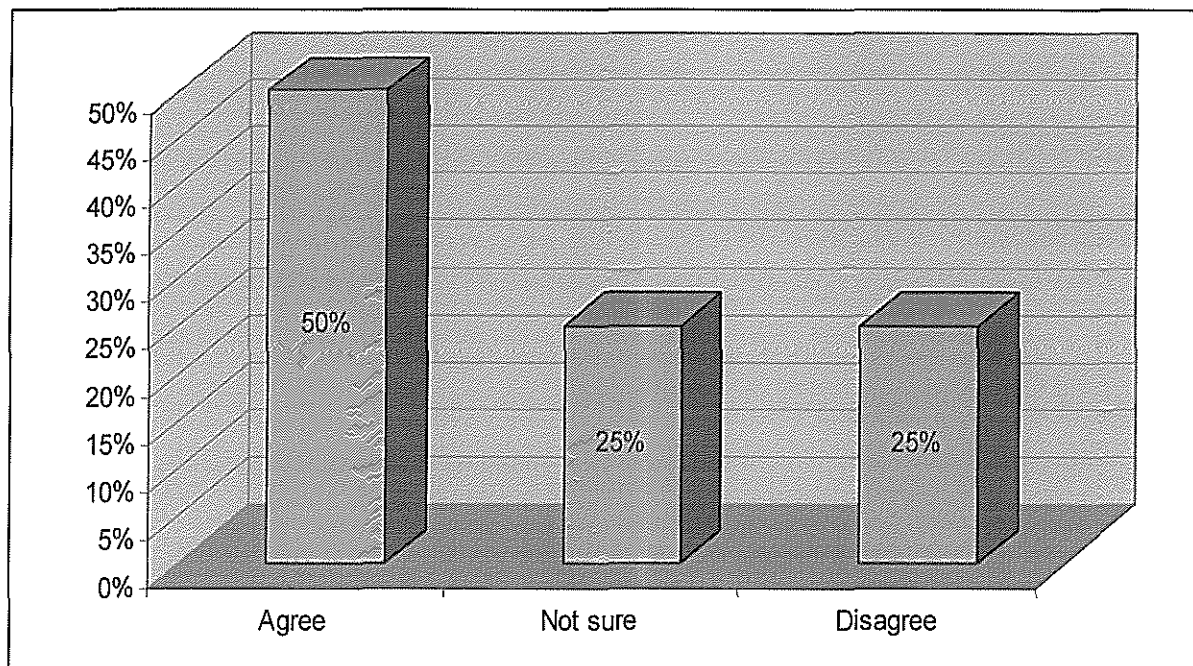
Source: Primary Data

The results in Table **10** showed that 35(87.5%) of employees disagreed that Convention and conference facilities bring improvements in cultural preservations and only 5(12.5%) agreed that Convention and conference facilities bring improvements in cultural preservations.

Thus it can be said that Intercontinental Hotels, Nairobi Hotel Convention and conference facilities do not enhance improvements in cultural preservations

Workers were asked if the hotel earns enough income from convention and conference facilities. Their responses are summarized in Figure **9**;

Figure 9: Opinion on whether the hotel earns adequate revenue from convention and conference facilities



Source: Primary Data

The results in Figure 9 showed that 20(50%) of employees disagreed that the hotel earns enough income from convention and conference facilities. 10(25%) were not sure and 10(25%) agreed that the hotel earns enough income from convention and conference facilities.

It thus be concluded that Intercontinental Hotels, Nairobi hotel does not earn enough income from convention and conference facilities

Workers were asked if the country gets foreign exchange earnings from convention and conference facilities. Their responses are summarized in Table 11;

Table 11: Opinion of respondents on whether the country retrieves foreign exchange earnings from convention and conference facilities

Response	Number	Percentage (%)
Agree	20	50
Not sure	4	10
Disagree	16	40
Total	40	100

Source: Primary Data

Results from Table 11 show that 20(50%) of respondents agreed that the country gets foreign exchange earnings from convention and conference facilities. 16(40%) of the respondents said the country gets foreign exchange earnings from convention and conference facilities while 5(12.5%) of the respondents were not sure. It can thus be concluded that the country gets foreign exchange earnings from convention and conference facilities in Intercontinental Hotels, Nairobi hotel

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

In this chapter, the summary, conclusions from the study and the recommendations made are presented.

5.2 Summary

The study looked at the Role of convention and conference facilities as strategies for promoting the hospitality Industry in Kenya with a case study of Intercontinental Hotels, Nairobi.

The objectives of the study were to examine different types of conference facilities and hospitality services rendered to delegates and their quality; establish the location of conference facilities in this case- The Intercontinental Hotels, Nairobi conference facility. Intercontinental Hotels, Nairobi; Examine the importance of convention and conference centers, particularly of Commonwealth Resort. Intercontinental Hotels, Nairobi as attributed to hospitality development; and find out the challenges faced in provision of conference facilities for the purpose of developing the hospitality industry and their solutions

The methods used for data collection were questionnaires for the staff of Intercontinental Hotels, Nairobi. The study used a descriptive survey design with both qualitative and quantitative methods in relation to cross sectional approach. Hence, the design was seen as appropriate for investigating opinions, attitudes, roles, prospective strategies of convention and conference facilities regarding the hospitality industry in Kenya. Interviews involved exchange of views and ideas, mainly in conversation form- for the purpose of obtaining detailed data. Observation method was vital for examining the quality and type of convention and conference facilities, in relation to the services rendered or offered.

The presentations as reflected in the tables and figures, indicated that some of the respondents disagreed that the extra facilities required in the form of special lighting, microphones, projection-equipment are present in this hotel. A good number of respondents disagreed that the hotel is close to major shopping and entertainment centers in the area and a few of the respondents disagreed that Convention and conference facilities bring improvements in cultural preservations.

The study made some of the recommendations to overcome the challenges the hotel industry faces among which are the following; the government should speed up the allocation of land to the potential investors who are willing to invest in hotel and tourism industry. This will enable government to attract more investors who will offer jobs to its citizens. Hotel owners should ensure that their hotels have enough facilities that can accommodate conferences and conventions. This will enable them make more income for their businesses. It will also sale their businesses to other parts of the world.

5.3 Conclusions

The first objective examined the different types of conference facilities and hospitality services rendered to delegates and their quality. Findings showed that Banking, Internet, Banquet, Concert halls and Theatres, Foods and Beverages among others do exist.

The second objective established the location of conference facilities in this case, The Intercontinental Hotels, Nairobi conference facility at Intercontinental Hotels, Nairobi. Findings suggested that the hotel is located in an attractive location; the hotel is in a location accessible by well built infrastructure like roads; and the hotel is close to the city center and entertainment centers in the area.

The third objective examined the importance of convention and conference centers, particularly of Intercontinental Hotels, Nairobi as attributed to hospitality development.

Findings come to the conclusion that the country gets foreign exchange earnings from convention and conference facilities; that the hotel earns enough income from convention and conference facilities; and that that Convention and conference facilities bring improvements in cultural preservations

The findings also indicated that Intercontinental Hotels, Nairobi had a variety of facilities like banquet halls, internet, banking, secretarial among others. The study further disclosed that conference and convention facilities are part of the major income earner for both the hotel and the government through taxes to the visitors who come into the country to attend the conferences. The study also discovered that the hotel industry is hampered by the lack of expansion because there is no available land to do so.

The choice of a convention or conference facility to host intended meetings will greatly depend on detailed and well-presented information concerned with destination facilities and efficient transportation among several other services rendered.

The development of conference tourism as a part of tourism in general positively contributes to a country's economy, culture, and social life

One of the principal difficulties associated with the provision of conferences and conventions is the problem of ensuring land supply to the investors.

5.4 Recommendations

The government should speed up the allocation of land to the potential investors who are willing to invest in hotel and tourism industry. This will enable government to attract more investors who will offer jobs to its citizens.

Hotel owners should ensure that their hotels have enough facilities that can accommodate conferences and conventions. This will enable them make more income for their businesses. It will also sale their businesses to other parts of the world.

Hotel management should cooperate with government and private people to ensure that recreation facilities are with in the vicinity of their hotels so that it attracts more customers to their hotels.

Hotel investors should negotiate with their neighbors in order to acquire more land for the expansion of the hotel industry.

Government should reduce the taxes on hotels that have proved to be a burden especially in this error of the credit crunch where most hotels receive fewer than the number of expected visitors.

Hotel proprietors should consider attracting local visitors to the hotels by offering subsided prices for their services in order to survive the bad times current affecting the hotel business.

5.5 Areas for further studies

More research should be done on these aspects;-

- The effect of the credit crunch upon the performance of Hotels in Kenya.
- The impact of taxation on the tourism business in Kenya
- Management and the performance of hotel business in Kenya

REFERENCES

Beulah Cope (1995). Finance for Travel and Tourism. McGraw hill. London. UK

Books Gary Inkpen (2006). Information Technology for Travel and Tourism. McGraw hill. London. UK

Butterworth Heinemann (2006) .Oxford, Second Edition. London. UK

Elvis Basudde (2002). 'Kenya needs more facilities' Article Conference Facilities Supplement in New Vision, Wednesday March 27th 2002. Kenya

J. Christopher Holloway law (1993). 'Marketing for tourism'.3rd McGraw hill. London. UK

John Downes, Tricia Paton and Carolyn Lyne (2001). Travel Agency law. Pearson Education Limited. London. UK

Lawson, F (1982). 'Conference and Convention Centers' Routledge. McGraw hill London. UK

McGregor Douglas (1960). 'Hospitality Industry' McGraw hill. London. UK

Neil Taylor (2004). The business of tourism operations. 3rd ed. Pearson Education Limited.

Rob Davidson (2000). Tourism in Europe. British tourism authority. Pearson Education Limited. London. UK

Rosemary Burton (2005). Managing people and activities. Travel geography. Trans-Atlantic. New york. US

S. Medlik (1997). 'Dictionary of Travel and Hospitality'. Pearson Education Limited. London. UK

Widney (2000). Library of Design 'Conference Centers Planning and Design' . Pearson Education Limited. London. UK

[www. en.wikipedia.org/wiki/Hotel](http://www.en.wikipedia.org/wiki/Hotel)

www.google.com/http/hospitality

APPENDICES

APPENDIX 1: QUESTIONNAIRE

QUESTIONNAIRE FOR HOTEL STAFF

Dear respondent,

I am a student of Kampala International University carrying out an academic research on the topic "The role of conference facilities as strategies for promoting the hospitality industry in Kenya." You have been randomly selected to participate in the study and are therefore kindly requested to provide an appropriate answer by either ticking the best option or give explanation where applicable. The answers provided will only be used for academic purposes and will be treated with utmost confidentiality.

NB: Do not write your name anywhere on this paper.

(a) Personal Information

1. GENDER

Male ☐ Female ☐

2. AGE

14-18 ☐ 19-25 ☐

25-30 ☐ 30 and above ☐

Evaluate the following statements using the following;

I strongly Agree	I Agree	I Disagree
3	2	1

(b) Different types and quality of conference facilities and hospitality services rendered to delegates

1	The hotel offers enough special meeting rooms for conference and convention meetings	
2	The hotel offers enough exhibition halls for conference and convention meetings	
3	extra facilities required in the form of special lighting, microphones, projection-equipment are present in this hotel	
4	The hotel has Large halls, arena, civil centers, concert halls and theatres for the entertainment of visitors	
5	Landscaping around the buildings and structures, the layout of the site as a whole, support services-such as car parks and signing in the hotel	

6. Any others

.....

.....

.....

.....

.....

(c) To establish the location of conference facilities

1	The hotel has a high standard of conference and accommodation facilities available	
2	Attractiveness of the area, the hotel is located in an area that is recognized as a hospitality centre	
3	Accessibility of the hotel is quite essential to the wider areas from which numerous delegates are drawn and is the ideal one for our hotel.	
4	The hotel is the most cost-effective place to attract any visitors in the country	
5	The hotel is close to major shopping and entertainment centers in the area.	
6	The hotel is in proximity to recreational facilities and attractive surroundings as delegates want to maintain their exercise routines.	

(d) Importance of convention and conference facilities

1	The country gets foreign exchange earnings from convention and conference facilities	
2	The hotel earns income from convention and conference facilities	
3	More people in the area get jobs from convention and conference facilities by selling to the tourists items that they require	
4	convention and conference facilities bring recognition of the area to the attention of visitors which might lead to development of the area	
5	Convention and conference facilities bring improvements in cultural preservations, entertainment, restaurant service, roads, airports and public transportation of the area.	

6. Any others

.....
.....
.....

THANK YOU

APPENDIX 2: INTERCONTINENTAL HOTEL IMAGE



Table 12: budget of the study

Items	Quantity	Amount in Ug Shs	Total
Printing and typing	4 copies	27,500	110,000
Binding dissertation	3 copies	6,000	18,000
Photocopying questionnaires	30 copies	100	3,000
Transport	1 week	100,000	100,000
Food	1 week	3,000	21,000
Research assistants	2	5,000	10,000
Pens	3	300	900
Miscellaneous		25,000	25,000
Total			287,900

Table 13: Time schedule of the study

Activities	Months/years
Research proposal writing and submission	February 2011 to April 2011
Data collection and analysis	February 2011 to May 2011
Dissertation completion	April 2011 to May 2011
Sub mission of dissertation	May 2011