Tourists Attitudes towards Tourism Training In Middle Level Colleges in Kenya

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ABSTRACT

The purpose of this paper was to highlight tourism sector’s human resource training and development which depends on middle level colleges (MLCs) to attain Kenya’s vision 2030. In spite of this, no inclusive study has been commenced to assess the demonstration of MLC trainees in tourism hotels under the universal changing tourism environment in Kenya. Specifically, the study attempts to determine the relationship between variables accessible in the hotel (Amenities, customer care, cognition; and, effectiveness and efficiency) and satisfaction levels of services offered to tourists by tourism trainees in the hotel industry. The study adopted description research designs primarily targeting tourists in hotels. A total of 116 questionnaires were administered to tourists from 21 randomly selected hotels in Nairobi for the study. Data was collected by use of questionnaires and interviews method, analyzed by use of descriptive and inferential statistics which include; means, frequencies, ANOVA and chi-square test to do further investigations. Findings revealed that most tourists were satisfied by ‘front office staff services’, since it was the only ‘service’ related to each of the four accessible variables in hotels and which implied that tourists were influenced with the employees’ warm welcome and better knowledge in solving some of their personal problems. Further, the information center in the ‘front office’ gave tourists full information about the hotels like the availability of brochures. The study recommends that the government coordinates all MLCs tourism training programmes in Kenya to ensure quality graduates for tourism promotion and development. Finally, further study to determine security on female tourists (Amenities) in hotels relating to individual differences among tourists is to undertaken.

Key Words: Middle level colleges, tourists, tourist hotels, tourist training programmes.