

Abstract

This study sought to examine relationship marketing and selected performance indicators of tour operators in Nairobi County. The following objectives guided the study; to assess the common services offered by Tour operators to international clients, to assess the level of customer satisfaction in tour operators, to determine the relationship between offering multiple services and increase in Tour operators' international clients, and to assess the common marketing strategies used by Tour operators to increase international clients. Therefore, the services offered by tour operators to international clients were explored. The study also examined the marketing strategies employed by tour operators in their bid to increase international clients.

The study found out that majority of respondents revealed that most tour operators' activity revolved around provision of drive guide and transfers between airports or guest houses. The most preferred type of transport used by tour operators to transport tourists was 4x4 Nissan/Toyota cars as compared to those who preferred micro-bus. The finding indicates that offering multiple services contributes to increase in number of international clients. On the marketing strategies used by tour operators to attract international clients, the study showed that most tour operators preferred E-commerce Virtual tour, Brochure and the use of direct selling as the common marketing strategies.

The Methodology of research was through both primary and secondary data analysis. Secondary data was collected through library research, internet sources, past theses, academic papers and dissertations and a summary of journals. The study relied heavily on Primary data that was collected through administration of questionnaires to tour operators and international customers. Descriptive survey and correlation research designs were used. Systematic random sampling was used to select a sample of 165 Tour operators. Descriptive survey and correlation research designs were used. This study established that offering multiple services increased tour operators' international clients