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Effect of Positioning Strategies on Performance of Star Rated Hotel's in Kenya

The main purpose of this study is to analyze effect of positioning strategies on performance of Star Rated Hotels in Kenya. First the study will analyze the effect of people mix strategy on performance of star rated hotels in Kenya; Investigate effect of physical evidence mix strategy on performances of star rated hotels in Kenya; Establish effect of positioning strategy on performances of star hotels in Kenya. The study will be based on the following theories; Resource-Based Theory, Strategic Posture Theory, Resource Dependency Theory and The structural adaptation to regain fit theory. The study will adopt descriptive quantitative survey design. The target population of the study is the 183 star rated hotels operating in Kenya. The researcher will adopt Yamane (1967) formula that can be used to calculate a suitable sample size of 101 General Managers of the Star Rated Hotels operating in Kenya. The study will use a structured questionnaire to collect the required data from the respondents. The questionnaire will elicit such information as; the hotels' general information, process mix strategy, people mix strategy, physical evidence mix strategy, positioning strategy and the star rated hotels performance. The study will use descriptive statistics such as means, standard deviation and percentages and inferential statistics such as Pearson Correlation and Regression models. The findings from the study will inform Kenya Tourism Development Policy makers on the influence of positioning strategy on performance of star rated hotels and also whether the policy accelerates the relationship. The star rated hotels will also benefit from the study on how they can use positioning strategy to accelerate the hotels' performance. Scholarship in hospitality, marketing and strategic management will also expand their knowledge in the application of positioning strategy in enhancing hotels performance.

Key Terms: Positioning Strategy, Marketing Mix Strategy, star rated hotels and Hotel's Performance

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