INFLUENCE OF EMERGING MARKETING TECHNOLOGIES ON MARKET PERFOMANCE IN TOURISM INDUSTRY IN KENYA

BY

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DECLARATION

I declare that this research project is my original work and has not been previously published or submitted anywhere for the award of degree. I also declare that this dissertation contains no material written or published by other people except where due reference is made and the author duly acknowledged.

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Signature…… Date……

I do hereby confirm that I have examined the masters dissertation of

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And have certified that all revisions that the dissertation panel and examiners recommended have been adequately addressed.

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Dr. Edward Owino

ABSTRACT

The technology of marketing is a generic term for the marketing of products or services that use the digital technology, mainly the Internet, but also includes mobile phones, graphic advertising and any other digital support. The main objective of the research was to establish the influence of emerging marketing technologies on marketing performance in the tourism sector in Kenya. The study has reduced its research on the main variables, which are wireless data, information technology, human-machine communication and social networks. The revision of the literature provides the reader with an explanation of the logical theory of the problem in question, as well as what has been done. The study was applied to the descriptive research project and the target population was 1, 314 respondents. These involved the marketing managers of selected tourist companies. The study has applied stratified random sampling to obtain a sample of 307 respondents. The questionnaires were analyzed through the use of quantitative and qualitative analyzes, tables and graphs were used to present the results. The study found that there was no agreement that tour operators would adopt the wireless technology. Most respondents do not agree that the tourism sector is an information-intensive sector with a significantly long value. Most respondents agree that information technology plays an important role in the tourism, travel and hospitality sectors. According to the results, most of the interviewees do not agree that the man-machine communication has improved the performances of the tourist companies. Respondents do not agree that hospitality technology has increased productivity. The study concluded that tourism companies in Kenya did not adopt wireless data communication for market tourism products. Information technology has changed the way tourism companies market their products, as evidenced by the increase in the number of customers. Man-machine communication has not been adopted by many tourist companies in Kenya. The study recommended that tourism companies adopt innovations in wireless technology to achieve benefits. Travel companies should integrate their marketing activities with emerging marketing technologies. Travel companies should consider whether man-machine technology improves their marketing skills.

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DEDICATION

This research project is my dedication to my family in general for its constant support and encouragement during my course. To all my friends for their moral support and encouragement and, last but not least, to my supervisor for his patience and guidance.

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ACRONYMS AND ABBREVIATIONS

HR	Human Resource
CRM	Customer Relationship Management
IT	Information Technology
ICT	Information Communication Technology
UK	United Kingdom
US	United States
SEO-	Search Engine Optimization
VoIP	Voice Over Internet Protocol

OPERATIONAL DEFINITION OF TERMS

Information technology: IT is a computer system that enables one to save, study, retrieve, transmit and manipulate facts or facts, often in the context of a company or another company (Bartlett and Trifilova, 2010).

Marketing technologies: marketing technologies are a generic term for the marketing of products or services that use digital technologies, mainly on the Internet, but also include mobile phones, graphic advertising and any other digital support (Safko & Brake, 2009).

Marketing performance: the marketing performance refers to the final results of the market policies, the relationship between the selling price and costs, the size of the product, the efficiency of production, the progressiveness in the information of the techniques (Kumar and Mirchandani, 2012).

Social network: a social network is an online platform that people use to build social networks or social relationships with others who share personal, professional, business, background or real-life connections (Dushinski, 2010).

CHAPTER ONE

INTRODUCTION

1.1Background of the Study

The first half of the nineteenth century saw the emerging of modern media such as television, radio and the telephone, which means that penetrating into the United Kingdom and families in the United States. Exceeds 50% and growth in opportunities (Gritten, 2011). With the increase in marketing expenses since the 1950s, marketing discipline has become more sophisticated than ever. The emergence of wireless phones and the computers during the 70s to today has stimulated the evolution of the digital age. Printing in self-publishing facilitated advertising, which caused an explosion that, in turns, revitalized the publication industry (Dushinski, 2010).

In 1980s, data base marketing emerged where relationship marketing was born. New technologies made it possible for customers to make two-way communication. Robert D. "Bob" and Kate Kestnbaum pioneered new metrics for example 'value on customer lifetime', financial modeling application' and 'econometrics' as strategies for marketing (Christodoulides, Jevons & Bonhomme, 2012). Dushinski, (2010) agrees on various ground-breaking databases development. Dushinski (2010) further developing the Kestnbaum approaches through incorporate the telephones and the sale channels field automation, the strategy on contact optimization, management of campaign and Resource marketing management, co-ordination, accountability marketing and analytics on marketing. Groundwork on CRM and MRM had was laid for and marketing automation eventuality (Bello, Etzel & Pits, 2011).

The emergence of marketing on digital technology platform dates back to 1980s, at this time the computers were more sophisticated to enable storage of large customer information. The technological shift corresponded with mindset shift from product to "relationship marketing," this brought priority to customer connections (La Tour, Pitts & Snook-Luther, 2010). Limited offline a technique was abandoned by the customers like list brokering, this worked in favor of marketing on database. The pioneer was Robert and Kate Kestnbaum, electronic database of marketers was kept on the number of customers, commercial contacts and prospects. By 1986, a company introduced customer management Company which was the first software on database marketing in business world. It was essential that a digital rolodex was able store customer contact information on large volumes (Kumar & Mirchandani, 2012).

Robert Shaw and Robert Kestenbaum were the fathers of automation who developed landmark marketing database solutions for Barclays and BT. Shaw brought new features into the database models of marketing, these included telephone and in the field of sales automation channels, strategy on contact optimization, managing campaign , resource marketing management, and analytics of marketing (Metett, 2011). The databases that are digital of the 1980s transformed the relationships between the buyer and the seller, which allowed brand to track their customers, the manual process was still used. Personal computers popularity and the server/client advent architecture in the past decade have led to marketing technology revolutionary in the 1990s. In the 1990s there was more advancement to the coverage in mobile network and in1992 SMS arrived (Safko & Brake, 2009).

Marketing on search engines and the search engines optimization (SEO) emerged in the late 1990s Yahoo, Google and Ask.com was launched. Between 1995 and 1997, there was growth in Internet usage from 16 million to 70 million. The term ‘search engine optimization’ was coined in February 1997 by John Audette (Internet archive Wayback Machine), the founder of the initial online market firms Multimedia Marketing Group. Then in 1999, former Orac le CEO Mark Benioff disrupted space on CRM spaces through reinventing Monthly Licence (MLC) fees models of traditional mainframes vendor as Salesforce.com was being born together with Software as a Service (SaaS). Eloqua, the real sector founder in market automating space that was found in 1999 (Schultz & Block, 2012).

1.1.1 Emerging Marketing Technologies

According to Dushinski (2010) marketing technologies is an umbrella term for the advertising of products or services the use of digital technology, especially at the net, display advertising, however additionally consisting of cellular phones, and different virtual mediums. Kumar & Mirchandani (2012) argued that modern marketers need to address the intentions and needs of the people's. Marketers in future will participate more confidently in the needs of the people. People and businesses interact via search in modern world, social media promotional content, and e-commerce. In emerging digital business scenarios, businesses, people, programmed triggers and things will connect via location-based services, and intelligent agents (Dushinski, 2010).

Gritten (2011) sees the developing new technologies or which will develop over the next 5-10 years; this substantially alters the social environment and business. These may include

wireless data communication, information technology, on-demand printing, bio-technologies, man-machine communication, advanced robotics and social networking. Status quo can be changed with the introduction of emerging technologies. These technologies are generally new but include older technologies that are still controversial and relatively undeveloped in potential (Dushinski, 2010).

The emerging technologies can be characterized through relatively fast growth, radical novelty, prominent impact, coherence, ambiguity and uncertainty (Kumar & Mirchandani, 2012). In other words, an emerging era can be defined as "a extensively novel and relatively fast developing era characterized through a certain degree of coherence persisting over time and with the capacity to exert a substantial impact on the socio-economic area(s) that's located in phrases of the composition of actors, institutions and styles of interactions among those, along with the related understanding production techniques. Its most prominent impact, however, lies in the future and so in the emergence segment continues to be particularly uncertain and ambiguous (Safko & Brake, 2009).

1.1.2 Marketing Performance

Marketing performance refers to the final results of policies in the market, the relationship of selling price to costs, production efficiency, output size, and techniques in progressiveness (Dushinski, 2010). Schultz & Block (2012) argues that marketing performance as is the systematic measurement processes to achieve measurable advantage in return on funding and performance of marketing resources and maintaining quality in customer experience. According to Gritten (2011), supplier’s effectiveness in a market/industry in utilizing economic useful resource to their maximum performance and to the closing gain of customers. Performance

marketing measurement, control of advertising sources and methods to acquire measurable gain in ROI and efficiency, at the same time as retaining exceptional in purchaser enjoy. Performance in marketing management is regarded as the central facet of the operations in marketing operations within marketing departments.

1.1.3 Overview of Tourism Industry in Kenya

One of the diverse and the biggest tourism industries in East Africa is found in Kenya, which offers various products including incentives, conferences, meetings, safari ecotourism and events segment. However, challenges have emerged in the recent years which have negatives effect on the economy of the country which includes terrorism (Hair, Black, Barry. & Anderson, 2010). Due to the attacks, various security advisories were issues by countries that contribute to tourists in Kenya. In response, the Kenyan government private investors took steps to improve the security and by re-establish Kenya as attractive and a safe destination for visitors. The short-term forecast has been a concern given the revenues contributed by the government, employment and foreign exchange to the Kenya's economy, the long-term and medium-term outlook has been more encouraging. The most recent challenges have spurred the operators in exploring new revenue streams, including business tourism and domestic tourism (Gunday, Ulusoy , Kilic & Alpkan , 2011).

Kenyan tourism has been the second-largest foreign exchange source of revenue after agriculture (Safko & Brake, 2009). Main attractions to tourist are photo safaris through game reserves and the 19 country wide parks. Different sights includes mosques in Mombasa; the coffee plantations at Thika; the renowned scenery of the Great Rift Valley ; the beaches along the Indian Ocean; a view of Mt. Kilimanjaro throughout the border into Tanzania (La Tour, Pitts & Snook-Luther, 2010).

A big proportion of tourism in Kenya centers on tours and safaris of game reserves and national parks. While various tourists visit the safari there has also been the cultural aspects to explore the towns like Lamu on the Coast and Mombasa. The Maasai village where Masai Mara National Reserve can be found; a site liked by most tourists. There are many beaches in Kenya to visit in Kenya, in tourists can do surfing, water wind surfing, boarding and lots of greater a laugh activities which can be exact for Kenya's economic system (Mothe & Nguyen, 2012).

1.2 Statement of the Problem

Currently, the marketing industry faces big challenges. The traditional channels of old media are used to market products and services to convince customers that they lose effectiveness and momentum because of changing customer needs and technology progress. Satisfy the cynical needs of customers and the real commitment between their products, their needs and their real services. The company needs to take advantage of and include emerging technologies such as mobile marketing and social networks. However, it is still unclear whether this has led to a better relationship with customers (Chu and Meulemans, 2008). Once again, the reality of emerging technologies is that some of them have not yet met expectations in return for investments, return on investment, increased sales and competitive advantages based on customers (Kumar and Mirchandani, 2012).

Locally, Metett (2011) examined the consequences of marketing technologies on the performance of insurance companies in Kenya; Owino (2012) conducted a study on the social marketing strategies for condoms used by non-governmental organizations in Kenya: the case of Population Services International, while Maina (2013) conducted an evaluation of marketing technologies used by private universities to increase your registration. None of the local and

international studies have focused on emerging marketing communication technologies on organizational performance in the Kenyan context. Therefore, this study sought to establish the influence of emerging marketing technologies on the performance of the market in the tourism sector in Kenya. The study answered the question: what is the effect of emerging marketing technologies on marketing performance (market performance) with reference to the tourism industry in Kenya?

1.3 Research Objectives

The study investigated the influence of emerging marketing technologies on marketing performance in tourism industry in Kenya.

1.3.1 Specific Objective

i. To evaluate the influence of wireless data communication on marketing performance of tourism products in Kenya

ii. To determine the influence of e-commerce on marketing performance of tourism products in Kenya

iii. To determine the effects of man-machine communication on marketing performance marketing of tourism products in Kenya.

1.4 Hypotheses

The study sought to test the following null hypotheses:

H_{01} *Wireless data does not have a significant effect on marketing performance of tourism products in Kenya.*

H_{02} *E-commerce does not have a significant effect on marketing performance of tourism products in Kenya?*

H_{03} *Man-machine communication does not have a significant effect on marketing performance of tourism products in Kenya?*

1.5 Justification of the Study

The results of the study are important for the tourism industry in Kenya, as they will benefit from research that will give an idea of what other researchers have discovered about the influence of emerging marketing technologies on the results of the market in the tourism sector in Kenya. The results of the study studies are valuable to the government, as they allow understanding how marketing strategies can be implemented to improve the tourism industry in Kenya.

These results will be based on a body of knowledge on the area under the influence of emerging marketing technologies on the market results in the tourism sector in Kenya. The area for more researchers makes it possible to understand the importance of emerging marketing technology in the market for the tourism industry in Kenya.

1.6 Scope of the Study

Study was limited to influence of emerging marketing technologies on marketing performance in tourism industry in Kenya. A case study of Nairobi County. The study target population was 1, 314 respondents. These involved the marketing managers of selected tourist companies. The study has applied stratified random sampling to obtain a sample of 307 respondents.

CHAPTER TWO

LITERATURE REVIEW

2.1. Introduction

This chapter presents a review of the literature that includes the revision of the literature, the conceptual, the empirical, the capita ends with a critique of the revolution and the research.

2.2. Theoretical Review

2.2.1 Communication Theory

Social marketing theory is a collection of theories focused on how to promote socially valid information. This idea has been utilized by social and welfare groups to sell or discourage different behaviors (Bartlett and Trifilova, 2010). The theory is administrative in the sort of manner as to try to define a framework that can be used to design, put into effect and compare information campaigns. The audience is identified based totally on the need for Information. As soon as this is done, the records is packaged and dispensed in a manner that is easily accessible to the desired public (Bello, Etzel & Pits, 2011).

Concept is a try to really recognize how social and psychological factors work to manipulate them successfully in order to increase the effectiveness of mass media information campaigns (Bregoli, 2013). Theory focuses on helping to identify the numerous social and mental limitations that preclude the drift of data via the media and gives thoughts and methods to conquer those barriers. Those strategies variety from being indigenous to using saturation advertising (Ali and Frew, 2010).

2.2.2 The Social Information Processing Theory

The theory of social information processing provides a clear perspective for analyzing how processes of interpersonal impact through the use of social networks. The premise at the back of this idea is that which means is socially built and social environments provide an important source of facts and signals on individual behavior and perceptions (Camison and Monfort-Mir, 2012). It differs from traditional face-to-face contexts because the information provided on social media platforms has been extended from the natural language to other formats of communication languages such as audio, text, video and rich media (Chiabai, Paskaleva and Lombardi).

The other difference in face-to-face contexts is that personal influence on social media platforms is expanded in terms of scale and scope, since more people can connect through informational links to traditional communication tools (Christodoulides, Jevons & Bonhomme, 2012). Social networks also differ from conventional face-to-face settings as people invest less effort to reach more people and, as a result, people are encouraged to act in accordance with their natural drive to share information and knowledge (Gunday et al., 2011).

The communication mediated by computers on social networks allows the immediacy of comments, offering an unprecedented ability to connect people in a sequential and simultaneous way. Gritten (2011) states that the influence of social networks is more pervasive and convincing than traditional media because of the ability of social networks to influence more people, the ability to provide complete information and the minimum effort required by individuals to do attempts at influence. This theory implies that social networks can be successfully applied in the promotion of the tourism business (Hair et al., 2010).

2.2.3 The Social Media Consumption Behaviors Theory

Consumer social media usage behaviors can act as a precursor to understanding how organizations can use social media tools for relational marketing. The communicative behavior of the consumer in the content generated by the user has been differentiated in a research on consumption (stalking) and on the contribution (publication). In trying to identify the different types of members in a virtual community, Kumar and Mirchandani (2012) suggest six patterns of participation / communication behavior of the members as: i) main members, who are the people who contribute most to the community by providing, recovering and discussing information, ii) information lists, those that primarily retrieve and provide facts, iii) converser, people who discuss data, ix) functionalists, those inquisitive about retrieving information, x) opportunists, those who retrieve marginal content material and xi) amateurs, folks who consciousness on updating their non-public facts. According to this theory, marketing professionals incorporate a range of social networking platforms to attract different types of members. But, this principle does no longer specify which unique social media platform to apply when and wherein (Hjalager, 2010).

2.3 Empirical Review

This section presents a review of studies done by others guided by the three research objectives.

2.3.1 Wireless data communication and marketing performance of tourism products

Currently, the tourism financial system is pushed by using statistics era (IT) and telecommunications. All tourism-oriented companies, together with excursion operators, groups, condominium corporations, cruise ships and motels, enjoy the growing impact of what is commonly known as data and communication technology Motels, enjoy the growing impact of what is commonly known as data and communication technology (Bartlett & Trifilova, 2010) . Tourism area represents the records-in depth enterprise characterized with the aid of appreciably

long cost chain, largely influenced by information. Its introduction, series, storage, recovery and transfer remain inside the main activities of all tourism companies (Bello et al., 2011). Any innovation in wireless data can doubtlessly exchange the method accompanied by way of tourism agencies in walking an enterprise. These modifications also are imposed with the aid of the behavior of tourists who remain altered under the influence of information technology. The process of purchasing traveler services is primarily based on statistics accumulated via many one of a kind channels. Traveler services is primarily based on statistics accumulated via many one of a kind channels, journey corporations, brochures, newsletters or websites offered by tourism service providers, which are currently becoming very important. The decision-making manner of the consumer in the tourism area is transformed into a web one, given that it has emerge as feasible to book direct services (Bregoli, 2013).

The right understanding of the behaviors provided with the aid of the ones seeking information on online travel, as well as the use of modern statistics and communication technologies by using tourists, is still essential to design an effective business model based on ICT. At the moment it appears to be the critical assignment for the complete tourism sector (Chiabai et al., 2013). Wireless data focus on the design of the new medical paradigm (for innovation, competition, collaboration with clients) of tourism improvement based on cutting-edge electronic technologies. Camison & Monfort-Mir (20120 conducted a study on the level of application of statistics and communication technologies inside the tourism region). The observe covers small and medium-sized resorts (SMES) and tour businesses that dominate the tourism enterprise in the world by the tourism industry in one of the most famous traveller destinations in Poland - decrease Silesia.

The tourism and hospitality industries have broadly adopted wireless data to reduce costs, improve operational efficiency and, above all, improve service quality and customer experience (Christodoulides et al., 2012). A study by Dushinski (2010) offers a comprehensive review of the articles published on 57 tourism and hospitality magazines from 2005 to 2007. By grouping the results in the categories of technology, customers, and suppliers, the document highlights the evolution of wireless data in tourism and hospitality sectors. Dushinski (2010) further demonstrates that wireless data is becoming increasingly important for the aggressive operations of tourism and hospitality companies, in addition to for managing the distribution and marketing of companies on a global scale.

2.3.2 E-commerce and marketing performance of tourism products

Information technology plays an important role in the tourism, travel and hospitality sectors. It has become a fundamental pillar for commercial operations and growth. The adoption of information technology in operations helps reduce operating costs and improves operational efficiency (Gritten, 2011). However, the intuitive impact must be studied in detail. Gunday and others; (2011) conducted a study to determine the influence of information technology on the operational performance of hotel businesses in Kenya. Specifically, the study looks for; establish the extent to which information technologies are used in operations in Kenyan hospitality companies and then determine the relationship between information technology and market performance.

To achieve these goals, the study used a transversal descriptive survey. Data were collected through a semi-structured questionnaire of major hotels in Nairobi, Kenya. Total of 134 questions administered to several hotel companies, as researcher succeeded in obtaining 114

complete questions represents a 90.0% response. Researcher took an approach to the online survey form in which the questionnaires were sent by e-mail and the results were available immediately after each respondent finished answering the questions. The data collected were modified, encoded and entered for analysis using the statistical package Social Science Statistical Package (version 17.0). Descriptive and inferential statistics were used. Factorial analysis classified the eight factors into three main components of the factor based on their absolute values. The greater the value of the load, the greater the explanatory power of the variable. Study results will be very important for hotel management, regulating agencies in the formulation of IT policies to promote compliance in the hospitality sector. The recommendations show that companies must align themselves with the use of ICT at a strategic level and that these strategies are cascaded to all levels of the hierarchy.

Hair et al., (2010) conducted a study to understanding the role and use influence of ICT on development in the offer of subjects of tourism, in particular the intermediaries of the market tourism. Occurrence of tourism is the result of conditions that are for the aggressive operations of tourism and hospitality companies, in addition to for managing the distribution and marketing of companies on a global scale. Linked to the development of innovations technologies. Initial part of the study provided an theoretical insights overview that complement the technology role in the tourism, including the related themes that technological use methods in the change context of transformation in their external and internal environments. The other part of the study was a survey conducted in a travel agency in Croatian, exploring the technological role in the travel agency through business manager review. The results of the research indicate the trends are new

in various activities of agencies of travel which influences developments trends of the intermediaries.

There are several systems supplied by means of social networks such as youtube, facebook, linkedin, and twitter for the marketing and advertising of products and services for the hospitality industry (Mothe & Nguyen, 2012). The social networks provides technology which simplifies online functionality and monitor prospects in the field of data for the satisfaction of the client. The industry are promoted in social networks and social networks. The hospitality industry can use social networks to attract customers and customers to dialogues which recognizes their needs (Safko & Brake, 2009). Through these network sites, the hotel industry interaction with the consumers even before, after and during the holiday experience. It is viral and has the potential to spread the knowledge of links, Interest and large quantities of site visitors. However, it could no longer be suitable for resort chains (Sainio et al., 2012).

Schultz & Block (2012) conducted a study to assessing the social networks impacts on the tourism products purchase. Moreover, to find out if the influence of marketing on social networks changes between different tourism products types products in tourism, we have developed a type of tourism products that classifies tourism in the following five dimensions: (1) the tourism structure, (2) participation of tourist, (3) extent of tourisms, (4) product prices and (5) the duration of a tour. All tours with campaigns in Facebook carried out by the company of cases from 1st February in 2012 to 30th November 2013 that selected as the targeted products tourism. In addition, we selected certain facebook products campaigns that are available for the purchase in the same duration as the group control. We obtain the company's sales data of the case and calculate the sales of each product before and after the Facebook campaigns. Difference

approaches were used, evaluating the common changes in income performance of the remedy organization with the ones in the manipulate institution. The effects show that the activities of the Fb marketing campaign have a high-quality effect on purchases of tourism products. In addition, income are much more likely to growth while a tour enterprise promotes less established, constrained-scale products at the lower prices or requiring less participation from tourists.

Metett (2011) conducted a study to asses' influence of promotion of social media on commercial tourism activities in South Africa, Durban. The main Objective of the research is to examine the fee of social media in promoting tourism in durban. The Durban is considered the main South Africa tour destinations and is marketed worldwide through an respectable advertising unit known as durban tourism, a part of the municipality of eThekwini (Durban Tourism 2012.4). The take a look at followed a quantitative studies method that allows you to achieve the set study objectives. The non-probabilistic techniques of sampling were used in the recruitment of the participants. Cost-effective sampling strategies were used to generate the pattern population in this have a look at. The target populace for the look at had been all travelers who visited Durban destinations. The researcher succeeded in obtaining response of 90% rate because 272 300 questionnaires were collected. In the survey carried out to attain primary information, a structured self-administered questionnaire was used with 42 questions. The study used both descriptive and inferential statistics. Statistical bundle for social scientists (spss) model 23.Zerowas used to analyze the data.

2.3.3 Man-machine communication and marketing performance of tourism products

Man Machine Communication Also known as MMC eats. An MMC Is software program software that offers records to an operator or person approximately the status of a process and accepts and implements the operator's manage instructions. Usually, facts is displayed in a picture format. Perhaps more revolutionary development. Its ability to process large volumes of data, to perform complex calculations in fractions of seconds and Saints et al., 2012).

Customer conduct have modified dramatically with the new technology, particularly the intake behavior of travel and the search for information. Narration is an Intrinsic a part of human life. It allows us to make sense of what surrounds us. It also allows us to transmit information, culture and values (Kumar and Mirchandani, 2012). Native narrative mediation projects are a natural evolution of conventional story tasks and had been successfully implemented in areas together with entertainment and advertising. However, the outcomes of this sort of initiatives have not yet been studied in the tourism sector. The general objective of this research is to understand the effect of the usage of narrative techniques of trans media in the sector all over the world, in particular in the tourism industry of Porto and at the equal time increase a technological product that can be adapted to tourism in other components of the arena (Hjalager, 2010).

Internet importance in the process of formation of image has been widely recognized by academics and professionals. Despite electronic increased usage content produced by users as a source tourist’s information, its influence on target formation of image has not been fully understood (Melville, 2010). To bridge this information hole in tourism management, we carried out an empirical examines to perceive the effect of Information hole in tourism management, we carried out an empirical examine to perceive the effect of comments generated by online users on

the two dimensions in objective image: emotion. Results extend on the previous work through demonstration on how contents are generated by users affects the image of a tourist destination. This study also analyzes the effects of mediation of the cognitive and affective dimensions of the target image on behavioral intentions (Melville, 2010).

Metett (2011) conducted a study to investigate the importance of Internet technology for organizational development and variation to a constantly evolving tourism business environment and its a success management. A model based at the standards of collaborative economics, knowledge control and digital structures is proposed to understand the concept of shared economy as regards the tourism and the sector.

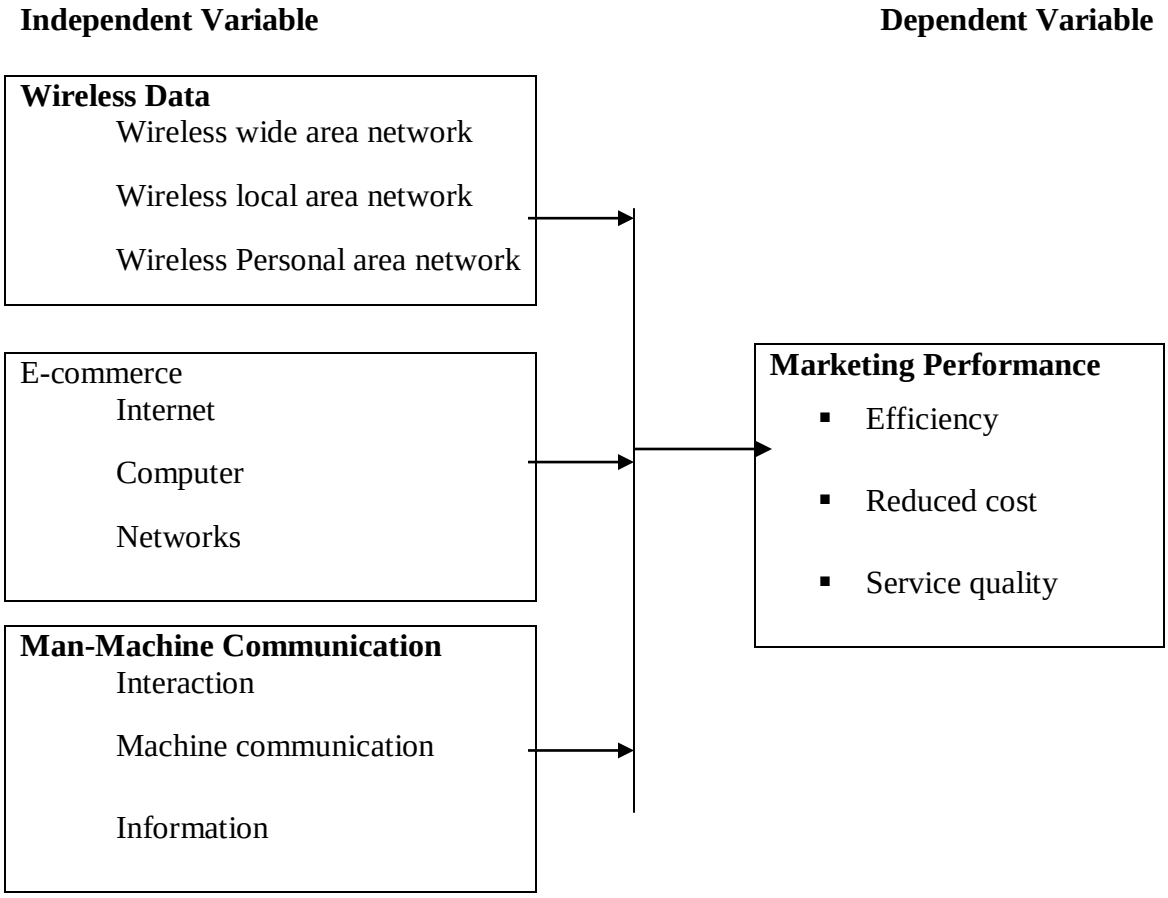
The study examines the important elements that affect the function of net technology in the organizational changes in the tourism supply chain opportunities in tourism and the sector in hospitality. Results: the study discussions on the more and more critical function of internet technology in advertising and marketing strategies and in tourism and hospitality operations. Contribution: the topic is relevant for planning business strategies in the tourism, transport and hotel companies sectors. A better understanding of the impact of the Internet and of communique technologies on advertising and marketing and management techniques may want to notably improve the main and final lines.

2.4 Conceptual Framework

The conceptual framework is an outline of variables of operational research for the creation of established objectives (Mugenda and Mugenda, 2003). A variable is a measurement characteristic that assumes different values between subjects (Mugenda and Mugenda, 2003).

Independent variables are child variables that an investigator manipulates to determine the influence of the sober influence on the other variable (Kombo and Tromp 2006). The variable dependent on the incidence of the total influence of the influence of the variable variable (Mugenda and Mugenda, 2003). The independent variables in this study are information technology, human-machine communication and social networks that includes, while the variable annexe and the marketing performance. With a basis on the basis of the issue and the declaration of the problem, the following theoretical framework is constructed from the issues and problems identified in the presentation of the academic literature.

Fig 2.1 Conceptual Framework



Source: Author (2017)

2.5 Operationalization

TABLE 2.1
Operationalization

Objective	Variable	Indicators	Measurement scale	Question in Questionnaire
To evaluate the influence of wireless data communication on marketing performance of tourism products in Kenya	**Independent** Wireless data communication	Wireless wide area network	Interval	SECTION C
To determine the influence of e-commerce on marketing performance of tourism products in Kenya	**Independent** Information technology	Networks	Interval	SECTION D
To determine the effects of man-machine communication on marketing performance marketing of tourism products in Kenya.	**Independent** Man-machine communication	Information	Interval	SECTION E
	Dependent Marketing Performance	Efficiency	Interval	SECTION B

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter focuses on the design and research methodologies used by the researcher to check the data used in the research project. The research methodology refers to research techniques and projects that have been used in the collection of data for the study of primary and secondary data collection techniques, namely: study population, sample size, data collection, techniques, analysis and presentation of data.

3.2 Research Design

The research design adopted a descriptive design that ensured the collection and descriptive analysis of the data of the study population. The descriptive design is defined by Peil, (2005) as a research project that determines and informs how things are and tries to describe things such as possible behaviors, attitudes, values and characteristics. Zikmund (2010) defines a descriptive design as an intensive study of a single unit with the aim of generalizing through larger groups of units. Therefore, the researcher believes that the descriptive study of the project is appropriate for the study since the data were collected from tourism companies in Nairobi County. The research design has enabled the researcher to unearth the influence of emerging marketing technologies on the performance of the market in the tourism sector in Kenya.

3.3 Target Population

According to Peil, (2005), the population is a complete set of elements (people or objects) that possess some common characteristics defined by the sampling criteria established by the researcher. The population is interesting for this research: the employees of the 1 314 tourist companies of the county of Nairobi (www.businesslist.co.ke).

3.4 Sampling and Sampling Procedure

According to Mugenda and Mugenda (1999), the sampling design refers to the part of the research plan which indicates to select for observation. The stratified random sampling was appropriate for the current study, since it was even in the sample, of subgroups, which otherwise would have been completely omitted from other sampling methods. The stratified technique of cassation was appropriate because the population was heterogeneous. The sample design has permeated the researcher to also represent the samples of the smallest and most inaccessible subgroups of the population.

The marketing managers formed the unit of analysis. The 1, 314 travel companies formed the unit of analysis. The sampling framework consisted of the marketing departments from which the population originated, the sampling framework is appropriate as it gave all respondents the same opportunity to participate in the study. The sampling framework ensured that respondents provided accurate information to help achieve the study goal. The study focused on 1 marketing director of each company, which had a total of 1, 314 marketing managers.

The sample size is derived from Yamane (1967) formula

$$n = \frac{N}{1 + N (e)^2}$$

Where **n** was the sample size, **N** is the population size and **e** is the margin of error (Yamane, 1967).

$$n = \frac{1, 314}{1 + 1, 314 (0.05)^2}$$

n = 307

From the formula a sample size of 307 managers were placed

3.5 Research Instruments

Primary data were collected through questionnaires. The questionnaires were useful for gathering information on the influence of emerging marketing technologies on the results of the market in the tourism sector in Kenya. The type of questions that were asked were 5 points on the Likert scale: questions that give the interviewee complete freedom of response. Contingency questions that have follow-up questions and closed questions. The questionnaire was divided into four sections, that is to say; Section A, Section B, Section C and Section D with each section covering the purpose of the investigation.

3.6 Validity and Reliability of Instruments

The five questionnaires were excluded from the final study to avoid ecological validity. The researcher determined the validity by asking a series of questions and, often, looking for answers in the search for others. More resources have been assigned to data collection. The researcher tried to contact all the people who can provide information. The sensitive information of the Resistant has been kept confidential (Kombo and Tromp, 2006).

According to Zikmund (2010), reliability is the measure in which the results are extraordinary constants and the accurate representation of the total population studied is known as reliability and if the result of a study can be reproduced according to a similar methodology, it is considered that the search tool is reliable The degree of stability indicates the level of reliability, which means that the results are repeatable.

To ensure homogeneity, the internal consistency of the instruments was measured using Cronbach's alpha, the correlations were performed by comparing the items that were determined to be similar. The acceptable retention threshold was above 0.7 (Peil, 2005). To ensure the equivalence of data collectors, two or more data collectors were evaluated to see if they administer a written or oral questionnaire in the same way and achieve consistent results (Mugenda and Mugenda, 2003). They received training, then follow the same script to get the consent of the participants and provide instructions before and during data collection.

3.7 Data Collection Procedure

The researcher gave the questionnaires individually to all the interviewees. The study exercised care and control to ensure that all the questionnaires given to the respondents were received and to achieve this goal, the study maintained a register of the questionnaires, which was sent and received. The pilot study was conducted to measure the validity and reliability of data collection tools before the main investigation. Zikmund (2010) refers to a small-scale preliminary pilot study prior to the main study. Five respondents were selected and the pilot study was done for the tools.

3.8 Data Processing and Analysis

The data collected have been modified to reduce bias, increase accuracy and achieve consistency. Then the data were analyzed and the regression analysis was used using the software version of the Statistical Package for Social Sciences (SPSS) software (22.0). Descriptive statistics were presented using average, correlation, standard deviation and

percentages. A multiple regression model was applied to analyze the relationship between the various variables.

The relationship equation was as shown below-

$Y=\alpha+\beta_1X_1+\beta_2X_2+\beta_3X_3+\varepsilon$

Where Y = Marketing Performance

α = Constant term

$\beta_1, \beta_2, \beta_3$ =Beta co-efficient

X_1= Wireless data technology

X_2=E-commerce

X_3= Man-machine communication

ε= Error term- It is often said that the error term in a regression equation represents the effect of the variables that were omitted from the equation (Responsive marketing, anticipative marketing, and need-shaping marketing).

The model helped to better understand which of the independent variables are related to the dependent variable and to explore the form of their relationship. The analysis has been visually displayed using graphs, frequency tables and graphs.

CHAPTER FOUR

DATA ANALYSIS, FINDINGS AND DISCUSSION

4.1 Introduction

This chapter covers the data evaluation, effects and dialogue of the observe findings. The take a look at sought to determine the influence of emerging marketing technologies on marketing performance in tourism industry in Kenya. The presentation of the data evaluation, outcomes and discussion became based totally on the collection of queries in the questionnaires were used in collecting facts.

4.2 Response Rate

In regard to the response rate the analysis of the findings were as presented in Table 4.1.

TABLE 4.1
Response rate

Response	Frequency	Percentage
Unreturned questionnaires	7	2
Returned questionnaires	300	98
Total	**307**	**100**

The researcher targeted marketing managers from tourism companies in Nairobi City County. However out of the 307 questionnaires that were distributed 300 respondents filled and returned the questionnaires representing 98% of response rate which showed that the response was good.

4.2.1 Tests of Reliability

The cronbach alpha became used to test the reliability of the responses from the respondents. Reliability is the extent to which ends up are regular over time and as it should be constitute the characteristics of the full populace under observe(Zikmund, 2010).

Table 4.2 illustrates the findings of the study regarding the reliability of the analysis, on this observe.

TABLE 4.2

Reliability Tests

Category	Cronbach Alpha	No. of Items	Remarks
Wireless data	0.759	**5**	**Accepted**
E-commerce	0.742	**6**	**Accepted**
Man-machine communication	0.774	**4**	**Accepted**

Reliability of research instruments was measured by piloted questionnaires. The Cronbach Alpha which is a measure of inner consistency then computed using SPSS version 21 software program. The coefficients for wireless data, e-commerce and man-machine technology had a coefficient of 0.7 and above which is closer to 1 signifying that the instruments was reliable

4.3 Demographic Information

Demographic records provided records regarding studies members and was nnecessary for the determination of whether the people in a specific stud were a representative sample of the target populace and testing appropriateness of the respondent in answering the questions for generalization purposes. The demographic information made out of the gender, age, degree of schooling and working experience.

4.3.1 Gender of Respondents

The study sought to determine the gender composition of the respondents. The following were gender findings;

TABLE 4.3

Gender of employees

Table 4.3 shows 70% of the respondents were male while 30% were female.

Response	Frequency	Percentage
Male	211	70
Female	89	30
Total	**300**	**100**

The table shows that male were more than females who responded.

4.3.2 Age Bracket of Respondents

The researcher requested the respondents to indicate their age category. The results were as shown in Table 4.4. The table 4.4 shows the age of respondents who participated in the research study.

TABLE 4.4

Age Bracket

Category	Frequency	Total
18-30 years	90	30
31-40 years	72	24
41-50 years	59	20
41-50 years	50	17
Above 51 years	29	9
Total	300	100

Source: Author (2017)

Majority of the respondents who were (30%) were below 18-30 years, (24%) 31-40 years, (20%) 41-50 years, (17%) 41-50 years and 9% 51 years and above. This indicated that majority of respondents who participated in the study were young people, they embraced technology as they provided reliable information on the influence of emerging marketing technologies on market performance in tourism industry in Kenya.

4.3.3 Highest Level of Education

The study sought to establish the educational background of the respondents and the findings. Table 4.5 shows the highest education level of respondents who participated in the research study.

TABLE 4.5

Education Level of Respondents

Category	Frequency	Total
Secondary Level	5	2
College Level	191	63
University Level	104	35
Total	300	100

Among the respondents (63%) had college certificates, (35%) university degrees and (2%) secondary education which shows most respondents were educated and provided the required information on the influence of emerging marketing technologies on market performance in tourism industry in Kenya.

4.3.4 Working Experience

In regard to the respondents monthly income the findings from the analysis were as presented. Table 4.6 shows the respondents experience at work who participated in the study.

TABLE 4.6

Working Experience

Category	**Frequency**	**Percentage**
Below 1 year	40	13
1-5 years	97	33
6-10 years	88	29
11-20 years	41	14
21 years and above	34	11
Total	**300**	**100**

Source: Author (2017)

Majority of respondents who were 33% were between 1-5 years, (29%) 6-10 years, (14%) 11-20 years, (13%) below 1 year and (11%) 21 years and above, this shows that majority of the respondents had worked in the organization for a long time and they were experienced on the influence of emerging marketing technologies on market performance in tourism industry in Kenya.

4.4 Study Variables

An analysis of descriptive statistics was carried out to establish the respondents' views on various study variables. The researcher sought the respondents' views in regard to wireless data, e-commerce and man-machine communication.

4.4.1 WIRELESS DATA

The study tried establishing how respondents agreed. The researcher computed the means and standard deviation values of the responses and the findings are presented in Table 4.7.

TABLE 4.7

Wireless Data

Wireless Data	**SA**	**A**	**N**	**D**	**SD**
Tour operators have embraced wireless data technology	3%	7%	17%	41%	32%
Tourism quarter represents the facts-intensive industry characterized by means of a considerably long price.	2%	7.2 %	11.8%	49.3%	29.7%
Every single innovation wireless technology has led to change on how tour companies run their business	4%	4%	10%	51.7%	30.3%
Consumer decision making process in tourism region is transformed into an internet platform.	9%	9%	10%	42%	30%
Tour and the hospitality sector has largely adopted wireless data in enhancing operation efficiency	9%	5.5 %	11.5%	33.7%	40.3%
The tour and the hospitality sector has embraced wireless data to reduce costs.	11.1 %	12.9 %	40.6%	20.6%	14.8%
The tourism and hospitality industries have widely adopted wireless data enhance operational efficiency.	4%	5%	11%	36%	44%
Wireless data is increasingly more becoming vital for the aggressive operations of the tourism and hospitality corporations	6%	10%	10%	40.8%	33.2%

SA= Strongly Agree A= Agree N= Neutral D=Disagree SD= Strongly Disagree M= Mean STD= Standard Deviation

There was disagreement that tour operators have embraced wireless data technology as evidenced by 41% of the respondents, this shows that tours companies in Kenya have not adopted wireless data technology to market tourism products, the study findings agrees with (Bartlett & Trifilova (2010) who argued that all tour orientated agencies, which includes excursion operators, tour businesses, condo corporations, cruisers

and accommodations enjoy the growing impact of what's commonly called information and conversation generation.

Majority of respondents disagreed that tour industry represent the intensive information sector represented through an important longer value as evidenced by 49.3% of the respondents,; this shows that the entire tourism industry had not implemented information technology, the study findings disagrees with Bello et al., (2011) who argued that Tourism region represents the records-intensive industry characterized via a long important cost chain that are influenced, to the higher extent, through the information. Its collection, creation, retrieval, storage and transferring remains in a core activity of tour business.

There was disagreement that every single innovation wireless technology has led to change on how tour companies run their business as evidenced by the mean of 51.7% of the respondents, this shows that tour companies have been slow in adopting innovation in wireless technology, the study findings disagrees with Bregoli (2013), who argued that every single innovation in wireless dataCan probably trade the approach accompanied by way of tourism corporations in running a business. Such changes also are imposed with the aid of vacationers' behaviors which keep changing underneath the impact of statistics technology.

Majority of respondents disagreed that decision made by consumers in the process of tour sector that is online transformed platform as evidenced by 42% of the respondents; this shows that consumer decision making process sector is not transformed into an online platform, study findings disagrees with Bregoli (2013) who argued that Customer decision making process in tourism region is converted into a web one, as one on one booking service is possible.

Respondents strongly disagreed that the tour and the hospitality sector have largely adopted wireless data to enhance operational efficiency as evidenced by 40.3% of the respondents, this shows that there was still low operational efficiency due slow adoption of wireless data, the study results disagrees with Christodoulides et al., (2012) who argued that the Tour and the hospitality industries have broadly followed wireless data to reduces the costs, ensure efficiency of operation, and the most important improving the quality of service and experience of customers.

Respondents were neutral that the tour and the hospitality sector has widely embraces the wireless data to reducing costs as evidenced by 40.6% of the respondents, this shows that the tour firms still experienced high cost of marketing, the study findings disagrees with Dushinski (2010) further demonstrates that wireless data is an increasing number of becoming crucial for the competitive operations of the tour and the hospitality firms in addition to for dealing with the distribution and advertising of agencies on an international scale. There was disagreement that wireless data is an increasing number of becoming crucial for the aggressive operation of tour and the hospitality firms as evidenced by 40.8% of the respondents, this shows that wireless data was not effectively utilized by tour companies in Kenya.

4.4.2 E-COMMERCE

TABLE 4.8

E-commerce

E-commerce	**SA**	**A**	**N**	**D**	**SD**
Information technology plays a major role in tourism, travel and hospitality industry.	3%	47.1%	33.3%	7%	9.6%
Information technology has improved efficiency in travel industry	1%	2%	13.3%	50.4%	33.3%
Information technology has become a key pillar to tour business operations and growth	3%	5%	51.4%	30.6%	10%
Adoption of information technology in operations helps reduce operations costs among tour companies	5%	5%	14.8%	44.9%	30.3%
Using the networking websites, the hospitality industries interacts with the consumers during, and experience of vacation experience	3%	34%	21.9%	7%	33.3%
Facebook campaign activities have a positive impact on purchases of tourism products.	46%	24%	11%	10%	9%
Hospitality industry can use social media to engage customers and clients in dialogue and recognize their needs	29%	46%	15%	7%	3%
Information technology policies promote hospitality sector	4%	6%	10%	41%	39%

SA= Strongly Agree A= Agree N= Neutral D=Disagree SD= Strongly Disagree M= Mean STD= Standard Deviation

Table 4.8 shows a summary of e-commerce. Findings from majority of respondents are in agreement that information technology plays a major role in tourism, travel and hospitality industry as evidenced by 47% of the respondents, this shows that information technology has changed the way tour companies marketed their products as evidenced increased number of customers, the study findings concurs with Gritten (2011) who argued that information technology plays a major role in tourism, travel and hospitality industry. It has

become a key pillar to business operations and growth. He further argued that adoption of information technology in operations helps reduce operations costs and improve operational efficiency.

Respondents disagreed that information technology has improved efficiency in travel industry as evidenced by 50.4% of the respondents, this shows that tour companies have yet to realize full efficiency in marketing, the study findings agrees with Gritten (2011) who argued that adoption of information technology in operations helps reduce operations costs and improve operational efficiency. There was neutrality that information technology has become a key pillar to tour business operations and growth as evidenced by 51.4% of the respondents, this shows that there was some significant growth on tourism sector due to information technology. Majority of respondents disagreed that adoption of information technology in operations helps reduce operations costs among tour companies as evidenced by 44.9% of the respondents, this shows that tour companies still encounter high cost during marketing.

There was agreement that through these network websites; the hospitality sector interacts with customers before, all through, and after vacations revel in as evidenced by 34% of the respondents, this shows that tour companies were using networking sites to market their products. Majority of respondents strongly agreed that FB marketing strategies impacts positively on the purchase of the tour products as evidenced by 46% of the respondents, these shows that tour companies were embracing social media to market their products. The study findings agree with Schultz & Block (2012) who argued that Fb marketing campaign sports have a fine effect on purchases of tourism products.

There was agreement that hospitality business enterprise can using social media to interact customers and clients in speaking and recognizing the needs as evidenced by 46% of the respondents. The study

findings agree with Schultz & Block (2012) who argued that Facebook campaigns marketing has tremendous effect on purchase of the tourism. Respondents disagreed that information technology policies promote hospitality sector as evidenced by 41% of the respondents, this shows that the Kenyan governments is yet to enact policies aimed at promoting use of ICT in the tourism industry. The study findings agree with Gritten (2011) who argued that information technology plays a major role in tour, travels and the hospitality sector. It has become a key pillar to business operations and growth.

4.4.3 MAN-MACHINE COMMUNICATION

The researcher further determined the respondent's views on man-machine communication. The means and standard deviations were used to show the respondents views. The findings are presented in Table 4.9.

TABLE 4.9
Man-Machine Communication

Man-Machine Communication	**SA**	**A**	**N**	**D**	**SD**
Man-Machine Communication has improved performance of tour companies	0%	0%	0%	66.7%	33.3%
Man-Machine Communication has been adopted by tour operators	0%	0%	0%	57.1%	42.9%
Consumer travel habits have radically changed with new technology	0%	0%	2.4%	57.1%	40.5%
Man-Machine Communication is a technology which has been developed by many tourism firms	0%	0%	4.8%	71.4%	23.8%
Internet based marketing has been adopted by tourism companies	2%	3%	4.0%	60.4%	30.6%
User-generated electronic content has information source for tourists	30%	44%	12%	10%	4%
Man-Machine Communication has reduced cost among tour operators	5%	10%	27%	40%	18%

SA= Strongly Agree A= Agree N= Neutral D=Disagree SD= Strongly Disagree M= Mean STD= Standard Deviation

Table 4.7 shows a summary on the man-machine communication. As per the findings most respondents disagreed that Man-Machine Communication has improved performance of tour companies as shown by 66.7% of the respondents, this shows man-machine communication has not been adopted by many tour companies

in Kenya. The findings disagrees with Kumar & Mirchandani (2012) who argued that customer conduct have considerably changes in modern technology, which are the travels and the consumptions behavior and the quest of facts. Respondents disagreed that Man-Machine Communication has been adopted by tour operators as evidenced by 57.1% of the respondents, this shows that tour companies are yet to utilize man-machine communication, this has led to poor performance in marketing. The findings disagrees with Kumar & Mirchandani (2012) who argued that consumer conduct have notably changed with new era, namely the tour consumption conduct and the search of facts.

Respondents disagreed that Consumer travel habits have radically changed with new technology as evidenced by 57.1% of the respondents, this shows that tour companies have yet to benefit from the new technology in marketing which affects marketing performance. The findings disagrees with Kumar & Mirchandani (2012) who argued that consumer habits have radically changed with new technology, namely the travel Consumption habits and the search of data.There was disagreement that Man-Machine Communication is a technology which has been developed by many tourism firms as evidenced by 71.4% of the respondents, since many tour firms have yet to adopt Man-Machine Communication which has affected their marketing performance. The study findings disagree with Hjalager, (2010) who argued that enterprise and at the equal time to broaden a technological product that can be adapted to tourism in different components of the arena.

Majority of respondents disagreed that internet based marketing has been adopted by tourism companies as shown by 60.4% of the respondents, this shows that tour companies have yet to embrace technology in marketing. The study findings collaborate with Melville (2010) who argued that The importance of the Internet on the image formation process has been widely recognized by both academic

and practitioners. Despite the increasing use of user-generated electronic content as an information source for tourists, its influence on destination image formation is not yet fully understood. There was agreement that user-generated electronic content has information source for tourists as evidenced by 44% of the respondents, this shows that tour companies got information on tourists electronically. Respondents disagreed that Man-Machine Communication has reduced cost among tour operators as evidenced by 40% of the respondents, which shows that most tour companies have yet to realize cost benefits of Man-Machine Communication due to slow rate of implementation.

4.4.4 MARKETING PERFOMANCE

TABLE 4.10

Marketing Performance

Marketing performance	**SA**	**A**	**N**	**D**	**SD**
Technologies in the hospitality industry has increased productivity	0%	0%	14.3%	52.4%	33.3%
Emerging technologies in the hospitality industry reduces cost	0%	0%	57.1%	28.6%	14.3%
Technologies in the hospitality industry improves service quality	1%	6.1%	11.9%	50%	31%
Emerging technologies in the hospitality industry improves leads to improved guest satisfaction	8.6%	9.5%	50.0%	20%	11.9%
Performance marketing measurement achieve measurable gain in ROI and efficiency	20%	31%	39%	7%	3%
Performance of marketing management is regarded as the central facet of the marketing operations within marketing departments.	37%	33%	28%	1%	1%
There is relationship between use of technology and long term profitability in hospitality industry	40%	31%	20%	5%	4%

SA= Strongly Agree A= Agree N= Neutral D=Disagree SD= Strongly Disagree M= Mean STD= Standard Deviation

The researcher established the response on marketing performance. The findings in terms of mean and standard deviation are presented in Table 4.10 Respondents disagreed that technologies in the hospitality industry has increased productivity as evidenced by 52.4% of the respondents, this shows that there has significance improvement in marketing staff productivity. Respondents were neutral that emerging technologies in the hospitality industry reduces cost as evidenced by 57.1% of the respondents, this shows that tourism industry has not quantified the exact figure on cost reduction due to marketing technology. There was disagreement among respondents that technologies in the hospitality industry improves service quality as evidenced by 50% of the respondents, since tour companies have yet to fully implement technology which affects service quality.

Respondents were neutral that emerging technologies in the hospitality industry improves leads to improved guest satisfaction as evidenced by 50% of the respondents, of the respondents,, this shows that there was no clear relationship between technology and guest satisfaction. Respondents were neutral that performance marketing measurement achieves measurable gain in ROI and efficiency as evidenced by 39% of the respondents. There was agreement among the respondents that performance of marketing management is regarded as the central facet of the marketing operations within marketing departments as evidenced by 37% of the respondents, this shows that marketing management was important part of technology in tourism industry. There was strong agreement that there is relationship between use of technology and long term profitability in hospitality industry as evidenced by 40% of the respondents, this shows that the long term profitability of the tour companies was determined by how they adopted technology.

4.5 Diagnostic Tests

FIGURE 4.1

Normality plot

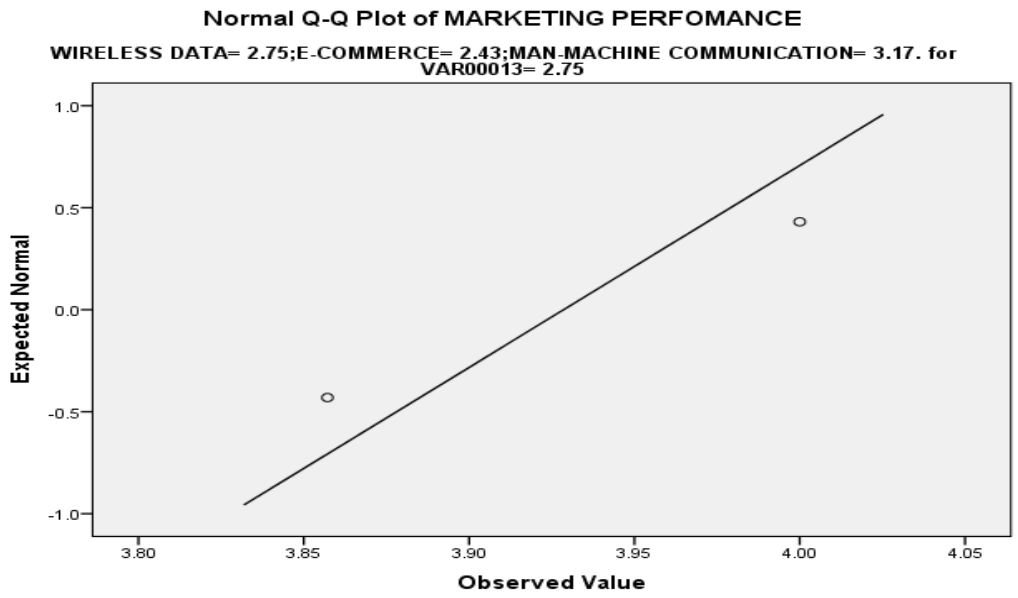


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Figure 4.1 presents key statistics for further normality test. Normality check for the standardized residuals is extensive with a significance of 0.40 that is extra than 0.05. This means that the residuals comply with a everyday distribution as required for a linear regression. The regression model is in shape based at the assumptions that the residuals comply with a regular distribution.

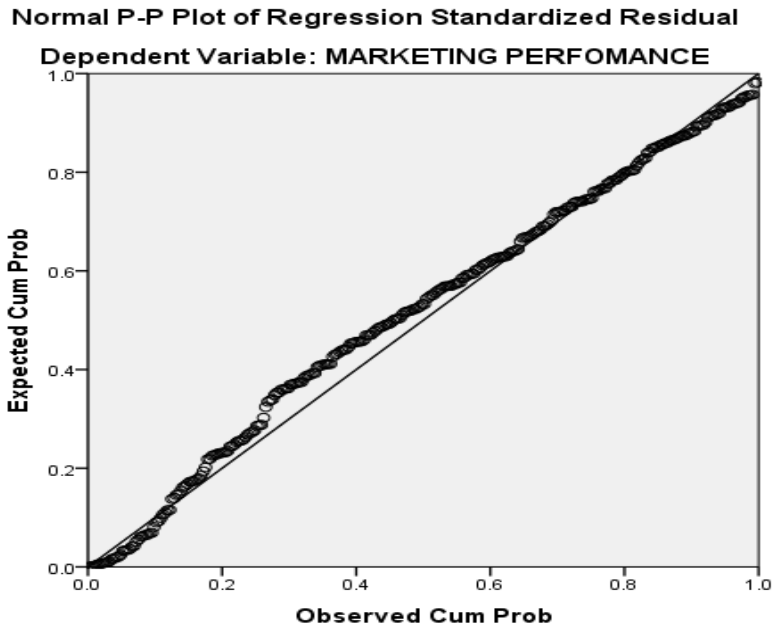
There was positive correlation between independents variables (wireless data($r = 0.584$, $p<0.01$), e-commerce($r = 0.125$, $p< 0.01$) and man-machine communication($r = 0.135$, $p< 0.01$) and dependent variable (marketing performance), this shows that there was linearity

TABLE 4.11
Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	WIRELESS DATA	.784	1.275
	E-COMMERCE	.825	1.212
	MAN-MACHINE COMMUNICATION	.743	1.345

The pilot data was tested for multicollinearity of the accepted variables and the results are presented in Table 4.11. The results show that all tolerances are above 0.2. If a variable has collinearity tolerance underneath 0.2 it implies that eighty% of its variance is shared with some different unbiased variables. The Variance Inflation elements (VIFs) are all below five. The VIF is typically the inverse of the tolerance. Multicollinearity is associated with VIF above 5 and tolerance underneath 0.2. Zikmund (2010) recommended a VIF below 10 as acceptable. This translates to an acceptable tolerance above 0.1. The study, however, adopted the recommendation of accepting VIFs below 5 and tolerance above 0.2. This is a more accurate measure of multi-colinearity since a higher VIF implies a higher colinearity amongst the variables. According to Peil (2005) a maximum VIF value of 5 is recommended. The time-honored variables have been consequently determined no longer to showcase multicollinearity and ideal for collection and analyzed.

FIGURE 4.2
Homoscedasticity



Homoscedasticity refers to "having the same scatter." For it to exist in a hard and fast of information, the points must be approximately the identical distance from the line, as proven inside the photograph above. The alternative is heteroscedasticity ("different scatter"), wherein points are at extensively various distances from the regression line. The plot indicates that the variables are similarly allotted as a consequence there is homoscedasticity

FIGURE 4.3

Normality plot

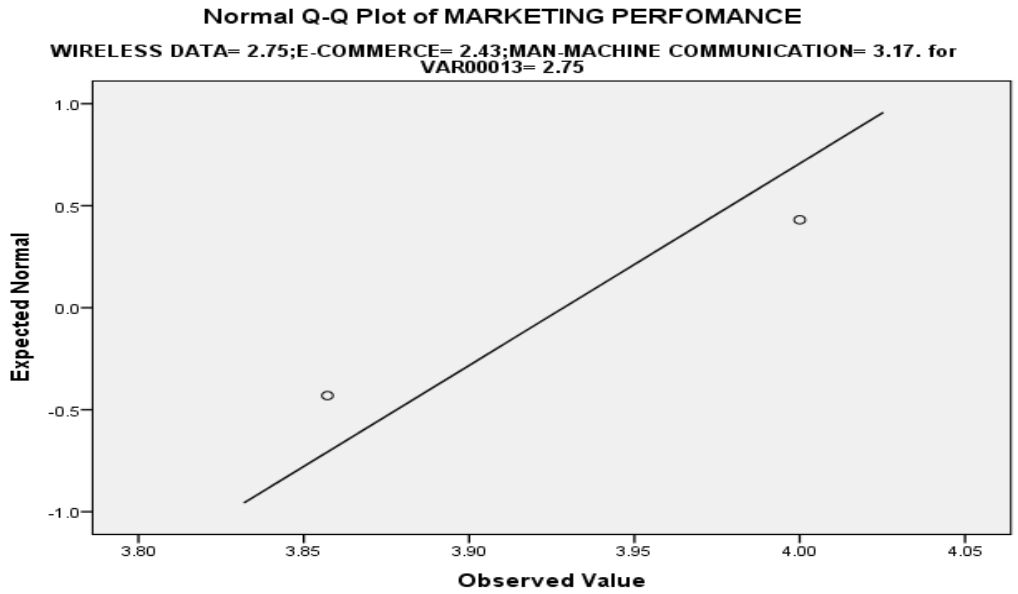


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Figure 4.3 presents key statistics for further normality test. Normality check for the standardized residuals is extensive with a significance of 0.40 that is extra than 0.05. This means that the residuals comply with a everyday distribution as required for a linear regression. The regression model is in shape based at the assumptions that the residuals comply with a regular distribution.

There was positive correlation between independents variables (wireless data($r = 0.584$, $p<0.01$), e-commerce($r = 0.125$, $p< 0.01$) and man-machine communication($r = 0.135$, $p< 0.01$) and dependent variable (marketing performance), this shows that there was linearity

4.6 Model Fitting

The study sought to establish the relationship between variables and the extent to which the independent variables influenced the dependent variables. Correlation analysis and multiple regression analysis were used to carry out the tests.

4.5.1 Correlation of Variables

The researcher established the influence of emerging marketing technologies on marketing performance in tourism industry in Kenya and factors relating to wireless data, e-commerce and man-machine communication. Pearson correlation coefficient was used to show the relationship between the variables. The findings are presented in Table 4.11

TABLE 4.12

Correlations of Variables

		Marketing performance	Wireless Data	E-commerce	Man-man machine communication
Marketing performance	Pearson Correlation	1	.584**	.125*	.135*
	Sig. (2-tailed)		.000	.030	.020
	N	300	300	300	300
Wireless Data	Pearson Correlation	.584**	1	.368**	.229**
	Sig. (2-tailed)	.000		.000	.000
	N	300	300	300	300
E-commerce	Pearson Correlation	.125*	.368**	1	.578**
	Sig. (2-tailed)	.030	.000		.000
	N	300	300	300	300

Man-man machine communication	Pearson Correlation	.135*	.229**	.578**	1
	Sig. (2-tailed)	.020	.000	.000	
	N	300	300	300	300

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

The study conducted correlation analysis on influence of emerging marketing technologies on marketing performance in tourism industry in Kenya. Table 4.13 shows moderate positive relationship between wireless data and marketing performance. The relationship is significant ($r = 0.584$, $p<0.01$) thus use of wireless data has an influence on marketing performance.

The table shows weak but positive relationship between e-commerce and marketing performance. The relationship was significant at ($r = 0.125$, $p< 0.01$), thus e-commerce greatly influenced marketing performance. The table also shows a weak but positive relationship weak but positive relationship between man-machine communication and marketing performance. The relationship is significant at ($r = 0.135$, $p< 0.01$), thus man-machine communication greatly influenced marketing performance.

4.5.2 Regressions Analysis

The researcher conducted a multiple regression analysis so as to test relationship among variables (independent) on the on marketing performance. The study applied the Statistical Package for Social Sciences (SPSS) Version 21.0 to code, enter and compute the measurements of the multiple regressions for the study.

TABLE 4.13

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.595[a]	.354	.348	.48784

a. Predictors: (Constant), Man-man machine communication, Wireless Data, E-commerce

Table 4.13 shows the results of multiple regressions. The value of R^2 is 0.354, revealing 35.4% variability in factors relating to wireless data, e-commerce and man-machine communication accounted for marketing performance variables in the model developed. The adjusted R^2 is an improved estimation of R^2 in the population. The value of adjusted R^2 is 0 .348. This adjusted measure provides a revised estimate, 34.8% variability in marketing performance that is 0.348, revealing 34.8% variability in factors relating to wireless data, e-commerce and man-machine communication accounted for marketing performance due to the fitted model.

TABLE 4.14

Anova

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	38.637	3	12.879	54.117	.000[b]
	Residual	70.443	296	.238		
	Total	109.080	299			

a. Dependent Variable: Marketing performance

b. Predictors: (Constant), Man-man machine communication, Wireless Data, E-commerce

An ANOVA for wireless data, e-commerce and man-machine communication and marketing performance was done and the results presented on Table 4.15. The p-value of 0.000 that is below 5% significance shows that wireless data, e-commerce and man-machine communication has little but significance influence on marketing performance.

4.5.3 Coefficients of Variables

The estimates of the regression coefficients, t-data, standard errors of the estimates and p values are proven in 4.15.

TABLE 4.15
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.067	.140		21.836	.000
	Wireless Data	.396	.032	.620	12.348	.000
	E-commerce	-.110	.044	-.148	-2.477	.014
	Man-man machine communication	.068	.049	.078	1.369	.172

a. Dependent Variable: Marketing performance

Table 4.15 Illustrates results of a linear regression analysis determining the effect of the unbiased variables (wireless data, e-commerce and man-machine communication) on the dependent variable (marketing performance).

Use of results, the equation for regression is: $Y=3.067+0.396_1 +0.068X_3$, where Y is the dependent variable (marketing performance), X_1 is wireless data, X_2 is e-commerce, X_3 is man-machine communication. According to the regression equation established, taking all factors into account with constant at zero, marketing performance will be 3.067. Taking other unbiased variables at 0, a unit rise in

wireless data will lead to a 39.6 % percentage increase in marketing performance while a unit increase in e-commerce will lead to a -11.0 % percentage decrease in marketing performance. Further a unit increase in man-machine communication will lead to 6.8% increases in marketing performance.

4.6.3 Hypothesis Testing

The null hypotheses stated in Section 1.4 were tested using p-value methods at a significance level of 0.05 in order to either accepted or reject them. If the calculated t-value was greater than the critical value, then the alternative hypothesis was accepted. The hypotheses were tested from the results of the combined effect model since this shows the true picture of the model.

H_{01}Wireless data does not has a significant effect on marketing performance of tourism products in Kenya

The p-value of the t-test for this variable is 0.000. Since the p-value 0.000 is less than the significance level of 0.05, the null hypothesis is rejected. Hence, the study finds wireless data has a significant effect on marketing performance of tourism products in Kenya.

H_{02} E-commerce does not has a significant effect on marketing performance of tourism products in Kenya?

The p-value of the t-statistic for the variable e-commerce is 0.014. Since the p-value 0.014 is more than the significance level of 0.05, the null hypothesis is hereby accepted. Hence, the study finds that e-commerce has no significant effect on marketing performance of tourism products in Kenya.

H_{03}Man-machine communication does not have a significant effect on marketing performance of tourism products in Kenya?

The p-value of the t-statistic for the variable communication is 0.172. Since the p-value 0.172 is greater than the significance level of 0.05, the null hypothesis is supported. Hence, the study finds that communication do not have a significant effect on marketing performance of tourism products in Kenya.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter provides a summary of the important thing findings of the take a look at as well as the conclusions, limitations of the examine, and recommendations for further study

5.2 Summary

5.2.1 Wireless Data on Marketing Performance

There was disagreement that tour operators would accept wireless data technology as demonstrated by 41% of respondents, this shows that tourism companies in Kenya have not adopted wireless technology to market tourism products, study results agree with (Bartlett & Trifilova (2010) who claimed that all tourism-oriented businesses, which includes tour operators, travel groups, apartment agencies, cruise ships and lodges, revel in the growing effect of what is usually referred to as information and communique generation.

Most respondents do not agree that the tourism zone represents the records-extensive industry with a significantly long-term value, as demonstrated by 49.3% of respondents; This shows that the entire tourism industry has not implemented information technology, the results of the study do not agree with Bello et al. (2011) who claimed that the tourism region represents the information-intensive industry characterized by a drastically lengthy-lasting value chain, largely from the Information. Its advent, series, storage, recovery and transferring the remaining within the major roles of various tour companies.

There was disagreement over the fact that every wireless technology innovation has led to a change in the way companies manage their businesses, as demonstrated by 51.7% of respondents, this shows that tourism companies have been slow to adopt innovation wireless technology, according to the results of the study does not agree with Bregoli (2013), which argued that any innovation in wireless data can doubtlessly trade the strategy observed by way of tourism corporations in jogging a commercial enterprise. These changes also are imposed by means of the behavior of tourists who remain altered under the influence of information technology.

Most respondents did not agree that the decision-making process of consumers in the tourism sector was transformed into an online platform, as demonstrated by 42% of respondents; This shows that the decision-making sector is not transformed into an online platform, the results of the study do not agree with Bregoli (2013) which claimed that the decision-making process of consumers in the tour sector turns to online, since the booking direct services are available.

Respondents disagree with the fact that tourism and hospitality industries have followed wireless data to improving the operations efficiency, as a stratum of 40.3% of respondents, which showcases an ample operational efficiency two to the slow adoption of wireless data. The results of the study do not agree with Christodoulides et al. al., (2012) who have argued that the industries of tour and the hospitality adopts a wireless data reducing costs, improving operational efficiency and, above all, improve the services of the service and the customer's wait.

Respondents were neutral because tour and the hospitality sector have extensively followed wireless data to minimize costs, as demonstrated by 40.6% of respondents, this shows that tourism businesses have still experienced a high cost of marketing, the results of the study do not agree with Dushinski (2010) that

wireless data are becoming increasingly important for the competitive operations of tourism and hospitality organizations, in addition to for the control of the distribution and advertising of corporations on a international scale. There was disagreement over the fact that wireless data is becoming increasingly important for the aggressive operations of tourism and hospitality companies, as demonstrated by 40.8% of respondents, this shows that tourism companies in Kenya have not used data effectively wireless.

5.2.2 E-commerce and Marketing Performance

According to the results, the majority of respondents agreed that information technology has a major role on tourism, travel & hospitality sectors, the demonstrated by 47% of respondents. This shows that information technology has changed the way tourism companies market their products. A larger number of clients, the results of the study agree with Gritten (2011) who claimed that information technology has a major role in the tourism, travel and hospitality sectors. It has become a fundamental pillar for commercial operations and growth. In addition, he argued that the adoption of information technology in operations can reduce operational costs and improve operational efficiency.

There was agreement that via those networking web sites; hospitality industry can interact with consumers before, for the duration of, and after the vacation enjoy as evidenced by 34% of the respondents, this shows that tour companies were using networking sites to market their products. Majority of respondents strongly agreed that fb marketing campaign sports have a tremendous impact on purchases of tourism products as evidenced by 46% of the respondents, these shows that tour companies were embracing social media to market their products. The study findings agree with Schultz & Block (2012) who argued that fb marketing campaign sports have a tremendous impact on purchases of tourism products.

Respondents do not agree that information technology has improved efficiency in the travel industry, as demonstrated by 50.4% of respondents, this shows that tourism companies have not yet achieved

marketing efficiency total. The results of the study coincide with Gritten (2011) in operations it helps to reduce operating costs and improves operational efficiency. There has been neutrality in the fact that information technology has become a fundamental pillar of commercial operations and growth, as demonstrated by 51.4% of respondents, which shows that there has been significant growth in the tourism because of information technology. Most respondents do not agree that the adoption of information technology in operations helps reduce operating costs among tourism businesses, as demonstrated by 44.9% of respondents, this shows that tourism companies still find high cost during marketing.

It has been agreed that the industry uses the social media to attract client to dialogues in recognizing what they want, as demonstrated by 46% of respondents. The results of the study agree with Schultz and Block (2012) who claimed that FB marketing campaign sports have a advantageous effect on purchases of tourism merchandise. Respondents do not agree that information technology policies promote the hospitality industry as demonstrated by 41% of respondents, this shows that Kenyan governments have not yet implemented policies to promote the use of ICT in the tourism sector. The results of the study coincide with Gritten (2011) who claimed that information technology plays a major role in the tourism, travel and hospitality sectors. It has become a fundamental pillar for commercial operations and growth. The relationships is important at ($r = 0.125$, $p < 0.01$), thus e-commerce greatly influenced marketing performance.

5.2.3 Man-Machine Communication on Performance

According to results, the Greater part interviewed by the Man-Machine Agreement That Communication has improved him of tourism performance companies, eating from 66.7% of respondents demonstrated, demonstrates this man that the machine's communication is not state-adopted from many tourist companies

in Kenya. The results and do not agree with Kumar Mirchandani (2012) that they have supported the Habits he Consumers are new Radically changed with the technology, it is a terrible consumption of travel habits and information search. They agree not interviewed on the fact that the man-machine communication has been adopted by the tour operators shown to eat by 57.1% of the respondents, demonstrates that they have not yet man-car tourist companies used the Communication, which has Bringing a ruthless performance in marketing. The results and do not agree with Kumar Mirchandani (2012) that they have supported the Habits he Consumers are new Radically changed with the technology, it is a terrible consumption of travel habits and information search.

Respondents do not agree that 57% of respondents were introducing the new technology in marketing, which influences marketing performance. The results do not agree with Kumar and Mirchandani (2012) who claimed that the consumer is radically changed with the new technology. It was in disagreement that 71.4% of respondents developed man-machine partnership, as it was influenced by its marketing performance. The results of the study do not agree with Hjalager, (2010) who claimed to be interested in other parts of the world.

Most respondents disagree that Internet-based marketing has been adopted by tourism companies, as evidenced by 60.4% of respondents, which shows that tourism companies have not yet adopted technology in marketing. The results of the study collaborate with Melville (2010) who claimed that the importance of the Internet in the process of image formation was widely recognized by academics and professionals. Despite the increasing use of electronic content generated by users as a source of information for tourists, its influence on the formation of target images is not yet fully understood. It was agreed that the electronic content generated by users has a source of information for tourists, as demonstrated by 44% of respondents,

which shows that tourism companies have obtained information on tourists by electronic means. Respondents do not agree that human-machine communication has reduced costs among tour operators, as demonstrated by 40% of respondents, which shows that most companies have not yet realized the benefits of human communication -machine due to its slow implementation. The relationship is significant at ($r = 0.135$, $p< 0.01$), thus man-machine communication greatly influenced marketing performance.

Respondents do not agree that hospitality technologies have increased productivity, as demonstrated by 52.4% of respondents, this shows that there is a significant improvement in the productivity of marketing personnel. Respondents consider neutral that emerging technologies in the hospitality industry reduce costs, as demonstrated by 57.1% of respondents, this shows that the tourism industry has not quantified the exact amount of cost reduction due to the technology of marketing. Among the respondents there was no agreement that hospitality technology would improve the quality of service, as demonstrated by 50% of respondents, as tourism companies have not yet fully implemented technology that affects service quality.

Respondents were neutral about the fact that emerging technologies in the hospitality industry improved behaviors to improve guest satisfaction, as demonstrated by 50% of respondents, this shows that there was no clear relationship between technology and customer satisfaction. Respondents were neutral because the measurement of performance marketing achieved a quantifiable gain in ROI and efficiency, as evidenced by 39% of respondents. Among the respondents there was an agreement that the execution of marketing management is considered the central aspect of marketing operations in marketing departments, as demonstrated by 37% of respondents, this shows that the management of marketing has been an important part of technology in the tourism sector. There was a strong agreement that there is a relationship between the use of technology and long-term profitability in the hotel industry, as evidenced by 40% of

respondents, this shows that the long-term profitability of tourism companies has been determined by the way they have adopted the technology.

5.3 Conclusions

The study concludes that many tourist companies in Kenya have not adopted wireless data communication for market tourism products. Tourism companies have still experienced a high cost of marketing. Tourist companies in Kenya did not use wireless data effectively. Information technology has changed the way tourism companies market their products, as evidenced by the increase in the number of customers. Travel companies still have to achieve total efficiency in marketing. There has been significant growth in the tourism sector due to information technology. Travel companies still find high costs during marketing. Man-machine communication has not been adopted by many tourist companies in Kenya. Travel companies must still use human-machine communication; this led to poor performance in marketing. Travel companies have not yet benefited from the new technology in marketing that affects marketing performance. Many tourist companies have yet to adopt Man-Machine. There has been a significant improvement in the productivity of marketing personnel.

5.4 Recommendations

Policy makers should propose policies to support technology in the tourism sector. Scholars should recommend how the tourism industry can benefit from the increased use of technology in marketing. To achieve better marketing performance, the management of tourism companies in Kenya must adopt wireless data communication. Wireless data communication should be adopted by travel agencies to enable them to improve operational efficiency. The management of tourism companies should adopt innovations in wireless technology to get benefits. Wireless data communication adopted by travel agencies should

ensure that you reduce your marketing costs. Wireless data technology should promote competitiveness among tourism companies.

The management of tourism companies should integrate their marketing activities with emerging marketing technologies. Information technology should aim to improve efficiency and be a key pillar for commercial operations and the growth of tourism companies in Kenya. Travel companies should constantly evaluate their marketing technologies to make sure they meet their marketing needs. Travel companies should work with the government to develop IT policies that support the growth of the tourism industry.

Management of tour companies should evaluate whether man-machine technology improves their marketing capability. Man-machine technology should aim at ensuring that tour companies reduce cost of marketing. Man-machine technology should aim at enhancing long term profitability in hospitality industry. Man-machine technology should aim at achieving measurable gain in ROI and efficiency among tour companies in Kenya.

The management of tourism companies should assess whether man-machine technology improves its marketing capacity. Man-machine technology must aim to ensure that tourism companies reduce marketing costs. Man-machine technology should aim to improve long-term profitability in the hospitality industry. Man-machine technology should aim to achieve a significant increase in the return on investment and the efficiency of tourism companies in Kenya.

5.5 Recommendations for Further Study

The study aims to identify the influence of emerging marketing technologies on marketing performance in the tourism sector in Nairobi and has excluded other tourism companies outside Nairobi, so it is advisable

to further study the tourism companies around the country The study focused only on four factors that influence emerging marketing technologies in marketing performance in the Kenyan tourism sector. Further studies are needed to identify other factors that influence emerging marketing technologies in marketing performance in the Kenyan tourism sector.

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APPEDIX 1: AUTHORIZATION LETTER

APPENDIX II: QUESTIONNIARE

Please tick the most appropriate response to questions that give possible answers and write down your answers in the spaces provide open ended questions. Your response to the questions will be held with utmost confidentiality and will not be revealed to anyone. For that reason you do not need to write your name in this questionnaire.

SECTION A: DEMOGRAPHIC INFORMATION

Please tick appropriately

1. What is your Gender?

   Gender:

   Male ☐

   Female ☐

2. What is your age bracket?

   ☐ 18-30 years

   ☐ 31-40 years

   ☐ 41-50 years

   ☐ Above 51 years

3. What is your highest education level?

   ☐ Secondary level

   ☐ College level

   ☐ University level

   Any other please specify.....

4. What is your working experience?

   ☐ Below 1 year
   ☐ 1-5years
   ☐ 6-10 years
   ☐ 11-20 years
   ☐ 21 and above

SECTION B: WIRELESS DATA

Please state the extent to which you agree or disagree with the following statements regarding Wireless Data (*1 strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree and 5 strongly Agree)*

	1	**2**	**3**	**4**	**5**
5. Tour operators have embraced wireless data technology					
6.Tourism sector represents the information-intensive industry characterized by a significantly long value					
7. Every single innovation wireless technology has led to change on how tour companies run their business					
8. Consumer decision making process in tourism sector is transformed into an online platform.					
9. The tourism and hospitality industries have widely adopted wireless data to enhance operational efficiency					
10.The tourism and hospitality industries have widely adopted wireless data to reduce costs.					
11.The tourism and hospitality industries have widely adopted wireless data enhance operational efficiency.					
12. Wireless data is increasingly becoming critical for the competitive operations of the tourism and hospitality organizations					

SECTION C: E-COMMERCE

Please state the extent to which you agree or disagree with the following statements regarding e-commerce **(***1 strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree and 5 strongly Agree)*

	1	**2**	**3**	**4**	**5**
13. Information technology plays a major role in tourism, travel and hospitality industry.					
14.Information technology has improved efficiency in travel industry					
15. Information technology has become a key pillar to tour business operations and growth					
16. Adoption of information technology in operations helps reduce operations costs among tour companies					
17.Through these networking sites, hospitality industry can interact with consumers before, during, and after the vacation experience					
18. Facebook campaign activities have a positive impact on purchases of tourism products.					
19.Hospitality industry can use social media to engage customers and clients in dialogue and recognize their needs					
20. Information technology policies promote hospitality sector					

SECTION D: MAN-MACHINE COMMUNICATION

Please state the extent to which you agree or disagree with the following statements regarding man-machine communication (*1 strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree and 5 Strongly Agree*)

	1	2	3	4	5
21.Man-Machine Communication has improved performance of tour companies					
22. Man-Machine Communication has been adopted by tour operators					
23. Consumer travel habits have radically changed with new technology					
24. Man-Machine Communication is a technology which has been developed by many tourism firms					
25. Internet based marketing has been adopted by tourism companies.					
26. User-generated electronic content has information source for tourists					
27. Man-Machine Communication has reduced cost among tour operators					

SECTION E: MARKETING PERFOMANCE

Please state the extent to which you agree or disagree with the following statements regarding Marketing Performance. (*1 Strongly Disagree, 2 Disagree, 3 Neutral, 4 Agree and 5 Strongly Agree*)

	1	**2**	**3**	**4**	**5**
28. Technologies in the hospitality industry has increased productivity					
29. Emerging technologies in the hospitality industry reduces cost					
30. Technologies in the hospitality industry improves service quality					
31. Emerging technologies in the hospitality industry improves leads to improved guest satisfaction					
32.Performance marketing measurement achieve measurable gain in ROI and efficiency					
33. Performance of marketing management is regarded as the central facet of the marketing operations within marketing departments.					
34. There is relationship between use of technology and long term profitability in hospitality industry					